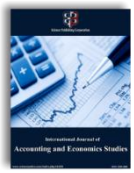
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Research paper



Service Quality's Influence on Loyalty in E-Commerce

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Abstract

This study investigated the influence of the overall service quality of e-commerce portals on customer satisfaction and the intention to revisit the website. The study was conducted with 183 respondents from Thanjavur District, India. The data were collected using the convenience sampling technique, and the collected data were analyzed using multiple regression. The study found that overall service quality has a significant positive impact on customer satisfaction, which in turn has a significant positive influence on the intention to revisit the website. The findings of this study have implications for e-commerce businesses, which should focus on improving the overall service quality of their portals to increase customer satisfaction and intention to revisit. The regression analysis demonstrates a moderately strong positive linear relationship, explaining about 52.5% of the variance in the e-commerce service quality. overall service quality that significantly influences customer satisfaction in e-commerce is validated. The regression model exhibits a strong correlation, with CS explaining approximately 51.3% of the variability in customer satisfaction. Lastly, customer satisfaction positively impacts the intention to revisit e-commerce platforms. The regression model reveals a strong correlation between service quality (CS) and customer satisfaction (RI), explaining 51.9% of customer satisfaction variability, emphasizing their significance in e-commerce

Keywords: *E-Commerce, Customer Satisfaction, Intention, Service Quality*

1. Introduction

The growth of online retail shopping has recently created numerous opportunities for e-commerce (Zolait and Sulaiman, 2008; Celik, 2016). Today, customers are aware of the benefits of online shopping, including personalized service, access to product information, and time savings (Lim, 2015). However, many remain hesitant to use online shopping due to negative experiences they have encountered in the past (Lin, 2008). Online shopping is a complex subject that many researchers have studied (Clemes et al., 2014; Chang et al., 2015; Celik, 2016). Nonetheless, some gaps still exist in the understanding of online shopping (Hansen & Jensen, 2009; Lim, 2015). Therefore, some researchers recommend that more research be done on the factors influencing online shopping. That's a significant projection for the Indian e-commerce market! If the market value is estimated to reach $350 billion by 2030, it highlights the rapid growth and increasing importance of e-commerce in India. This growth could be driven by factors like rising internet penetration, increased smartphone usage, a growing middle class, and improvements in logistics and payment systems (Statista, 2023). Therefore, organizations need to comprehend consumer expectations and perceptions regarding past online shopping experiences to devise a strategy that enhances attitudes toward online shopping (Zhou, Dai, and Zhang, 2007; Jeong, Fiore, Niehm, and Lorenz, 2009). Customers are well informed about the products and services being sold online. As a result, online retailers must safeguard customer satisfaction; otherwise, unsatisfied customers may switch to other brands (Miller et al., 2000). Retaining customers is one of the challenges that e-commerce companies face nowadays (Abbasi et al., 2022). Hence, numerous research endeavors have investigated the elements influencing e-service quality and elucidated the connections among purchase intention, customer satisfaction, and the quality of e-service (Blut, Chowdhry, Mittal, and Brock, 2015). In the past, when customers were satisfied with products or services, they would share their feedback within their circle, occasionally extending it to their friends. However, in the present age, feedback provided by a single customer can reach multiple customers, amplifying the impact of their satisfaction on product purchases (Zairi, 2000; Shankar et al., 2003). The traditional model of service quality was created by Parasuraman et al. (2005). The study by Tsao, Hsieh, and Lin (2016) highlights the complexity of e-service quality and its impact on customer satisfaction and loyalty. In essence, while traditional quality attributes like reliability, tangibility, assurance, empathy, and responsiveness remain important, the focus for online retailers should also include system and electronic service quality. These elements are crucial in the digital environment, where technical performance and the quality of online interactions significantly influence overall customer satisfaction and loyalty. Retailers in the e-commerce space should therefore invest in robust technological infrastructure and ensure that their online service processes are user-friendly and responsive to customer needs. This approach not only helps in meeting customer expectations but also in building a loyal

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customer base that can drive long-term success. Gounaris (2010) demonstrated that the caliber of e-services offered significantly influenced consumer behavioral intentions, which encompassed factors such as word of mouth, purchase intention, and site revisits.

2. Related Work

Services are intangible, making service quality assessment more complex than tangible goods. Service quality assesses the alignment of customer expectations and perceived service quality, a measure derived from comparing service process perceptions to actual outcomes (Grönroos, 1984; Lovelock and Wirtz, 2011). Parasuraman, Zeithaml, and Malhotra (2005) suggest that service quality evaluates how well people believe a company's services function and how efficiently they are delivered. Quality perception is a concern shared by both the company and its customers. Webb and Webb (2004) developed a model called "SiteQual" to measure service quality factors such as reliability, assurance, empathy, and tangibility. There have been numerous models, such as ESQUAL Parasuraman et al. (2005) and WebQual Loiacono et al. (2002), designed to analyze the overall service quality attributes. However, these models still fall short of providing a comprehensive measurement of all e-service quality attributes. Chi (2018) found that important elements, including visual attractiveness, security, and the quality of website content, favorably affect customer satisfaction and therefore influence purchase intentions. Ghazali et al. (2018) stress the importance of website design in drawing users to e-commerce platforms and underscore the role of user-centric design principles in promoting engagement. Users are drawn to the website design, which is a visible aspect of the products. The website design also creates trust for users of the e-commerce website (Lee et al., 2018). Web portals, serving as information systems, mirror the overall quality of e-commerce platforms, as observed by Chi (2018). Key dimensions of information quality, as highlighted by Chen et al. (2021), revolve around the pertinence and adequacy of content for web users. According to Lin et al. (2018), the utility of content relies on factors such as its reliability, value, and precision. Chi (2018) emphasizes that the worth of content becomes apparent through the timely and consistent information delivered to e-commerce platform users, highlighting the role of current and uniform content in improving the user experience. According to Kaatz (2020), the service quality of an e-commerce website reflects the systematic features offered by the website. Salamah et al. (2018) emphasized that the web-based features that an e-commerce platform provides determine the quality of its services and proposed that customers actively search for web content that provides features, services, and easy accessibility. Udo, Bagchi, and Kirs (2010) say that users perceive the quality of websites based on various attributes, and websites that have system-level characteristics are more appealing to them. When a website is considered innovative, it includes special and cutting-edge features that safeguard customers' security and privacy while offering them top-notch customer service. Thalib and Nishad (2025). Customer loyalty is essential for a company's success, especially with the rise of e-commerce. Online shopping depends on digital experiences to build trust and loyalty, unlike physical stores that rely on face-to-face interactions. Key factors for loyalty include service quality, website quality, and reliability, which enhance customer satisfaction and strengthen brand trust. Wattoo, Du, Shahzad, and Kousar. (2025) suggest that in online shopping, service quality is key to customer satisfaction and loyalty. Customer complaints mediate this relationship, while emotional intensity affects loyalty, repurchase, and recommendation intentions.

According to Leong et al. (2020), customers demonstrate their trust in firms' offerings by being willing to accept potential shortcomings in the services provided by these firms. These shortcomings can be improved in the future to align with customer expectations, and it has also been highlighted that customer trust influences the perception of service quality on e-commerce platforms. According to Ghazali et al. (2018), satisfying customers' expectations both promotes and starts the process of e-portal quality perception, which in turn leads to customer satisfaction. Aspects of service quality positively impact customer satisfaction with e-commerce services (Sheu and Chang, 2022). Customers are therefore encouraged to return to e-commerce websites as a result (Chi, 2018). In the context of mobile commerce users, Salamah et al. (2022) highlighted the influence of service quality and customer satisfaction on customer retention. In the context of Indian e-commerce, this study uses the paradigm put forward by Salamah et al. (2022) to quantify the overall impact of service quality on consumer satisfaction. As a result, this study offers five theories.

3. Methodology

The study uses quantitative research methodology to investigate how customer happiness is affected by e-commerce websites' overall service quality. It also aims to investigate how customer satisfaction affects the likelihood that a consumer will return to the website. Participants in the study included both male and female respondents who used Indian e-commerce websites. Questionnaires were the main tool used by the researchers to collect data from these participants, using a convenience sampling methodology. Online questionnaires were employed, and they were distributed via email and shared through social media platforms like WhatsApp and Facebook to reach a wider respondent base. The data was collected from 183 respondents from Thanjavur District. The study has adopted Salamah et al.'s (2022) model to investigate the impact of overall service quality on customer satisfaction. The variables from Salamah et al.'s (2022) model have been adapted from various other models, including Parasuraman et al. (1988), Salameh et al. (2018), Yang et al. (2005), Parasuraman et al. (2005), Udo et al. (2010), Zhang and Prybutok (2005), and O'Cass and Carlson (2012). The survey questions were formulated using a Likert scale, where respondents were asked to rate their agreement on a scale of 1 to 5. In this scale, 1 represents "strongly disagree," and 5 represents "strongly agree." The intermediate values on the scale indicate varying degrees of disagreement or agreement, with higher code values indicating greater agreement. (Figure 1)

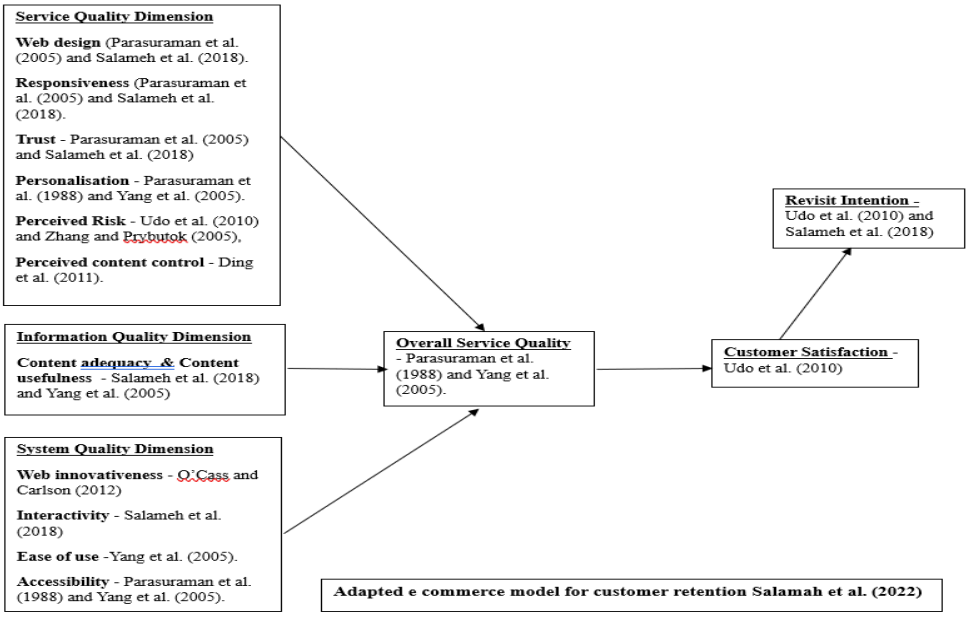


Fig. 1: Service Quality Dimension and Consumer Satisfaction Model

4. Research Conceptual Model developed by the researcher

H1: The service quality dimension has an impact on the overall service quality of e-commerce usage.
H2: The information quality dimension has an impact on the overall service quality of e-commerce usage.
H3: The system quality dimension affects the total e-commerce service quality.
H4: Customer happiness in e-commerce is influenced by the general service quality of e-commerce usage.
H5: Having happy customers influences their propensity to use e-commerce sites again.

5. Results and Discussion

Influence of the dimensions of system quality, information quality, and service quality on the overall service quality (OSQ) of e-commerce usage (Table 1)

Table 1: Model Summary Result of Service Quality Dimension and Overall Service Quality

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.725	0.525	0.494	0.811
a Predictors: (Constant), SYSQ4, SQ4, IQ1, SQ2, SYSQ2, SQ5, SQ3, SQ1, SYSQ1, SQ6, SYSQ3				

With a reasonably strong positive linear association between the predictors and the dependent variable, the regression model in Table 1 has an R of 0.725. R-squared of 0.525 means that roughly 52.5% of the variance in the dependent variable is explained. At 0.494, the adjusted R-squared, which takes the number of predictors into account, is marginally less. The standard error of the estimate is 0.811, which provides a measure of how close the model's predictions are to the actual data. (Table 2)

Table 2: ANOVA Result of Service Quality Dimension and Overall Service Quality

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.402	11	11.309	17.178	0.000
	Residual	112.582	171	0.658		
	Total	236.984	182			
a Dependent Variable: OSQ						
b Predictors: (Constant), SYSQ4, SQ4, IQ1, SQ2, SYSQ2, SQ5, SQ3, SQ1, SYSQ1, SQ6, SYSQ3						

The regression model, which incorporates the specified predictors, appears to be statistically significant in explaining the variation in the dependent variable, Overall Service Quality (OSQ), according to the ANOVA table. The significant F-statistic (17.178) suggests that a minimum of one predictor is augmenting the explanatory power of the model. In the regression analysis, the constant (intercept) is estimated to be 0.417, signifying the predicted value of the dependent variable, Overall Service Quality (OSQ), when all predictor variables are zero. (Table 3)

Table 3: Coefficient Result of Service Quality Dimension and Overall Service Quality

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.417	0.329		1.270	0.206
	SQ1	-0.113	0.085	-0.105	-1.330	0.185
	SQ2	0.007	0.074	0.007	0.091	0.927

SQ3	0.118	0.088	0.106	1.344	0.181
SQ4	0.275	0.068	0.252	4.065	0.000
SQ5	0.313	0.080	0.289	3.928	0.000
SQ6	-0.276	0.100	-0.227	-2.771	0.006
IQ1	0.322	0.076	0.277	4.256	0.000
SYSQ1	0.100	0.085	0.095	1.165	0.245
SYSQ2	0.266	0.088	0.245	3.037	0.003
SYSQ3	0.148	0.092	0.143	1.613	0.108
SYSQ4	-0.079	0.084	-0.079	-0.937	0.350

It may not be relevant in the model, though, as indicated by the fact that it is not statistically significant ($p = 0.206$). Among the variables that predict service quality, SQ1 exhibits a negative relationship with OSQ, with a coefficient of -0.113, implying that a one-unit increase in SQ1 is associated with an estimated decrease of approximately -0.113 units in OSQ, though this relationship is not statistically significant ($p = 0.185$). Conversely, SQ4, SQ5, IQ1, and SYSQ2 have positive coefficients of 0.275, 0.313, 0.322, and 0.266, respectively, indicating that increases in these variables correspond to higher OSQ scores. These variables are statistically significant ($p < 0.05$) and possess standardized coefficients (betas) that suggest their relative importance in explaining OSQ variability. Meanwhile, SQ6 exhibits a negative effect on OSQ (-0.276) and is statistically significant ($p = 0.006$), as are SYSQ2 (0.245) and SQ3 (0.106). The remaining predictors, SYSQ1, SYSQ3, and SYSQ4, are not statistically significant ($p > 0.05$). Overall, these coefficients provide insights into the direction, magnitude, and significance of each predictor's influence on OSQ, aiding in the interpretation of the regression model. (Table 4)

Table 4: Overall Service Quality and Customer Satisfaction Model Summary Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715.8a	0.512.8	0.51	0.7989
a Predictors: (Constant), Customer Satisfaction				

5.1 Influence of overall service quality of e-commerce usage on customer satisfaction in e-commerce.

The regression model exhibits a moderately positive correlation ($R = 0.716$) with the single predictor, CS. About 51.3% of the dependent variable's variation is accounted for, indicating CS's meaningful explanatory power. The adjusted R-squared, at 0.510, shows consistent explanatory strength given the model's simplicity. The standard error of 0.799 represents the typical prediction error. (Table 5)

Table 5: ANOVA Result of Overall Service Quality and Customer Satisfaction

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	121.459	1	121.463	190.328	0.000
	Residual	115.515	181	0.638		
	Total	236.984	182			
a Dependent Variable: Overall Service Quality (OSQ)						
b Predictors: (Constant), Customer Satisfaction						

The above table 5 ANOVA analysis highlights the strong significance ($p < 0.001$) of the regression model containing the single predictor, CS. A substantial portion of OSQ's variance is explained, evident in the substantial sum of squares for the regression component (121.468), while the residual sum of squares (115.515) represents unexplained variation. The high F-statistic (190.328) underscores the model's efficacy in elucidating OSQ's variability. In summary, this ANOVA underscores CS's significance in predicting OSQ, with the model performing exceptionally well. (Table 6)

Table 6: Coefficient Result of Overall Service Quality and Customer Satisfaction

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.848	0.210		4.047	0.000
	CS	0.778	0.056	0.716	13.796	0.000
a Dependent Variable: Overall Service Quality (OSQ)						

In the above table 6 regression model, the constant term (intercept) is estimated to be 0.848. The coefficient for the predictor variable Customer Satisfaction (CS) is 0.778. This suggests that for every one-unit increase in CS, the dependent variable (OSQ) is expected to increase by approximately 0.778 units. The standardised coefficient (Beta) for CS is 0.716, indicating the strength of the relationship between CS and OSQ after standardization. The t-statistic associated with CS is 13.796, which is highly significant ($p < 0.001$), suggesting that CS is a robust predictor of OSQ. In summary, the regression coefficients indicate that CS has a strong and positive relationship with OSQ, and it significantly contributes to the prediction of OSQ scores. (Table 7)

Table 7: Model Summary result of Customer Satisfaction and Intention to revisit e-commerce platforms.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720a	0.519	0.516	0.731
a Predictors: (Constant), Revisit Intention (RI)				

5.2 Impact of customer satisfaction on the intention to revisit e-commerce platforms.

The model summary indicates a strong relationship between CS and the predictor variable RI, with an R value of 0.720. This implies that changes in RI are closely associated with changes in CS. Approximately 51.9% of the variability in CS is explained by RI (R-squared = 0.519). The model's goodness of fit remains consistent with the adjusted R-squared at 0.516. The standard error of the estimate is 0.731, representing the typical prediction error. (Table 8)

Table 8: ANOVA result of Customer Satisfaction and Intention to revisit e-commerce platforms.

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	104.243	1	104.243	195.214	0.000
	Residual	96.653	181	0.534		
	Total	200.896	182			
a Dependent Variable: Customer Satisfaction (CS)						
b Predictors: (Constant), Revisit Intention (RI)						

The ANOVA result highlights the model's high significance ($p < 0.001$) in explaining CS, with the regression component accounting for a substantial sum of squares (104.243) and a notably high F-statistic (195.214), indicating an effective variance explanation. (Table 9)

Table 9: Coefficients result of Customer Satisfaction and Intention to revisit e-commerce platforms.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.204	0.178		6.778	0.000
	RI	0.666	0.048	0.720	13.972	0.000
a Dependent Variable: Customer Satisfaction (CS)						

The coefficients section provides insight into the strength and direction of the relationship between CS and RI. The constant term (intercept) is estimated to be 1.204, signifying the expected value of CS when RI is zero. The coefficient for RI is 0.666, indicating that for every one-unit increase in RI, CS is expected to increase by approximately 0.666 units. The standardized coefficient (Beta = 0.720) highlights the strength of the relationship between RI and CS after standardization, underscoring RI's substantial influence on CS. The highly significant t-statistic associated with RI (13.972) further emphasizes its robust predictive power, confirming its significance as a key predictor of CS.

6. Limitations of the study

The samples were collected exclusively from Thanjavur district. The area is predominantly semi-urban. While e-commerce is growing, it is not expanding at a rapid pace. People in the study area tend to be more culture-oriented, and therefore, the results may vary slightly when compared to other regions.

7. Conclusion

In conclusion, the research findings offer valuable insights into factors that influence customer satisfaction and the intention to revisit e-commerce platforms. Firstly, the study confirms the Hypothesis that Service Quality Dimension, Information Quality Dimension, and System Quality Dimension significantly impact the overall service quality of e-commerce usage. The regression analysis shows a moderately strong positive linear relationship, explaining about 52.5% of the variance in the dependent variable. Secondly, it validates that overall service quality considerably affects customer satisfaction in e-commerce. The regression model demonstrates a strong correlation, with CS explaining approximately 51.3% of the variability in customer satisfaction. Lastly, customer satisfaction positively influences the intention to revisit e-commerce platforms. The regression model reveals a solid relationship between CS and RI, accounting for around 51.9% of the variability in customer satisfaction. These findings highlight the importance of service quality and customer satisfaction in e-commerce, emphasizing their potential to improve user experiences and encourage repeat usage. The coefficients section shows how Customer Satisfaction (CS) relates to Repurchase Intention (RI). The intercept is 1.204, indicating CS when RI is zero. For each one-unit increase in RI, CS increases by about 0.666 units. The standardized coefficient (Beta = 0.720) shows a strong positive effect of RI on CS, supported by a significant t-statistic (13.972). The model summary indicates a strong correlation, with an R^2 of 0.519, meaning RI explains 51.9% of the variance in CS. The model fit is reasonably good, indicated by a standard error of 0.731.

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Author Contributions

Both Authors contributed equally to defining the research problem and conceptualization, data analysis, and manuscript writing for this study.

Conflict of Interest

The study has no competing interests (ethical, financial, or otherwise) to declare.

Ethics Approval

Not Applicable.

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