

A Study on the Dimensions of Service Quality in Online Shopping

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Abstract

With the development of the electronic commerce (e-commerce), more and more businesses are attempting to gain competitive advantages by using the e-commerce to interact with customers. The e-service quality differentiation has become the most important thing for attracting and retaining customers in the online shopping. Businesses with the experience and success using the e-commerce are becoming more and more realize that the key determinants of the success or failure are not only the website presence and low price but also include the electronic service quality, i.e. e-service quality. The online shopping environment provides vast selection, information screening, reliability, and product comparison, which enable that consumers reduce the decision-making efforts. This paper is about the various dimensions of service quality in online shopping. Primary method of data collection is followed. Research Design is descriptive research with the sampling technique of convenience sampling. Sample size is 50.

Keywords: - service, quality, online, shopping

Introduction:-

The worldwide trend toward the service quality was first initiated in the 1880s when businesses realized that the quality product, in itself, was not guaranteed to maintain a competitive advantage. As the service becomes more and more important and the competition becomes fiercer and fiercer in an industry, both consumers and managers should pay special attentions to the service quality. Service quality can be defined as “the comparison between customers' expectations and perceptions of services”. The term perception pertains to the consumers' beliefs concerning the received or experienced service. It is believed that the perceived service quality contributes to positive business outcomes, such as greater levels of customer satisfactions, and by extension, favourable marketing behaviours, such as repurchases and positive word-of-mouth behaviours. The Internet is fast becoming an important new channel for businesses in many sectors, which raises e-services as the emergent business paradigm in the industrialized work. According to Boyer et al. (2002), a unique opportunity was provided by e-services for businesses to offer new models for service design strategies and new service developments. Firstly, all providers of services, whether they are traditional 'brick-and-mortar' or pure Internet players, now have more delivery channel options for competing. Secondly, they can offer many new services more economically with both greater geographic reaches and product varieties. As a consequence, the e-service market creates opportunities for providing value-added services offered by different companies.

Objective

- To understand the dimensions that affect the customer perception of service quality in online shopping

Review of Literature

The most experienced and successful e-commerce companies are beginning to realize that the

key determinants of successes or failures are not merely the web presence or low price but also the delivering of the high e-service quality (Yang, 2001; Zeithaml, 2002; Wang, 2003). The following points can be identified on the basis of Zeithaml et al's (2002) and Herson and Calvert's (2005) work: (1) multiple factors influence the e-service quality instead of only a single factor; (2) the recovery service involves different dimensions than core dimensions and most of the 'personal service' issues belong to the category of the recovery services instead of the core services; (3) the satisfaction, intention to purchase and purchase are affected by the e-service quality; and (4) the perceptions of the e-service quality are related to the technology readiness and the customer-specific construction.

According to Zeithaml (2002), online retailers fail primarily due to the poor quality services, which are rendered to their customers. Online customers expect fast, friendly and high quality services (Singh, 2002). They also want choices, conveniences and responsive services with a personal touch (Zhao and Gutierrez, 2001). According to Davis (1993), consumers' attitudes toward Internet shopping depend on the direct effects of relevant online shopping features. The features of online shopping can be either consumer's perceptions of functional and utilitarian dimensions, such as "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions like "enjoyment" (Mathwick et al., 2001; Menon and Kahn, 2002).

According to Cai and Jun (2003), firstly the e-service quality greatly influences customers' satisfactions and intentions to shop online, and secondly the e-service quality is critical in attracting potential customers. Dabholkar et al. (1996) developed and validated a five-dimension scale to measure the service quality within the setting of retailing. The five dimensions are: physical aspect, reliability, personal interaction, problem solving, and policy. While examining service quality factors in determining the department store chain performance, Sin and Cheung (2001) uncovered six dimensions: personal interaction, policy, physical appearance, promise, problem solving and convenience

Research Methodology

Data collection method: Primary method of data collection through questionnaire

Research Design: Descriptive Research

Sampling Technique: Convenience sampling

Sample Size: 50

Statistical tools used: Regression

Hypothesis

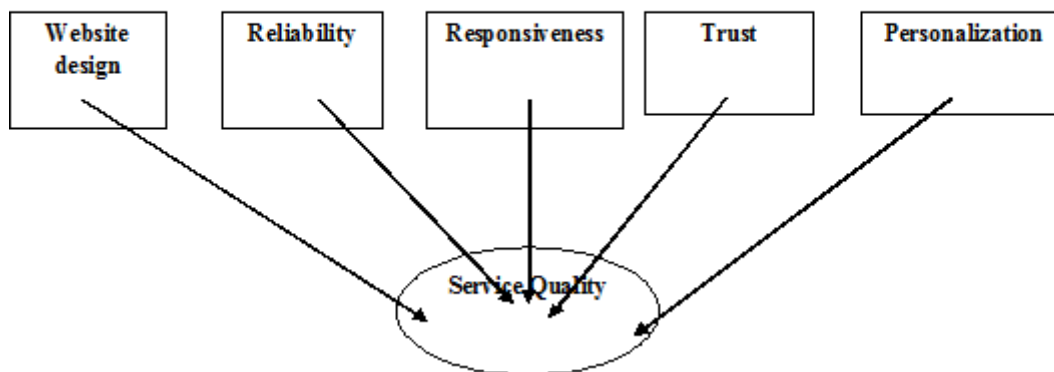
H0: There is an impact of website design on service quality in online shopping

H1: There is an impact of reliability on service quality in online shopping

H2: There is an impact of responsiveness on service quality in online shopping

H3: There is an impact of trust on service quality in online shopping

H4: There is an impact of personalization on service quality in online shopping



Analysis and Interpretation

Coefficients (overall service quality)

	Unstandardised coefficient		Standardized coefficient	t	sig
	Beta	Std error	Beta		
Constant	1.54	0.37	0.01	4.15	0.000
<i>Website design</i> Visually appealing	0.01	0.19	0.05	0.07	0.941
Easy to complete transaction	0.32	0.09	0.35	1.68	0.101
Well organised appearance	0.14	0.15	0.20	0.95	0.348
<i>Reliability</i> Interest to solve customer problem	0.12	0.16	0.16	0.77	0.445
Error free transactions	0.14	0.14	0.18	0.99	0.328
Adequate security	0.08	0.13	0.11	0.62	0.538
<i>Responsiveness</i> Prompt services	0.02	0.16	0.02	0.02	0.980
Willingness to help	0.16	0.14	0.22	1.16	0.255
Never too busy to respond customers	0.16	0.15	0.25	1.27	0.213
<i>Trustworthy</i> Trustworthy	0.06	0.09	0.09	0.44	0.659

Confidence in customers	0.05	0.18	0.17	0.43	0.667
Personalization Targeting email to customers	0.06	0.17	0.44	2.44	0.020
Customer preferences	0.36	0.19	0.41	2.41	0.021

From the table we see that the dimensions of service quality (website design, reliability, responsiveness, trustworthy, personalization) have a positive impact on service quality.

We also see that the dimensions like visually appealing, prompt services have a highest significant value of 0.941 and 0.980. It denotes that it has a greater impact on service quality.

It is followed by the other dimensions like trustworthy and confidence in customers with the significant value of 0.659 and 0.667

There is an impact of website design, reliability, responsiveness, trustworthy and personalization on the service quality in online shopping. Therefore the hypothesis is accepted.

Conclusion

The conclusions from the study states that the SERQUAL model is modified with reference to online shopping. This study was also about the dimensions of service quality on online shopping. In this study hypothesis was framed with respect to the dimensions of service quality. The data is analysed and the hypothesis is accepted. Further study can also be carried out in this topic in a broader perspective .Future studies can be done with respect to consumer behaviour, consumer purchase intentions and service quality.

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