

## **A Study On Impact Of Service Quality In Customer Satisfaction In E-Commerce**

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### **Abstract**

The level of service that an e-commerce platform provides has a big impact on the level of satisfaction that a customer has, which in turn has an effect on the level of success that an online business . Website design, speed, dependability, security, and support are only few of the aspects of service quality. When consumers have a positive impression of the service they get, they are more likely to enjoy their time spent buying online and ultimately become devoted patrons. Despite the convenience of doing business online, studies demonstrate that buyers still demand a high level of service from e-commerce platforms. Because of this, it is crucial for internet firms to place a premium on providing excellent service if they want to attract and keep loyal customers. The purpose of this research is to investigate how online shoppers evaluate the quality of services. A total of 300 customers were surveyed for this research. The survey technique is used to choose the sample population. SPSS was used to examine the main data that was obtained. The data analysis was conducted using a sampling method that was both quick and easy to implement.

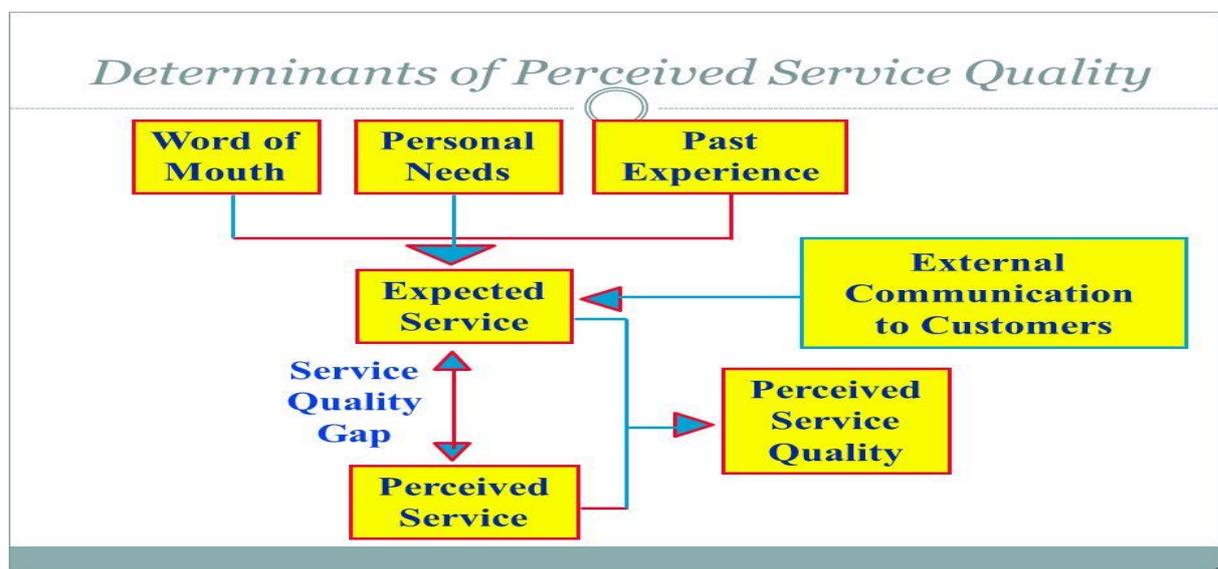
**Keywords:** e-service quality, Satisfaction, customers Customer faith, Consumer demography internet shopping and habit of customers retailing

## Introduction

The world at large has generally embraced the use of the Internet for commercial purposes. An e-commerce website's bottom line will be damaged if its system fails to fulfil the community's standards for providing a high enough level of service to satisfy its customers, who will then be less likely to purchase there. Measuring the degree of satisfaction is essential for determining the efficacy of efforts to improve service quality. Customers' opinions of a service's quality may be influenced by a number of different aspects, as shown by the research. Hence, it is crucial for e-commerce platforms to regularly assess and enhance the quality of their services in order to both satisfy customers and maintain a competitive edge. Being a key factor influencing buyers' experiences online, service quality is crucial. To increase customer happiness, retention, and loyalty, online firms should make service quality a top priority and spend in making it better.

1. For online retailers, meeting and keeping the needs of their customers is their top priority. To thrive in the cutthroat e-environment, an approach that emphasises services is crucial. If a business wants to ensure its consumers will continue to buy from it and remain loyal, it must provide those customers with excellent service. High customer satisfaction can only be achieved via providing excellent service, which in turn motivates satisfied customers to continue their positive patterns of conduct. In order to keep up with what their consumers want, e-commerce companies must consistently provide excellent service. Online shopping consumer happiness may be affected by a number of different variables. In order to produce a satisfying shopping experience and get repeat business from online shoppers, e-commerce companies must have a firm grasp of these characteristics.
2. Website usability: Customers expect e-commerce websites to be easy to use and navigate. The website should be designed in a way that makes it easy for customers to find what they are looking for and complete their purchases quickly.
3. Order fulfillment: E-commerce businesses must ensure that they can fulfill customer orders accurately and quickly. Customers expect their orders to be delivered on time and in good condition. If there are issues with order fulfillment, such as delayed delivery or damaged products, it can lead to a negative customer experience and decreased customer satisfaction.
4. Product quality: E-commerce businesses must ensure that the products they sell are of high quality. If customers receive low-quality products, it can lead to dissatisfaction and negative reviews. Ensuring product quality can help to build a positive reputation and improve customer satisfaction.
5. Website design and functionality: The design and functionality of an e-commerce website play a critical role in customer satisfaction. A well-designed website that is easy to navigate and use can improve the customer experience and increase satisfaction.
6. Product quality and selection: Customers expect high-quality products with a wide range of options to choose from. Offering a variety of products and ensuring that they are of good quality can help to improve customer satisfaction.
7. Pricing: Pricing is a key factor in e-commerce, and customers expect competitive prices. Offering discounts, promotions, and free shipping can also increase customer satisfaction.

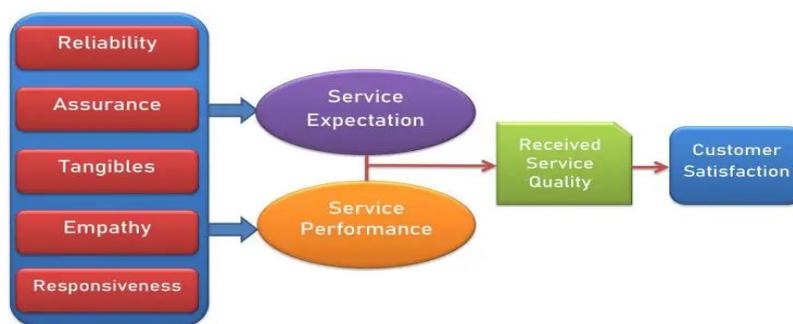
8. Customer service: Customer service is critical in e-commerce. Providing prompt and helpful customer service can help to resolve issues quickly and improve customer satisfaction.
9. Security and privacy: Customers want to feel secure when making purchases online. E-commerce businesses must ensure that their websites are secure and protect customer data and privacy.
10. Reviews and feedback: Customer reviews and feedback can influence the buying decisions of other customers. Encouraging customers to leave reviews and responding to feedback can help to improve customer satisfaction.



## Research Background

Many facets and features have been offered by academics as ways to evaluate the quality of an e-service. The SERVQUAL model is the industry standard for evaluating service quality (Parasuraman et al., 1985). The study gives experts a proven, trustworthy metric for evaluating the quality of websites. Understanding TAM is aided by its revelation of the elements of usability and practicality. Knowledge about the quality of services provided via websites was compiled by Zeithaml et al. (2002) along five main dimensions: accessibility (including the availability and content of information), usability (including privacy and security), aesthetics (including visual appeal), and dependability (including a measure of fulfilment). Parasuraman et al. (2005) performed a research that measured the quality of e-services on two separate dimensions: the initial quality of the service and the degree to which the service recovered its initial quality. As compared to E-RecS-QUAL, which focuses on responsiveness, compensation, and contact, the E-S-QUAL characteristics of privacy/security, dependability, fulfilment, efficiency, and customised attention stand out as particularly noteworthy. The research found that consumers' privacy concerns significantly influenced their overall rankings of websites.

The Five Key Service Dimensions of the Servqual model



Gounaris et al. (2010) investigated how word-of-mouth (WOM), site revisits, and intent to buy were influenced by service quality and satisfaction. The researchers found that e-service quality positively impacted customers' levels of satisfaction and had a direct impact on their likelihood to return to the site, spread the word about their experience, and make another purchase. Technology in our Internet-centric, and globalized world is inextricably linked to the web. This is because of how simple it is for anybody, at any moment, to connect to the internet. As a matter of fact, there are essentially no barriers or hurdles that prevent any part of society from making use of this technology. E-commerce, often known as electronic commerce, is a recent phenomenon made possible by the widespread availability of the Internet. Before, doing business required a personal meeting between buyer and seller. In order to succeed as an online merchant, one must provide excellent customer service.

### ***Conceptual model***

Blut (2016), there are four components to e-service quality metrics: user experience, privacy and security, security, and service delivery. Customer satisfaction with a website depends on many factors, including the quality of the information provided, the attractiveness of the site's layout and design, the ease with which products can be purchased, the competitiveness of prices, the ability to tailor the site to each individual user, and the reliability of the site's infrastructure. There should be three primary types of content on a well-designed website: informational, transactional, and customer-centric.

### ***Customer Satisfaction in E-Commerce***

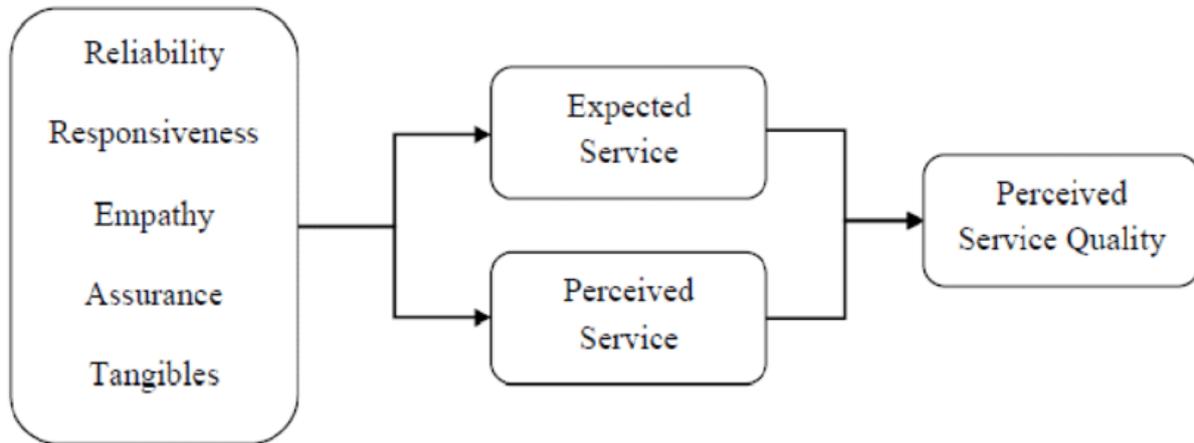
- ✚ Consumers' perceptions of our service levels while they peruse make a payment, or engage with our online shop are key to defining the quality of our e-services, as outlined by Lin and Vida. Providing excellent service to clients might pique their interest and encourage them to make further purchases. When consumers have faith in the reliability of a service provider, they are more likely to make repeat purchases, and when consumers have faith in a service provider, they are more likely to spread the word about that service provider to their friends and family, which in turn can lead to higher sales and a wider audience.
- ✚ Product quality, product system, service provider quality, software product quality, system design, human-computer interface quality, and so on are all factors that contribute to the overall quality of information provided by an e-commerce website. The quality of the website is considered a benchmark for programme success when analysing and reviewing website utilisation. Customers can quickly determine whether a website is reliable based on the clarity of the information provided.
- ✚ Usefulness: E-commerce website owners shouldn't only worry about maintaining a low price. Keeping the same high standard of quality and efficiency is more crucial. A high-quality website will have an easy-to-remember domain name, a clean and

straightforward layout, a straightforward catalogue, and simple site navigation, and clear, plain-language descriptions of any complex concepts. In terms of sourcing products, the convenience of internet shopping is unparalleled. Consumers may anticipate a sense of comfort and clarity as a result of the material offered to them. If done correctly, it may also put consumers at ease while shopping on ecommerce.com.

Building and maintaining trust in an online connection is essential to the success of any business operating in the digital realm. Customers are more likely to make repeat purchases from an e-commerce site that excels at meeting their needs if they have a positive impression of its security, privacy, fraud prevention, and dependability measures. If consumers have faith in an online store, they are more likely to make first and subsequent purchases there. Customers' trust in your business is crucial to the success of your business, thus it's important to earn their trust before you ask for their loyalty. Customers' trust in an online store's ability to protect their private data is directly tied to the success of the business as a whole and the final satisfaction they get from the purchase. If a user makes a purchase on the e-commerce platform Customer but does not click the "goods received" button, they will not be able to withdraw their funds. Hence, it causes Clients should feel safe using Customer.

Parasuraman (2005) stated quality of service is a snapshot of how satisfied a client is with the service they have gotten at any particular moment. The corporation places a premium on service quality since it knows that happy clients will bring in more business. According to Kotler, customer satisfaction is the degree to which an individual's experiences match their expectations; moreover, consumer behaviour demonstrates a direct action in obtaining, consuming, and using the product. Hence, customer happiness is crucial to the success of any business, since a growing number of pleased consumers would naturally be more loyal to the organisation. According to Kotler, a company's success hinges on whether or not its consumers are pleased after making a purchase or receiving some other service from it. If what the customer expects and what they get match up, they will be pleased with the transaction. Customer satisfaction may be seen as a reflection of customer service quality, which is itself influenced by customer service quality. Customers will be happier with a company if they get excellent service, and that happiness should be maintained if the company wants to see an uptick in sales and a corresponding improvement in their likelihood of making repeat purchases.

E-service The beneficial influence that quality has on the amount of e-satisfaction that consumers have with the online system is as follows: The amount of customer happiness on an online shopping platform Customer loyalty may be enhanced if the quality of the service that is offered to the customer firm can be experienced by both parties, and if it is possible to explain how the customer can make convenient and effective use of the website, as well as how the website can be accessed by users. Parasuraman (2005), this has resulted in a favourable influence on the degree of e-satisfaction experienced by customers of ecommerce websites. This suggests that the quality of the e-services provided has a significant impact on the factors that contribute to e-satisfaction.



## Objectives Of The Study

The aim of this research is to investigate how online shoppers evaluate the quality of services and to find out the significant factors influencing service quality of E-Commerce

## Research Methodology

A total of 300 customers were surveyed for this research. The survey technique is used to choose the sample population. SPSS was used to examine the main data that was obtained. The data analysis was conducted using a sampling method that was both quick and easy to implement.

## Findings, Results And Conclusion

### Reliability of data

The purpose of this research is to investigate how online shoppers evaluate the quality of services. Hence, the SERVQUAL model's five aspects of service quality have been implemented. The reliability, empathy, Responsiveness, assurance and tangibles are the 5 dimensions which are observed using 5 point likert scale. Before analyzing the service gap, the reliability of the data using Cronbach's Alpha test. The result is given below.

**Table 2:** reliability of data

S.No	Construct	Perceived		Expected	
		Item to Total Correlation	Alpha if Deleted	Item to Total Correlation	Alpha if Deleted
1	Reliability	0.829	0.931	0.721	0.829
2	Empathy	0.845	0.927	0.747	0.854
3	Responsiveness	0.764	0.948	0.718	0.833
4	Assurance	0.713	0.923	0.761	0.867
5	Tangibles	0.864	0.951	0.728	0.855
Cronbach's Alpha Reliability Coefficient		0.978		0.899	

The result of the reliability shows that the values of Cronbach's Alpha test for all the dimensions and the overall for all the statements are more than 0.7. It shows that the reliability

of the data is justified. The value of the Alpha if deleted for all the dimensions are less than the overall Cronbach's Alpha value for perception and expected service quality. Hence, there is no need to remove dimensions considered in the study. The service quality gap is measured as below.

### *Service quality of E-Commerce*

The gap is measured by comparing the perceived service quality with the expected service quality. The significance in the gap is tested with the help of t test. The result is given below.

**Table 3:** *Service quality of E-Commerce*

Dimension	Perceived (P)		Expected (E)		Gap (P-E)	t value
	Mean	SD	Mean	SD		
Reliability	2.9315	0.41640	4.0126	0.33129	-1.3839	-46.517*
Empathy	2.5251	0.35041	3.4229	0.29871	-1.0983	-42.324*
Responsiveness	2.2023	0.26857	4.1318	0.33092	-1.7315	-70.551*
Assurance	2.6316	0.33244	4.1933	0.29507	-1.5660	-61.921*
Tangibles	2.6413	0.42104	4.3558	0.39786	-1.8810	-56.610*

The Table 3 shows that expected service quality in 5 dimensions are more than the perceived service quality. Among the expected service quality dimensions, empathy (3.4229) and assurance (4.1933) are more than other dimensions. It indicates that the consumers are expecting more on the empathy and assurance. The dimensions of the perceived service quality show that the assurance (2.6316) and tangibility (2.6413) are higher than other dimensions. It is understood that the two dimensions have fulfilled better than other dimensions.

The service gap (the difference between actual and ideal service quality) shows that there are negative gaps across the board. It indicates that the actual quality of e-commerce service is lower than what is anticipated. Respondents' levels of satisfaction with the quality of the service provided are low. The significance from the t test result shows that the gap is significantly high. The t values are greater than the critical value. As a result, the conclusion that can be drawn is that there is a significant disparity between the level of service that is anticipated and the quality of service that is perceived. The level of contentment that customers have with the overall quality of the service is unacceptably low. Consumers' expectations have not been met in terms of the perceived service quality across all aspects, including tangibility, dependability, responsiveness, assurance, and empathy.

## **Discussion**

The model predicted that the results of overall quality of the e-service would be customer pleasure as well as customer trust. According to the findings of this research project, the quality of the e-service provided had a beneficial effect on the level of satisfaction experienced by customers. According to the findings of the vast majority of studies conducted on the topic of e-service quality, client happiness is the primary factor that determines the quality of e-services. It provides evidence for the assumption that there is a substantial link between the quality of an e-service and the level of satisfaction experienced by the consumer. The quality of the e-service provided also had a beneficial influence on the customers' confidence. As a corporation offers higher-quality e-services, the level of trust held by its customer's increases. Increasing both client trust and happiness may be accomplished by providing high-quality service. Trust from customers has a beneficial effect on repurchase

intent as well as word-of-mouth marketing. When a client has a high level of confidence in a business, they are more likely to suggest that business to their friends and family. Customers are inclined to depend on the suggestions of other customers who have more expertise since it is difficult to judge the quality of online services. According to the findings of this research, the trust of customers had a greater influence on word-of-mouth marketing than it did on the intention to repurchase. In summary, customer satisfaction in e-commerce is influenced by various factors, including website design, product quality, pricing, shipping and delivery, customer service, security and privacy, and reviews and feedback. E-commerce businesses must prioritize these factors to create a positive customer experience and build customer loyalty. Gefen (2002). In summary, providing high-quality service is essential to achieving customer satisfaction in e-commerce. E-commerce businesses need to focus on website usability, order fulfillment, customer service, and product quality to ensure that they meet their customers' expectations and provide a positive customer experience.

## Conclusion

The impact of service quality on customer satisfaction in e-commerce has been a topic of interest for researchers and practitioners in recent years. E-commerce companies have recognized the importance of providing high-quality services to customers to achieve customer satisfaction and loyalty. Several studies have shown that service quality has a significant impact on customer satisfaction in e-commerce. Service quality is often measured using dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Studies have found that these dimensions play a crucial role in determining customer satisfaction in e-commerce. For example, reliability relates to the accuracy and consistency of service delivery, while responsiveness relates to the speed of response to customer inquiries or issues. Service quality may matter more for high-end items or experienced internet shoppers. E-commerce client happiness depends on service quality. To acquire market share and establish client loyalty, e-commerce enterprises must deliver high-quality services that exceed consumer expectations.

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