

Effect Of E-Service Quality And Customer Satisfaction On E-Wom In E-Commerce

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ABSTRACT

The current study aims to better understand the various components that influence customer satisfaction and E-service quality, such as responsiveness, reliability, tangibility, assurance, & empathy. The current study is an attempt to identify the factors or antecedents affecting retailers. It was also observed that very little study has been conducted in India on impact of e-service quality on E-WOM & customer satisfaction in chosen retail shops. Currently, the Indian retail industry is very dynamic, digitalized, and competitive. As a result, this antecedent prompts researchers to do an investigation or examination on variables such as E-WOM, customer happiness, and e-service quality. The IMPA model strengthens relationship b/w e-service quality & client happiness. This clearly indicates that if the e-service quality is increased beyond the goal variable, customer happiness will skyrocket. On the other hand, decreasing customer satisfaction in the variable typically has a smaller influence or consequence on the desired target variable. So, e-retailers must be equipped with all new methods for improving outcomes.

Keywords: *E-service quality, customer satisfaction, E-WOM, E-commerce, Trust, Loyalty etc.*

1. INTRODUCTION:

In a serious market where firms compete for customers, consumer loyalty is recognized as a fundamental differentiator, and it has logically evolved into a major component of company strategy. Wilson et al. (2008): "Fulfillment might be the purchaser evaluation of a products and enterprises as far as regardless of if in which merchandise and ventures offers accomplished this present client's cravings and desires". If product or service provided by business does not fulfill the expectations of the customers, many people get dissatisfied and seek better contributions from competitors.

The phrase fulfillment may be classified into several categories. To begin, the phrase "customer satisfaction" may be defined as an intellectual guideline that is compensated by the shopper's installment. The concept is then considered as an assessment for the change associated with desire, using alternative options from the collection. The third fulfillment is seen to be an outstanding, heartfelt response or positive criticism following purchase. Finally, purchaser fulfillment indicates that fulfillment judgments are frequently influenced by both passionate emotions and intellectual disconfirmation.

The customer loyalty analysis continues to be conducted, based on two components connected to sight. The primary view is the exchange explicit client fulfilment, which typically decides on fulfilment by analyzing the overall exhibition and desire for each individual trade. The next viewpoint is the combined client fulfilment, which normally determines fulfilment due to a detailed investigation of the combined engagement in the specific exchange.

Clients benefit from both their retail experiences and consumption of products and services they purchase. As a result, their whole cognitive process incorporates

diverse appraisals of goods based on their experiences. In terms of previous experiences, the writing demonstrates that apparent aid quality and observed item cost are often predecessors associated to client. Finally, retail site environmental elements and selling in general are viewed as indicators of retail. As a result, it provides each purchaser's observation of store features as well as their emotional judgment of these highlights, which is a more comprehensive guideline than retail location impression. Prior research has identified retail location credits that typically influence retail location support. The proposed nine retail location credits are as follows: selling, administration, purchasers, actual offices, comfort, promoting and publicizing, retail location environmental factors, institutional parts, and past exchange. Among them, item-related attributes appeared to be the most important areas.

ELECTRONIC- "WORD OF MOUTH" (E-WOM)

For years, the phrase "word of mouth" (WOM) has been acknowledged as a primary stimulant in what individuals identify, feel, & perceive. Furthermore, with the passage of time, WOM that occurs electronically is recognized as electronic word of mouth (E-WOM). Many writers also characterized it as an informal communication intended at other consumers about ownership, use, or characteristics of certain things & services, or their providers E-WOM, or electronic words of mouth, has drastically impacted people's way of life over the last decade thanks to Internet innovation. Marketers must understand these varied motivations in order to maximize E-WOM and promote its production. To launch E-WOM on behalf of customers, marketers might ask them to transmit product-related queries (for example, Amazon). Customers may grade the E-WOM message (is it credible, intuitive, convincing?) by seeking for evaluations from other customers who are directly

relevant to them. This has a favorable impact on the E-WOM's influence on buying prospects and consumer gratification.

["E-WOM is consumer-generated, consumption-related communication that employs digital tools & is directed primarily to other consumers."]

In terms of web-based shopping, web-based businesses have experienced rapid growth, and web-based shopping has emerged as a popular method of purchasing goods. In 2013, Amazon's transactions totaled \$74.4 billion, while Taobao.com, China's largest C2C site, exceeded \$179.2 billion. In terms of content sharing on the internet, the usage of web-based media has grown over time and has become one of the primary foundations of correspondence. For example, on Facebook and Twitter, the average monthly number of dynamic users has increased to 1.28 billion and 0.27 billion, respectively. Since its launch in 2011, Weixin, China's most popular online media platform, has attracted around 0.5 billion users.

In today's corporate environment, with rise of Web 2.0, client-produced content (UGC) on networks is growing. Electronic audits provided by internet business sites (hence referred to as EC-E-WOM) have played an important role in assisting customers in making decisions.

E-SERVICE QUALITY

E-servqual has arisen as a key aspect of internet commerce, with service quality being widely acknowledged. The notion of service quality is not new in the current context; numerous marketing researchers have conducted extensive study on the quantity of service quality. However, meaning of service quality is currently measured by several criteria. In today's digital age, digitally reviewing the technological qualities of items across traditional platforms is essentially free, feasible, and easier than product comparisons; service quality is the major factor of effective e-commerce. Furthermore, given the exploratory character of this study, qualitative methodologies are employed to examine elements of e-service quality. For cumulative hit tariffs, likes, and customer retention, the phrase "e-service quality" is superseded by a variety of active dimensions and incubator measurements. The dimensions of incubation include relation, material, disposal, and simplicity of use. Various dynamic and active components such as dependability, support, efficiency, safety, communication, incentives, and transparency are critical in today's competitive environment. During an online transaction, this separation of consumer and retailer also emphasizes the need of evaluating the issue of administration recovery in e-administration quality, as well as the ability to manage inquiries, complaints, and discontent. The customer's perception of the customer is crucial. In terms of consistency in e-service, recent studies have revealed that the recovery of that facility is directly related to characteristics such as faith, purpose to repurchase, engagement, and word of mouth, all of which play important roles.

2. REVIEW OF RELATED LITERATURE

Philips et al. (2016) developed a consistency model for social networking sites called SNSQUAL, which takes

into account ease of use and trustworthiness. Thus, the SNSQUAL model assessed the significance of the aforementioned traits as a consideration for social networking sites.

Vijayan and Sundaram et al. (2017) did a study to examine the conceptual framework of customer perception on service quality in online company and its influence on satisfaction and loyalty in the e-commerce industry. A simple random sampling approach was used to pick 539 respondents in Tamil Nadu, India. The study found a substantial association between demographic characteristics such as marital status, gender, and customer awareness of email/internet operation and e-service quality, customer happiness, and loyalty, with the exception of educational qualification and residence status.

Previous study by Oliveira, Alinho, Rita, and Dhillon (2017) shown that a shopper's degree of trust influences their purchasing inclinations. It was also discovered that internet vendors would have appropriate methods to increase confidence. The important deciding factors were honesty, competence, and compassion. Also considered the impact of overall consumer trust. This article also looked at how consumer features, company features, website setup, and customer relationships influence trust magnitudes. A significant conclusion was that high trust correlated with a greater desire to buy online.

Hussain, et al. (2017) conducted an investigation on the relationship between electronic-word-of-mouth source validity, purchasers' data reception, and perceived risk, which was influenced by data usefulness and contention quality. When selecting on an online food purchase alternative, they took trustworthiness, expertness, homophily, and impartiality into account as sources of E-WOM validity. Elaboration Probability A data reception model was used, and 300 online food purchasers were selected via non-likelihood purposive inspection. The data received from polls were reviewed using main condition demonstration The findings revealed that visible danger had a significant influence on reliability, expertness, and objectivity evaluations of E-WOM source credibility, indicating that these metrics had an impact on purchasers' perceived hazard. Homophily was shown to be negatively associated to perceived threat, but data usefulness and contention quality had a positive impact on data appropriation by purchasers. Scientists said that E-WOM plays an important role in the purchase dynamics for online food goods by providing data and reducing the perceived risk.

Hallikainen and Laukkanen (2018) use Hofstede's social measurement theory to explain a shift in buyer trust in e-commerce. A model was underlined, which was a combination of a shopper's attitude toward trust and explicitly establishing the dependability of an online retailer. The study also investigated the effects of national culture and trustworthiness. It was also explored if and how one's trust attitude effects the effect of national culture on the trustworthiness of an online business. According to the data, national culture accounts for just 23% of the change in a customer's trustworthiness to trust, & this mien to trust is a significant indicator of an online store's perceived dependability.

Mishra (2018) analyzed two key aspects of e-service

quality: efficiency and fulfillment. He also investigated effects of e-service quality on consumer perceptions of product value and loyalty.

The purpose of Paulo Rita et al.'s (2019) research is to obtain new knowledge in order to better understand the most important factors of e-service quality that impact customer enjoyment, trust, and behavior, while also contributing to current literature on e-service quality in online purchasing. This study focuses on the four e-service quality model criteria that assist predict customer behavior. It evaluates not just the impact of customer satisfaction on consumer behaviour such as repurchase intent, word of mouth, and site revisit, but also the impact of customer trust. Results are expected to help us better comprehend varied national cultures and the importance of e-service quality aspects. The study model was validated using modeling of structural equations using data from a web-based poll of 355 Indonesian internet users.

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Monojit Kumar et al. (2019) sought to raise awareness of how service quality characteristics affect customer pleasure and consumer loyalty. The research's goal is to determine mediating role b/w client loyalty & service quality. For this study, questionnaire was designed to meet the study title criteria and is divided into two sections. The first section addresses demographic characteristics such as age, gender, marital status, educational credentials, residence status, & internet awareness. The second section provides 26 comments on various areas of the level of operation, including responsiveness, client confidence, and loyalty. Customer loyalty is most important aspect in the success of almost every business, hence measurement is required to determine which factors have a significant impact on consumers.

Prakash (2019) investigated output-based metrics in banking, manufacturing, higher education, healthcare, and information technology, which are significant aspects relevant to the Service quality-based literature. An thorough literature review was conducted, and several significant constructs, such as service-driven capabilities, were found.

Adly (2019) investigate the relationship between the variables of client perceived value, customer loyalty, and client devotion to accommodations. The primary strategy of this study was to conceptualize accommodation as an incentive as a multidimensional construct consisting of

seven variables from both psychological and affective viewpoints. Five of these seven variables, specifically self-delight, value, characteristics, exchange, and degraded measurements, were revealed to have a significant direct positive impact on customer loyalty and client devotion. It was also shown that four hotel obvious worth measurements (voracious, value, quality, and exchange) had a torturous but significant positive impact on client dependability via consumer loyalty as a go-between.

Li & Shang (2020) The chain model was created with the e-taxpayer in mind, who supported association quality, value-driven, user goals, and the purpose of illuminating the relationship between government administration and service quality. Approximately 1,650 respondents were used as information segments. The e-taxpayer-driven service organization was evaluated, and it revealed that the concept of e-taxpayer-reinforced service quality comprises eight dimensions: dependability, structure, quality, security, administration, ability, intuitiveness, and responsiveness.

According to Uzman Saleem et al. (2022), each variable had a substantial effect on eWOM with website quality. Furthermore, the data indicate a large gender discrepancy in internet buying behavior. This innovative study gives various management tips to help managers improve their business performance in e-commerce market. This investigation also identified several shortcomings.

Denok Kurniasih et al.'s (2023) study seeks to investigate the connection among public service and population satisfaction, as well as the correlation between e-service quality and satisfaction with life within government organizations. The study uses quantitative descriptive research. Furthermore, the study collects data to test hypotheses or answer questions concerning the factors under consideration. The study used a data gathering methodology known as a questionnaire, which is distributed to respondents and contains written statements about the research topic, which is public services, e-service quality, & community satisfaction. This study's population is the community. This research had 470 participants.

Ficky Tyoga Aditya et al.'s (2023) study aims to investigate the influence of e-service quality, e-trust, e-satisfaction, and e-word of mouth on repurchase intention on the online travel media Traveloka. This study's demography comprises of Traveloka customers who have made purchases using the traveloka.com app or site. The data was gathered using an online survey with a purposive sampling technique. The research sample included 300 Indonesians aged 18 and above who had purchased through Traveloka. The data is examined with the Structural Equation Modeling (SEM-PLS) and SmartPLS 3.2.9 software. The research findings show that seven of the nine hypotheses proposed were accepted, while two were rejected.

Dina Ardiyanti et al.'s (2023) study will look at the influence of e-service quality characteristics on e-loyalty, as mediated by e-satisfaction, utilizing the Tokopedia application in Bandung. The study's demography is made up of Tokopedia application users generation Z, born between 1995 and 2010, who are at least 17 years old and live in Bandung. The sample size for this study is 180

participants, selected via sampling for convenience. The data utilized in this study is primary data collected by a survey approach that used online questionnaires across a cross-sectional time span. The study's analytical methodologies included instrument validity and reliability assessments, tests for classical assumptions, hypothesis testing with multiple linear regression, and the Sobel test, which was done using an internet calculator. The study by Nazatul Shuhida Ahmad et al. (2024) aims to establish a relationship and identify the most essential e-service quality components that influence online purchases. The original data was gathered by convenience sampling. 250 self-administered questionnaires with four Likert scales were sent through a social media channel to Klang Valley residents aged 18 and up. The data were analyzed using SPSS Version 26. Multiple Regression Analysis was used to investigate the relationship among e-service quality and customer contentment. Except for Perceived Risk, the researcher discovered that Customer Satisfaction had a significant influence on all independent variables. Convenience was shown to be the most important element influencing customer satisfaction. As a result, internet company owners may profit from this study's findings as they build appropriate methods to expand their businesses.

3. OBJECTIVES OF THE STUDY

This study aims to assess consumer satisfaction with e-service quality & related characteristics for e-retailers in India, building on prior research on e-service quality in general and e-retailers specifically. Analyze the correlations between indicated factors (e-service quality, customer happiness, and E-WOM).

HYPOTHESIS

H1: System Availability has a positive effect on customer satisfaction.

H2: Privacy has a positive effect on customer satisfaction

H3: Customer satisfaction has a positive impact on loyalty.

H4: Customer satisfaction has a positive impact on trust.

H5: Loyalty has a positive effect on customer purchase intentions.

H6: Trust has a positive effect on customer purchase intentions.

RESEARCH METHODOLOGY

The current study is a causal-relationship analysis of impacts of E-SERVQUAL & Customer Satisfaction on E-WOM. Figure 1 depicts this causal relationship and the model for future inquiry in current study. The model discusses the elements that influence E-SERVQUAL outcome and customer satisfaction in Indian e-retail establishments. To scale these factors, certain relevant indicators of e-service quality & customer satisfaction are evaluated, as well as their influence on customer trust, loyalty, & E-WOM.

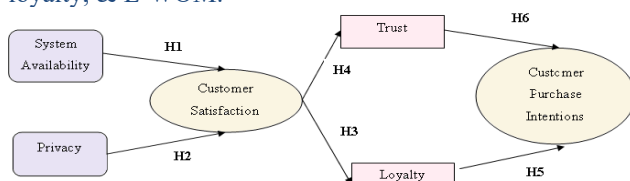


FIGURE 1: PROPOSED MODEL ALONG WITH

HYPOTHESES

The current study is a causal-relationship analysis of impacts of E-SERVQUAL & Customer Satisfaction on E-WOM. There are two types of strong research designs for a causal-relation investigation: surveys and experiments. The current analysis includes everyone in India who purchases or has ever purchased from an e-retailer. Because the population in the current study is rather vast and there is no list, the researcher used a straightforward sampling design to choose a sample. The study's sample size was 300 respondents from around Uttar Pradesh (especially Lucknow, Kanpur, Agra, and Aligarh) based on the thumb rule of confidence interval sample selection for proposed questionnaire. The data was obtained using Google Forms, an online survey tool. The poll link was circulated over social media platforms & instant messaging apps such as Facebook, Instagram, WhatsApp, and Telegram. The majority of the data was collected by the researcher's close friends and family, which is why he refers to it as a handy sampling strategy.

CORRELATIONS

Since table 1 showed the coefficient of correlation (R) among the constructs employed for hypothesis testing, and all of them were determined to be significant. The correlation matrix expresses the interrelationship between the variables system availability, privacy and e-servqual.

TABLE 1: CORRELATIONS AMONG VARIABLES

	SYSTEM AVAILABILITY	PRIVACY	ESERVQUAL
System availability	1		
Privacy	0.492**	1	
E-Servqual	0.431**	0.486**	1
**.Correlation is significant at the 0.01level (2-tailed).			

The Spearman's correlation coefficient (R) between System availability and privacy was strong, at 0.492 (49.2%). This score indicates that there was a substantial positive connection between the two variables. Additionally, there was a reasonably substantial positive link between the variables E-servqual and privacy, with a correlation value of R=0.486 (48.6%). As a result, the whole construct described in the table was shown to be significant and strongly associated. Furthermore, all of the R values in table 2 were deemed enough for establishing a link between these constructs, and the coefficients of correlation in bold and italics were deemed strong, while those in bold were deemed mediocre. The lowest wads for e-servqual and system availability are R= 0.431 (43.1%).

Because the sample size was high (300), even values close to 0.40 had a substantial influence on other variables. Table 2 reveals a substantial coefficient of correlation (R) for the variables indicated in the table.

The word dependability refers to survey items that are examined individually and are known as items squared

correlations impacting latent variables. In the case of a measurement model of research, item variance is inferred and explained using latent variables, which aids in measuring item reliability (Rahman et al., 2015). The R Square (R²) value is also known as latent variables that influence the dependent variables. The R² value of an item contributes significantly if it is greater than 0.5 for each item. Values less than 0.5 depicts that the explained variance is more as compared to item reliability (). In table 2 Cronbach's alpha (α), rho_A, Composite Reliability (CR) & Average Variance Extracted (AVE) were reported.

TABLE 2 CRONBACH'SALPHA, RHO_A, COMPOSITE RELIABILITY, AND AVERAGE VARIANCEEXTRACTED (AVE).

	A	RHO_A	CR	(AVE)
Customer Purchase Intentions (CPI)	.825	.826	.877	.586
Loyalty (L)	.816	.831	.875	.586
Privacy(P)	.827	.858	.896	.741
Customer Satisfaction(CS)	.904	.906	.927	.722
System Availability(SA)	.795	.797	.865	.618
Trust(T)	.826	.826	.885	.656

The study's constructs were assessed using reliability indicators such as CR and α . This estimation assesses the variable's dependability or consistency using key indicators. The governs a reliability index for each variable in the range (0, 1). The acceptable lower limit for any construct consistency is set between 0.61 and 0.71 (Hair; Black; Babin; Anderson; Tatham, 2005). Table 4.20 shows that the maximum validity is quite close to one. Customer satisfaction has the greatest composite dependability 0.927 As a result, all of the structures discussed demonstrated minimal dependability. All of the constructions in table 2 had a higher CR than Cronbach's alpha. As a result, CR is a superior scale for measuring dependability than Cronbach's alpha in terms of consistency measurement.

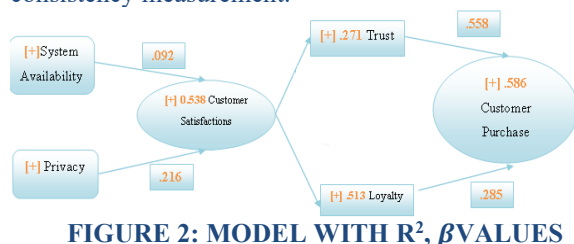


FIGURE 2: MODEL WITH R², β VALUES

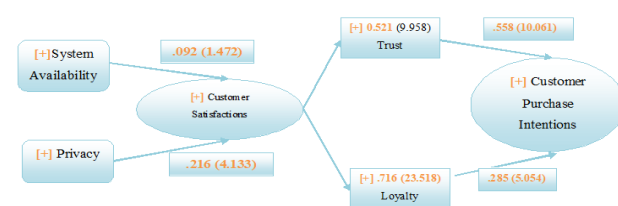


FIGURE 3: PATH COEFFICIENT (β) AND t-VALUES

Table 3 summarizes all direct and indirect impacts. Figure 2 might be used to illustrate the supporting effects. 4.25,

(β), t-value, P-value results. The hypothesis was tested using a non-parametric technique known as bootstrapping, which is a feature of the SmartPLS program.

TABLE 3: HYPOTHESIZED RELATIONSHIPS' STANDARDIZED PARAMETER ESTIMATES

HYPOTHESIS	PATH (RELATIONSHIP)	β	T-STATISTICS	P-VALUE	RESULT
H5	Loyalty->CPI	.285	5.054	.000	Supported
H2	Privacy->Satisfaction	.216	4.133	.000	Supported
H3	Satisfaction->Loyalty	.716	23.518	.000	Supported
H4	Satisfaction->Trust	.521	9.958	.000	Supported
H1	System->Satisfaction	.092	1.472	.015	Supported
H6	Trust->CPI	.558	10.05	.000	Supported
Indirect	Satisfaction->Loyalty->CPI	.204	4.605	.000	Supported
Indirect	Satisfaction->Trust->CPI	.292	6.935	.004	Supported

Table 3 displays the R-squared values for CPI (R²=.586), Loyalty (R²=.586), Customer Satisfaction (R²=.538) and Trust (R²=.271). The modified R² value is close to the study's variables.

TABLE 4: R-SQUARE ANDADJUSTED R-SQUARE VALUES

	R-SQUARE	R-SQUAREADJUSTED
CPI	.586	.585
Loyalty	.513	.511
Satisfaction	.538	.536
Trust	.271	.267

Hypothesis H1 indicates a positive correlation between system availability and customer satisfaction (β =.092, t = 1.472) at p<0.5. H1 is supported. Hypothesis H2 found a positive correlation between privacy and customer happiness (β =.0216, t = 4.133) at p < 0.5. All of these hypotheses are for the construct e-servqual, hence e-servqual has a positive & significant influence on customer satisfaction.

Hypothesis H3 tests association between customer happiness and loyalty, indicating a significant impact (β =.716, t = 23.518) at p<0.5. Hypothesis H4 refers to how customer pleasure affects consumer trust. The PLS findings indicated that customer satisfaction had a considerable influence on trust (β =0.521, t = 9.958) at p<0.5. Hypothesis H5 argue that loyalty has a significant impact on customer purchase intentions. The PLS-SEM analysis indicates that CPI (β =0.285, t = 5.054 at p<0.5) have significant effects at p<0.5.

Hypothesis H6 shows that trust has a significant positive influence on consumer purchase intentions (β =0.558, t = 10.061) at p<0.5. Furthermore, it demonstrates that

consumer purchase intentions influence loyalty ($\beta=.101$, $t = 3.562$) at $p<0.5$. As a result, H6 provide strong support for target 6.

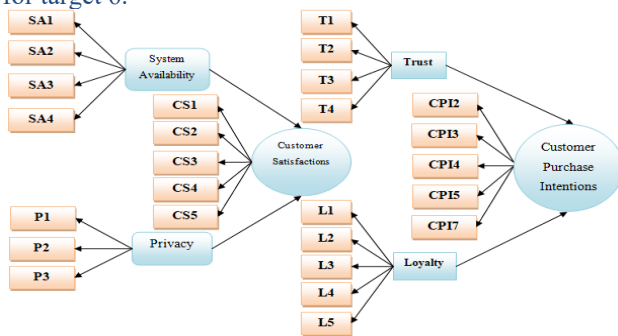


FIGURE 4: STRUCTURAL (CONCEPTUAL) MODEL-1

4. CONCLUSION

The study's findings also revealed that customer satisfaction & e-service quality had a favorable,

significant influence on consumer purchase intentions and social networking sites, ultimately impacting E-WOM. In today's cutthroat competition, e-commerce businesses must develop more merchandising methods, provide consumer value, and pay close attention to detail with a personalized approach. This survey also looks at consumer satisfaction with e-commerce retailers. All factors that contribute to consumer happiness, such as loyalty, trust, and e-service quality, must be handled and monitored by e-commerce retail giants. As a result, merchants must address all aspects of e-service quality in order to improve client acquisition and retention. This study also looks at variable trust as a mediator between consumer happiness and social networking sites. Loyalty served as a mediator between customer happiness and purchase intentions, resulting in indirect effects ($\beta=.204$). Finally, construct trust served as a mediocre mediator between customer satisfaction and purchase intentions ($\beta=.292$). To summarize, the Indian retail industry is transitioning from a conventional to a digitalized province..

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