

Impact of Web Service Quality on Re-purchase Intention

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Abstract

The purpose of this study is to create a research model that understands the important dimensions of the quality of the website and its impact on the intention to buy. The study also analyzes the impact of customer satisfaction on the acquisition of goals. The results of the actual analysis have confirmed that the quality of the website can be created as a component of the search, ease of understanding, useful information, web design, ease of use, security and confidentiality, customization convenience and personalization. Second, site quality has a positive impact on customer purchases and customer satisfaction. Thirdly, the quality of the web service may affect the buyer's goals by increasing the satisfaction of the facilitator as it has a full impact on the purchase purpose. The research has developed a tool for quality web site servicing in the context of online shopping. The purpose of this study is to develop a research model that understands the important dimensions of the quality of web services and their impact on purchasing intentions. The study also analyzes the impact of customer satisfaction on the acquisition of goals. The results of the actual analysis have confirmed that the quality of the website can be created as a component of the search, ease of understanding, useful information, web design, ease of use, security and confidentiality, customization convenience and personalization. Second, site quality has a positive impact on customer purchases and customer satisfaction. Thirdly, the quality of the web service may affect the buyer's goals by increasing the satisfaction of the facilitator as it has a full impact on the purchase purpose. The research has developed a quality web services scale in the context of online shopping.

Keywords: Web Service Quality, Customer Satisfaction, Re-Purchase Intention

Introduction

The rapid growth of the global internet has a detrimental effect on the market. This has led businesses to accept e-commerce as a means of communicating with users. Also, consumers are increasingly turning to online shopping more and more, depending on how they shop. To attract customers and make them visit and enter their website, Internet retailers earn money for trying to create websites to meet customer needs. By

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accepting online shopping, user expectations have become more sophisticated and quality web services is emerging as an important factor that has a positive link with the opportunity to visit and review. Previous studies have shown that high quality web services can lead to higher profits. It is therefore essential that online retailers not only build trust between people to buy online but also buy them. Some previous studies have focused on the goal of internet purchasing in a Technology Acceptance Model (TAM), and understand that the use of ease of use, security and privacy, use and functionality based on TAM can be seen as a factor quality of service (Zhang et al., 2011).

There is growing interest in switching to online shopping in almost every corner of the world, including India. In developed countries there is an increase in online shopping while in developing countries it is still in a fast-growing but high growth phase. Despite accelerating online purchases, Bergkvist and Rossiter (2007) estimate that it represents nearly 0.1% of total retail sales in India. This shows that online retailers have not reached the expectations of their customers to provide quality services. Online retailers do not have the right gauge to investigate weaknesses in their online services. A study by Singh, Feng, and Smith (2006) forecast that they are more likely to perceive web sites that adapt to multi cultures. Fisher and Nair (2009) in his Bangalore metropolitan survey, he pointed out that security, communication and chaos are on the backdrop of trust. Reliability and advanced technology have found a real online purchase. Srivastava and Rai (2014) studies the role of a mediator between quality of service, customer satisfaction and purchase intent, and the results of the survey show that customer satisfaction is not consistent between the quality of services and goods in the case of online shopping in Pakistan. Most of these investigators have focused on online shopping and customer satisfaction.

These studies are limited to a specific geographic location with a limited sample size. There is little research on the quality of web services in the context of online shopping. In addition, most studies have been conducted in countries that use internet purchases faster than Asian countries. The rapid growth of online shopping in India and emerging markets in Asia in recent years, but research in these markets is less likely to be observed than in Western countries (Siddiqi, 2011). Moreover, emerging markets have many institutional contexts related to their social and economic aspects. Therefore, models developed in Western countries should be valid through these diverse crops (Siddiqi, 2011). Therefore, in order to fill this gap, the present study seeks to understand the importance of the quality of the web service, which leads

to the purchase of goods and customer satisfaction. Therefore, quality tools that are established and established in developed countries must be validated in developing countries as well, so that it can be widely accepted in the colorful cultural scenario. Wolfinbarger and Gilly (2003) also explain the problems that have been identified as e-services by the "trivial simplicity of measurement that has been created to measure consumer scale, some focus only on the interface of a website, and others Trying to Consider Purchasing a Whole " Most of the research is considered to be merely a bi-linear link between the quality of the site and the intention to purchase. There is little research focused on the role of coordinating variables such as customer satisfaction for purchasing purposes in developing countries. Given this, the present study focuses on understanding the quality of services that are designed to be client-centric, neutral, and neutral. This study contributes to the literature by exploring the role of customer satisfaction in the relationship between the qualities of the site and aims to buy and improve the use of existing analytical methods that have settled on Payments, which is exclusive in developing countries such as Pakistan.

Online shopping is growing dramatically in India, but there is no customer-centric approach to the quality of the online network. In 2012, the size of India's e-commerce market was \$ 10 billion, while the electronics market was worth \$ 0.6 billion. The size of the online retail market is expected to be 3.5 billion dollars in 2014 and is expected to be about 76 billion dollars by 2021, more than one percent. In 2012, about 120 million Indian users had access to the Internet at least once a month (also called an active user base). India's internet browsing behavior has undergone significant changes in the past two years. Indian consumers today not only spend more time on the Internet but also actively move away from normal emails and browsing that were lost a few years ago. Online retailers in recent years have invested time, money and profits to ensure that consumers negotiate online in different ways. They have a wide range of Internet access and services such as COD, Monthly Enhancement Payments (EMI), returning without problems. , And advertising in the media. Indian e-commerce sales are expected to reach \$ 100 billion by 2020 from 22 billion to 2015. With the growth of the online e-commerce industry, retail is expected to reach \$ 70 billion by 2020 from \$ 3 billion in 2014. Changing lifestyles, increasing the purchasing power of people, and understanding global brands and fashion trends have forced people to buy online. The main sources of the trend are the increase in the number of internet users in the cities over 20 cities. While collecting demand in 8-10 big cities, online retailers have

seen more customers in other cities and cities, accounting for almost 50% of sales to players.

Publishing a book of a previous basic theoretical study combines literature, the quality of internet shopping sites, and their relationship with shopping carts to offer a conceptual approach to web quality in India. Models of ideas are offered to explore the impact of Internet service quality on customer purchases and customer satisfaction.

The quality of the service the client understands can be defined as a universal judgment or behavior related to the superiority of the comparison services (Parasuraman & Grewal, 2000). Attributes (reality, reliability, responsibility, guarantee) created by Parasuraman and Grewal (2000) formulated the basis of a global tool for measuring the quality of services: SERVQUAL. But SERVQUAL may not be enough to measure the quality of industry services and status, not to mention the quality of the internet. This tool does not have a unique quality of online service because the five dimensions refer to client-employee interaction but there is no interaction from clients to websites (Yang & Fang, 2004). Parasuraman and Grewal (2000) have asked to examine whether the definition and significance of SERVQUAL's size changes when customers interact with technology rather than workers. As a result, some researchers have identified the most important qualities in the online business climate. Zeithaml, Parasuraman, and Malhotra (2002) determine the quality of e-services: trust, performance, privacy, responsiveness and communication. The first four are classified as basic service standards, and the other three are recovery. Parasuraman, Zeithaml, and Malhotra (2005) also developed 22 E-S-QUAL e-Sizes, which are four-sided: progress, flexibility, system and privacy. In addition, Parasuraman et al. (2005) developed an E-RecSQUAL e-model for quality of service restoration, responsiveness and communication. Loiacono et al. (2007) developed WebQual™, including information related to interactive information, trust, ease of comprehension, work, calendar, visibility, accuracy and completeness on the Internet. Size is also valid in many countries, including the United States, China, Australia, Cyprus, Hong Kong, South Korea, South Korea, the Netherlands and the United Kingdom.

Objectives of the Study

- To analyze the impact of web service quality on customer repurchase intention
- To compute the mediating role of customer satisfaction between the relationship of web service quality and repurchase intention

Research Methodology

Research instrument for data collection was well-built questionnaire comprising of different close-ended questions to measure ultimate dependent constructs like; web service quality and repurchase intention subsequently (Sekaran&Bougie, 2003 p.144). The data were collected from the respondents by the researchers with the help of 02 research assistants.

Table-1: Internal Consistency of constructs

Scale	Developed by	Internal Consistency
Web Service Quality	Miranda & Joshi, (2003)	0.76
Customer Satisfaction	Tsiotsou, (2006)	0.89
Re-purchase Intention	Zaichkowsky, (1988)	0.78

Sample size of this study was initially targeted to 300, around 150 consumers from each market. Three hundred consumers were accessed to fill in the questionnaires. Few of those were reporting missing values, which were discarded later. In the last, 250 questionnaires were found useful yielding a response rate of 83.33%. Non-Probability sampling more precisely judgmental sampling and convenient sampling were executed in the pilot study.

All the constructs were measured by 5-item Likert Scale; (1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree). All the scales were already developed and established. Few scales were modified little, according-to the purpose. However, internal consistencies of modified ones were checked duly. Linear regression was used to test the hypothesis and data was entered in SPSS 20.0 to run the analysis.

Results

Total sample size comprised of 250 respondents, out of which there were 170 males and 80 were females. Males represented 68% of the sample; rest was represented by the females. However, majority of the website users are between 26 to 35 years of their ages. This majority is representing 34% of the users, however, the sizable number (28%) of the users lie between 36 to 45 years. Respondents above 50 were quite low in number. It is important to highlight that majority of website users are well educated. 52.8% of the total website users are having education either up to graduation level or more than that. The table shows that 17.2% users are earning either or below Rs. 25,000/month, 22.4% users are earning between Rs. 26,000 to Rs. 50,000/month. Monthly income of 25.2% users is between Rs. 50,000 to Rs. 60,000, 27.2% respondents earning between Rs.61,000 to Rs. 100,000. Rests of the users are earning more than Rs. 100,000 a month.

Table 2: Demographic Profile of the Respondents (N-250)

		Frequency	Percent
Gender	Male	170	68.0
	Female	80	32.0
Age	18-25	50	20.0
	26-35	85	34.0
	36-45	70	28.0
	46-55	45	18.0
Occupation	Private Job	122	48.8
	Govt Job	77	30.8
	Business	51	20.4
Education	Higher Secondary	64	25.6
	Graduation	132	52.8
	Post-Graduation	52	20.8
Income	Less than 25K	43	17.2
	26K to 50K	56	22.4
	51K to 60K	63	25.2
	61K to 100K	68	27.2
	Above than 100K	20	8.0

The table-2 corresponds to the respondent's preference which compels them to employ private label brands in their daily life. The result implies that people are conscious about their health and they are very sensitive about their monthly earning and purchasing some low price but quality products. It also amplifies the fact that our people will employ any tool to earn routine products in their monthly income. It further indicates that web service quality have pivotal role to determine customer satisfaction and repurchase intention.

Regression Analysis

Regression analysis was run to test all the direct and indirect relationships. All the relationships present significant values which are less than alpha value ($\alpha=.05$). The results shown in the table 4 showed that predictor web service quality value $R^2=.467$ on repurchase intention which means 46.7% variation in repurchase intention is explained by independent variable web service quality. Table 3 showed the values of regression coefficients that the beta value for store image is .288 which shows that one unit change in web service quality brings on average 28.8% change in repurchase intention. The overall relationships are reasonable and showed significant results.

H₁: Web service quality has an impact on repurchase intention
Table 3: Regression Results

Predictors	Re-Purchase Intention	
	R ²	B
Web Service Quality	.467*	.288*

*Results significant as their alpha value is less than $\alpha=.05$

Mediation Analysis

H₂: Customer Satisfaction mediates the relationship of web service quality and repurchase intention

Table 4: Mediating role of loyalty to salesperson in relationship of retail satisfaction and Re-patronage Intention

	Re-purchase Intention			
	β	R ²	R ² Change	P-value
Main Effects				
Web service quality	.288	.467		.000
Mediation-1				
Step-1 Customer Satisfaction	.324	.253	.253	.000
Step-2 Web Service Quality	.221	.269	.016	.002

To investigate the hypothesis regression analysis is used. The table 4 presents values in first step (X on M) that R square is .467 which describes that 46.7% variance of customer satisfaction is explained by independent variable web service quality. The value R²=.253 in second step (M on Y) indicates that 25.3% variance of re-purchase intention is explained by customer satisfaction. Similarly, in third step (X on Y) R square value showed R²=.269. The significant p-values showed in first, second and third steps of table 4 which is less than alpha .05.

Conclusion

The purpose of this study is (1) to understand the customer's Internet perspective and the quality of the service. (2) Create and test tools for the quality of web services. And (3) review the link between service quality, customer satisfaction and purchase. As the results show, the quality of the website service plays an important role in promoting online shopping. By understanding the point of view of consumers, online retailers can understand the main concerns of online buyers. In addition, customer satisfaction helps to understand online shopping and online shopping and online shopping mediation. This increases our understanding of the success factors of online shopping.

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