

# Online Retail Service Quality, Who Satisfy? - Customer Satisfaction

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## ABSTRACT

For the past few years, e-commerce has grown rapidly. Many companies or entrepreneurs choose this platform to sell their product through websites or applications. However, although e-commerce has grown and many customers enjoy using it, still profit gained from online platforms depend on quality of service as if the quality of service was bad it might affect the dissatisfaction of customers, and it might as well affect the business to fail. The purpose of this study to examine the connection between the e-quality service (e-SQ) of online service and customer satisfaction. The variables such as website design, reliability, responsiveness, and trust used to be measured to determine the level of dissatisfaction. There were about 162 respondents who participated in this study by answering the questionnaire that has been distributed via online platforms around China. Both primary and secondary data has been used for the data collection and this research was conducted as a quantitative method. SPSS and Smart PLS software were used for this study to analyze the data.

**Keywords:** e-commerce, customer satisfaction, online service, web design, reliability, responsiveness, trust.

## I. INTRODUCTION

Nowadays, online retail or also known as online shopping has grown due to the progress of technologies. Online retailing refers to selling and buying goods through online platforms and the payment can be made using debit or credit cards. This activity could be made on websites or applications such as Alibaba, Taobao and Zalora. Many big companies have started to use online platforms as one of the sources to maximize their profit as nowadays consumers were more likely to do online shopping rather than physical shopping.

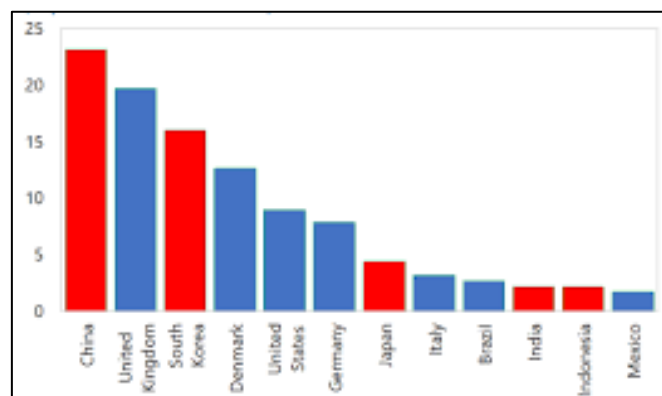


Figure 1. Estimated E-Commerce Growth Rates by Country (Source: YCP Solidiance, 2017)

Based on Figure 1, from 2016 until 2021, e-commerce has grown rapidly in Asia with China having the highest percentage compared to other countries.

The growth of online retail can be seen with the increasing number of employees in logistics companies such as Alibaba, CJ and more. Moreover, most companies now have their own logistics to deliver the goods that have been purchased online. Out of 1.412 billion people in China, about 50% of them have experienced doing online retail or online shopping in the year of 2018. According to the World's Statistic of 2019, 60% of the population from age 16 to 64 have experienced doing online shopping while from 2020 to 2021 online shopping has grown rapidly to 80% due to the new normal.

Most consumers shifting from physical shopping to online shopping were because of time saving. Consumers did not have to go to physical stores to purchase goods. Furthermore, online retail provides unlimited time to shop which means consumers

can shop anytime they want. These were the main factors that can lead to customer satisfaction as these factors were the main problems with physical shopping.

### ***A. Problem Statement***

In this era, most people prefer online shopping rather than going for physical shopping as this has become a trend for people around the world due to the progress of technologies as customers can get quality products by reading the feedback from the other customer before purchasing it. According to research, most customers will read the feedback before purchasing goods and if the feedback from the other customer is good, customers will likely buy the products.

Not just for the products, most customers will read or leave the feedback before and after purchasing the goods for the service of the retailers. Based on data, 30% from 900 retailers had been shut down to the low quality of service. Customer satisfaction is important as it will determine the future of retailers. Retailers should also find sources than enhance customer satisfaction as it will bring more profit for the company.

### ***B. Scope of Study***

The scope of study was to identify the customer satisfaction and the factors that contribute to the level of satisfaction. This study conducted among people in China and the questionnaire was distributed via online. This research will also determine the connection between the e-quality service (e-QS) and how it affects the level of satisfaction among the consumers. The data will be collected using a survey that has been distributed using Google Form.

### ***C. Research Objective and Research Questions***

There were three objectives that the researchers wanted to achieve for this study. The first objective was to investigate the influence factors of online retail service quality that contributes to customer satisfaction. The second objective that the researchers wanted to achieve to determine whether service quality has any effect on customer satisfaction. Thirdly, the researchers wanted to investigate how the number of consumers using online retail keeps increasing.

Meanwhile, through this research there have four research question that have been developed which about (a) what were the factors that contribute to the growth of e-commerce; (b) what benefits can customers get through online retail; (c) which one was better? Online retail or physical retail; and (d) what the impact of responsiveness towards customers satisfaction.

### ***D. Research Gaps***

As for research gaps, there were three research gaps that the researchers had found. One of the research gaps was not knowing what customers want. The effects for this research gap where the website or application can be unorganized which makes the customers confused with their decision to buy any products. Furthermore, customers tend to spend more time than they should just to look for the products that they want. According to research, this problem occurred because the company did not have the data of their customers which makes it difficult to read the pattern of their customers.

The second research gap was the promises of services did not match with the reality of service. This gap brought effect to the low quantity of service that can lead to dissatisfaction of customers which can result in the company failing the business. Moreover, based on surveys made, most customers will read the feedback or review before making any purchase to gain their trust and when the expectation and reality did not match, it would make the customers run away to other sellers.

Finally, perception and expectation did not match. Perception of the customers can be a different reality when they misinterpret the advertising or information. Furthermore, the product that they purchase online did not come with the exact shape from what they saw online including the description on the website or applications.

## **II. LITERATURE REVIEW**

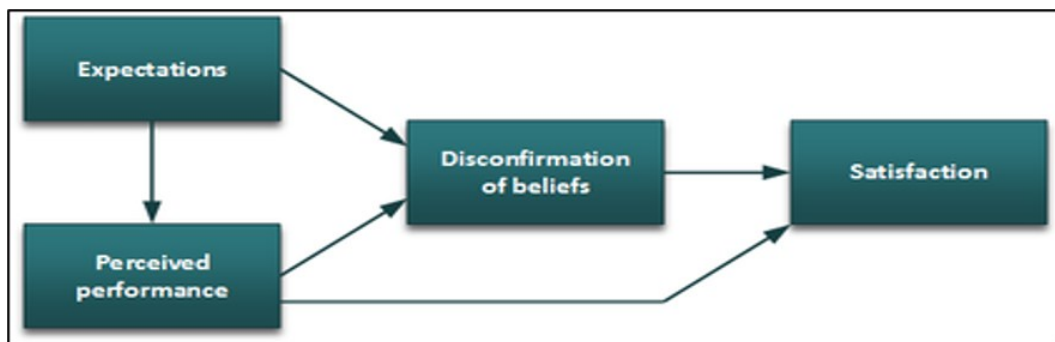
### ***E. Theoretical Background***

Due to a global pandemic crisis, global economic growth is currently at an alarmingly low pace. The rate of economic growth, especially in China, was relatively slow. The situation has arisen because of government orders closing almost all sectors of the economy to prevent the Covid-19 outbreak from spreading. Due to the situation, most business providers were encouraged to change its strategy from brick and mortar to online retailing or using the e-commerce platform as a channel to

distribute its product or services. Online retailing can be considered as an e-commerce platform for any business providers to approach their consumers. The process of online retailing will involve e-service quality which the higher e-service provides towards customers and there will be a high drive to consumers contentment.

This research will use expectation-confirmation theory (ECT) to determine the expectancy from the customers with the online retailing and the degree of satisfaction for the product or services from consumers. Oliver (as cited in Baharum and Jaafar,2015) literally, previous research used ECT to measure consumer satisfaction then took the lead to repurchase actions in their research. By using ECT theory it will help the researcher to fill up the gaps and most of the theory that has been used from previous research such as TAM based studies from Davis was (cited in Lou et al., 2018) for the way of consumer acceptance with the new technology. Furthermore, this study will highlight the ECT model to support this study and according to Baharum and Jaafar (2015) the expectations when combined with perceived success, contribute to satisfaction.

The “heart” for a business provider was the consumers, even though the product comes with the good quality at the good price but if there were not any buyers to purchase the product, it will cause failure. However, if transactions occur between sellers and buyers, it was necessary to satisfy the customers' needs, which on how ECT will help the business providers itself. The ECT comes with the model of expectation, perceived performance, (dis) confirmation of beliefs leads to satisfaction. Expectations in this model linked to prejudgment before consumers make a purchase, and expected behavior represents expectations related to post-purchase or post-acceptance experience. In other words, this theory assumes if users were satisfied with the creation or facility, they tend to continue to purchase it and vice versa.



**Figure 2.** A model of expectation confirmation theory (Source: Bhattacharjee, 2001)

Figure 2 shows a model of ECT, from Spreng et al., (1996) considered as a prediction and the degree to measure and reach consumers satisfaction towards the product or service (as cited in Baharum and Jaafar,2015). In the model firstly it constructs expectations which before making a purchase, customers will shape personal expectations regarding a product or service. Along with that perceived performance referring to how fast the user will “think” about the website or e-commerce platform that consumers currently use then establish a confirmation of intuition and judgement.

Confirmation was defined as a speculation that can affect the satisfaction which positive confirmation will lead to satisfaction and in contrast dissatisfaction arises when related with negative confirmation (Baharum & Jaafar, 2015). In the context of online retailing, implementing ECT was very useful to determine the degree of e-services quality that led to the customers' satisfaction. This study measure how the quality of e-services will influence the customers' satisfaction, and it will drive repurchase intention in the future. In logically, ECT as a theory to support the research and come with establishment model then this study makes some modification with the key concept which it relates with conceptualize an e-service quality framework (website design and personalization; reliability; responsiveness; trust) that will show whether these have significant influence on customers satisfaction or vice versa.

### **F. Online Retailing**

Online retail defined as a business conducted online using the internet as a network connection to reach customers. Online retailing involves a process where customers can make choices, comparisons, purchases, and payment transactions for any

product through merchant sites provided by retailers. The online retailer refers to the person responsible for managing, monitoring, and answering all inquiries from customers to ensure the delivery process runs smoothly.

Research by Jones et al. (2000) stated that online retailing was used of network or telecommunication technologies to conduct retail activities with consumers that result in a value or price exchange (as cited in Mukherjee and Nath, 2007). The research from Hagberg et al. (2016, p. 698) stated the emphasis of online retailing is on digital technologies. While digital technology includes all forms of technology in general, it places a special focus on the incorporation of new technology linked to the Internet, as well as the interface between retailers and consumers.

Non-human interactions involving customers and the transfer of information systems online refer to most online retailers (Jun et al., 2004, p. 829). Currently, most physical retailers change their direction to online retailing. In the previous research Grewal and Levy (2007, p. 451) mention it was widely recognized that the most significant influence of the internet was likely to be felt by retailers as all interactions take place through internet access connections with its customers. Moreover, using the e-commerce platform as a channel to distribute the products will increase the online retailer's sales performance.

Literally, the traditional method of marketing was a brick and mortar and most of the time, customers will give feedback about their purchase experience when they physically visit the store and only the staff can revise the feedback manually. It usually may consume much time for business providers to act because the feedback will be kept confidential for other customers to know.

However, through online retailing, most customers can easily give any feedback or suggestion if they were satisfied with the product or services that have been provided. Other consumers will read all the reviews and ratings left on an online shop, and their judgments were influenced by the expectations set before purchasing the goods or using the services, as well as the post-purchase experience. Online retailers must fully utilize the information to improve the e-service quality.

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### ***G. E-service quality dimension***

The originality of service quality or known as SERVQUAL component was proposed by Parasuraman, Zeithaml and Berry (1985). The elements that included in the dimension were simplified with the words' acronym RATER (reliability, assurance, tangibles, empathy, responsiveness). However, the trend of e-commerce getting full attention from many people including business providers and online retailers. The conceptualization of the SERVQUAL dimension becomes a reference from other research and makes some modification by rewording the term to suit electronic services quality (e-service quality). In research from (Sohn & Tadisina, 2008; Wolfenbarger & Gilly, 2003) agree to define the e-service by providing the services to the users through the electronic platform and the term that be used for e-service was useful. In short, e-service was a term that encompasses a wide range of applications and website interface designs, as well as a variety of locations, particularly in the context of e-commerce platforms.

Most people consume much time to adapt with the e-commerce landscape decades ago, when the growth of e-commerce was at an inconsistency stage. Consumers may have doubts about the system due to the impact of consumer expectations of e-commerce, such as internet shopping and transactions, and whether the level of data protection offered by consumers was assured and secured by online retailers. But, in the past few years, people tend to use e-commerce as a medium for them to purchase and make transactions via online, and it was related with the pandemic crisis that make e-commerce boost and market growth rapidly. In short, e-service was a term or concept with many applications and different website interface designs that can be found in a variety of fields, especially in the context of e-commerce (Alanezi & Sellami, 2019).

According to previous studies, most researchers believe that e-commerce will expand exponentially because of technological improvements that have been implemented into the system. Based on the e-service terms it will lead to the e-service quality which relates with the feedback from customers expectation to the past purchase experience. According to Parasuraman, Zeithaml, and Malhotra (2005) e-service quality is a metric that assesses an online store's ability to process all orders, shop, and deliver products to consumers in a timely manner (as cited in Blut, 2016, p. 503). The degree of e-service quality can be measured up for e-commerce systems through SERVQUAL scale. The manager will use the e-service quality dimension to create a compatible framework for more complex and detailed segmentation (Bressolles et al., 2014, p. 891).

However, there will be obstacles in assessing the quality of web-based services through internet connectivity because the conventional way (customer service) and the online web-based service will typically differ. Several researchers suggest reworded SERVQUAL dimensions such as experiential, security, website design and then find out from their research there have significant influences that relate with customers satisfaction behavior through the online retailing site (Parasuraman et al., 1985, p. 41). Another researcher argued that several previous e-service quality tests were insufficient because they did not completely capture and consider all the variables that influence a customer's buying decision based on their post-purchase experience (Blut, 2016, p. 503). Furthermore, between e-service quality and SERVQUAL dimension there will totally two different things which the term "e-service quality" refers to a method of measuring customer satisfaction through an internet network link that connects to an online store or a smartphone application as well as SERVQUAL model that has been used for conventional way.

Shi et al. (2018) in their research mentioned that no specific concept, interpretation, or definition of e-service quality existed around 2005 (as cited in Rodríguez et al., 2020b). To fulfil the research gaps in this study, (1) online providers may not be aware or knowing what customers want; (2) the reality of the service may not match with the promises by the online store; (3) the perception and expectation do not really match. Meanwhile, through SERVQUAL dimension, this study will modify some elements from previous research to quantify and evaluate e-quality service of online retailing, such as website design and personalization; trust; reliability; and responsiveness, to identify the influence factors of customers' perceptions of online retailing that lead to customers satisfaction. As an online business provider, it is necessary to provide high quality services to serve customers, and it will be considered as a uniqueness for the business to measure the degree of success or failure as well as to generate better sales performance. Figure 2 will show the framework model for this study to fit with the topic of e-service quality (E-SQ) towards customer satisfaction.

#### **H. Website Design**

Web design defined as a style of layout that was generally displayed or applied on world wide web. In general, the design development of the websites was based on users' and consumers' experience's features. Study from Flavian et al. (2009) mentioned to attract the attention of users, the design of a website must have more flexible display and navigation that provides clearer information, and all content of the website display must be displayed at the right time. Cristóbal (as cited in Flavian et al., 2009) stated to measure the level of a website whether it was well-designed or not, the level of usability needs to be higher as well as consistent for the users.

According to Cato (2001), designing defined as a process that was planned, inventive, comprehensible, deliberate, and useful (as cited in Flavian et al., 2009). The design of the website must be user-friendly, and the users can easily understand how to use, where to click, if customers want to see the details of the product and purchase can be made only by one click. According to Liu and Arnett (2000) the key success of the website was studied to increase customer satisfaction levels (as cited in Flavian et al., 2009). Ha and Stoel (2012) in their studies mention website design as referring with the combination of color, fully utilizing technology and artwork design elements like picture, fonts and style audios and sounds.

The terms of trustworthy and reliable website design were a key success and a concept of e-commerce (Liu and Arnett, 2000). Website design was a key concept in e-commerce, where the background for online retailing to ensure that the website design was good, it must instill customer trust in the system, attractive design can entice consumers to explore more, and a high degree of interdependence can boost customer satisfaction.

Flavian et al. (2009) in their research mentioned to create a high degree of usability and encourage online visits or purchase intentions, the website must be built with features such as ease of use, reliability, interdependence, and consistent details from the user's perspective then it will create customers satisfaction that led to repetitive purchasing. The website was designed to be accessible which must be easy to access by using smartphones, tablets, or any kind of electronic tools. Thus, most of the previous researchers had proved based on their research that website design was one of the elements for e-service quality, and it positively impacts customer satisfaction in online retailing.

#### **I. Reliability**

The ability of an online website to meet and cater all consumer needs, handle all delivery procedures, and provide the highest degree of security for users' personal data is referred to as reliability (Siadat et al., 2008). Researcher by Santos (2003) all the reliability services will be provided by online retailing or e-business providers that link with its websites. According to other researchers, to ensure the highest standard of e-service quality, the conveyance confirmation must be in line with the e-

service conveyed (Ribbink et al., 2004). It was necessary for e-retailer to properly manage customers' information and not disclose the data to a third party. To avoid confusion during the purchasing process, every e-business provider was encouraged to include more practical products with accurate product descriptions.

Smith, 2006; Lim & Dubinsky, 2004 (was cited in Lim & Dubinsky, 2004) it was regarded as a consumer expectation prior to the transaction taking place. Many of the researchers criticize the same problems, specifically that the product which consumers purchased differed from the actual product, and that product dissimilarities should be addressed (Lian & Lin, 2008; Liao & Cheung, 2001; Bhatnagar et al., 2000; Kumar & Dash, 2015). Another researcher stated consumers expect to receive products of the quality promised within the maximum time of period specified, or the policy implemented by the online store, as well as shipment for delivery and receipt within the expected time frame (Jun et al., 2004).

Kumar & Dash, (2015) in the study mentioned reliable and trustworthy consideration as expectation from customers towards online retailers. In the e-service quality dimension, reliability can contribute as a factor that influences customer satisfaction. From the customer's perspective, reliability was achieved when online retailers update their websites on a regular basis, offering more accurate details about the product and delivering services in a timely and efficient manner (Kumar & Dash, 2015). If the expectation of customers can be reached by online retailers, it give positive impact and reach to customers satisfaction. Many researchers believed based on their research previously that reliability dimensions can influence the e-service quality itself, and it will determine whether positive or negative impressions from customers drive to customers (un)satisfaction (Kumar & Dash, 2015).

### ***J. Responsiveness***

In electronic service, responsiveness considered as the dimension for service quality on how fast online retailers will respond to customers inquiries. Responsiveness helped to improve the services as well as it can be considered as an indicator to set up better e-service quality. According to other research, satisfaction of service can be boosted when online retailers offer the service according to the understanding of the need and want of customers based on comments, feedback, and their post purchase (Lee and Lin, 2005). Most time, responsiveness dimension shaped towards satisfaction of customers whether in good or bad response (Lee and Lin, 2005).

The ECT can relate which customers always have expectation on the quick response with the inquiries which not many customers have a high level of patience when it comes in waiting issues (Lee and Lin, 2005). Highly communication for responsiveness dimensions was require where the greatest level of availability in replying any questions and complaints from customers as well as offering the most excellent conceivable help no matter in the time by giving right answer (Olaleye et al., 2021).

In an e-commerce point of view, giving speedy feedback can be a requirement in keeping up the relationship between online retailers and clients as well as taking extraordinary care of clients make them feel recognized for example responding in a short time or sending an advancement code as a birthday gift for them. Responsiveness was highly given influence on customers which it related with human interaction in the e-service quality dimension (Lee et al., 2000). The level of customer satisfaction can be increased or decreased depending on how fast the online retailers act in responsiveness to the customers.

### ***K. Trust***

Trust can be classified as a psychological belief that exists in everyone. Beliefs were formed based on experience, opinions from others or through reading to know something. However, in the context of online retailing, trust exists when customers have a high level of belief in the online business and were confident with all the procedures, systems used up to the process of delivery and receipt of goods to customers. In addition, in the perspective of e-service, trust is known as e-trust. Garbarino and Johnso (1999) the consumption of electronic website services based on trust can reduce the risk of uncertainty about a product or service (as cited in Ribbink et al., 2004).

Trust can be considered through past studies as an encouragement to customers to actively participate in online purchases (Gera, 2013). Reichheld and Schefter (2000) claim that there have a correlation relating to trust, satisfaction with online retailing that led to repeated purchases (as cited in Ribbink et al., 2004). In the view of most researchers, dependable trust was responsibility for the trustor Bigley and Pearce, 1998; Singh and Sirdeshmukh, (2000) (as cited in Ribbink et al., 2004). The role of trust was significant in any online business providers which trust will be a bridge between e-service quality and customers satisfaction as well as to sustain the long-term relationship.

Ribbink et al. (2004) e-trust refers to the degree of certainty consumers have in online commerce, or within the online transaction channel. Research from Reichheld and Schefter (2000) stated transaction and purchasing via online will expose the user's personal information and exit barriers between reseller and customers since it will be difficult to align or contact the

online store compared to physical store (as cited in Ribbink et al., 2004). However, most researchers in previous research proved that trust also had a significant influence on e-service quality that led to customer satisfaction.

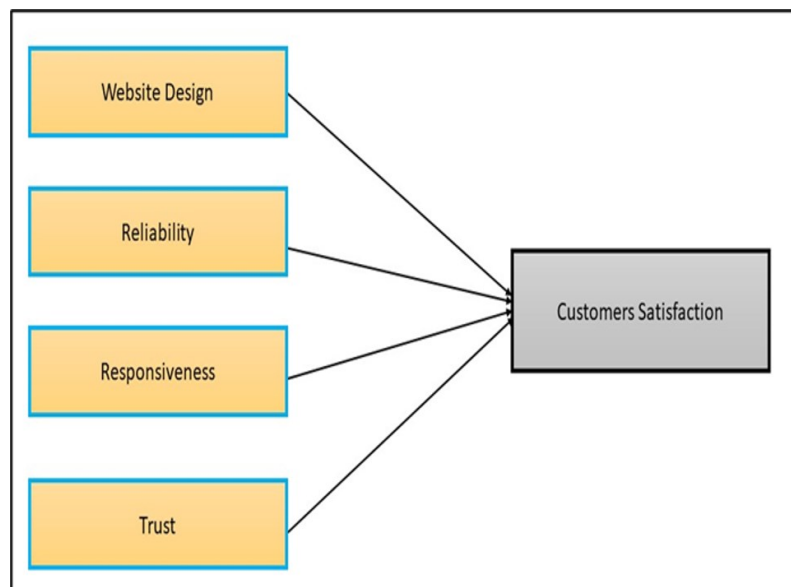
### L. Customers Satisfaction

Customer satisfaction was acknowledged as e-customers satisfaction on the online retailing perspective. Customer satisfaction can be associated with behavior as well as interpersonal in a person (Geyskens et al., 1996). This study used the e-service quality dimension to know whether all the independent variables can significantly influence on customer's satisfaction. Mazuri et al. (2017) mentioned customer satisfaction defined as a service that can consistently satisfy customer requirements and change customer expectations (as cited in Rahi & Abd. Ghani, 2019). As demonstrated by Rahi et al. (2018a), satisfaction of customers was reinforced once they have experienced the great post buying services, as a result prominent to the repetitive purchases.

In the research that cited in Bhattacharjee (2001) devoting in customer satisfaction was like getting a coverage policy. Research by Anderson and Sullivan (1993) stated it was a precautionary measure for the company, if e-business providers experience problems, meanwhile, loyal customers will remain as “zombies” for the products and services offered by the online store (as cited in Bhattacharjee, 2001). The concept of customer satisfaction was based on post experience when they made the purchase through an online retailing site, meanwhile the online retailer can fulfill all the requirements from customers and deliver the product timely. At the same time offering higher e-quality services, it will totally drive customer satisfaction. In addition, it will create the customer's brand loyalty towards the product.

However, if the online retailer fails to identify the needs and wants from customers also poor in e-services, it will bring negative impact which will make customers dissatisfied with the service and the image of the online store would tarnish. Especially when the customers gave negative feedback and comment on the website, it will influence other customers when they read the comments. Therefore, the marketers should play the role and start doing market research and analysis specifically with the consumers' behavior perspective. The marketer can create research questions to figure out more about the consumer behavior and develop an effective strategy for online retailing.

### M. The conceptual of Framework



**Figure 2.** Conceptual Framework Model (Source: Selamat & Tay,2020)

The Figure 2 shows conceptual framework models that include dependent variables known as customers satisfaction and independent variables for e-service quality. Meanwhile, the theory that will be used in this study was expectation confirmation theory that relates with post purchase experience. This theory will link to the e-quality services dimension which was modified from service quality or known as SERVQUAL from previous research. The framework was designed to make it clearer about the problem statement and find out the result for dependent variables (customer satisfaction). The study intentionally investigates the reasons that contribute to consumer satisfaction.

### **III. METHODOLOGY**

This study adopted a quantitative method in this study for the data collection process. The research was distributed with the questionnaire with the questions that relate with the research topic to the respondents. The questionnaire was distributed to all Chinese that located in urban areas. The series of questionnaires that researchers distributed is related with this study variable. The aim of the questionnaire was to find out the relationship between website design, reliability, responsiveness, and trust with customer satisfaction towards online business service in China during the pandemic.

In this study, the researcher chooses Chinese people to be their respondent and population. The respondents were in urban areas in China. The respondents that contributed to this research were students, employed, self-employed and unemployed. There were 162 respondents that contributed to this research. For this research, the researcher used a non-probability sampling method. This study was determining a sample size from a general population. Convenience sampling is chosen, and respondents were selected depending on the convenient accessibility of the researcher. The researcher was generally picking their respondent to answer the questionnaire. Data was collected from the Chinese people that had experienced using the online shopping application.

Therefore, the researcher had distributed the questionnaire to 162 respondents to collect sufficient valid results among the respondents. The researcher used questionnaires through Google Forms as the technique of data collection. The questionnaire was distributed to respondents by using Google Form because the Google Form was easy and convenient for respondents to answer the questions. The questionnaire used the Likert scale which has five scales such as 1 represents to strongly disagree, 2 represents to disagree, 3 represents to neutral, 4 represents to agree and 5 represents to strongly agree.

The questionnaire had three sections which were section A, section B and section C. In section A, the question was related to the respondent demographic background such as age, gender, ethnicity, income level, frequency of having online shopping and product categories. For section B, questions that were in this section was related to a dependent variable which it was about customer satisfaction. The last section was section C.

In this section, respondents need to answer the question related to the independent variable such as website design, reliability, responsiveness, and trust. The questions in this questionnaires were simple and easy for respondent to answer.

Based on Table 1 it was shown variables and measurement and the result of this questionnaire would be used to examine the most significant factor that will influence the customer satisfaction towards online shopping service. The Statistical Package for Social Sciences (SPSS) software was used to evaluate and analyze the data that had been collected from the questionnaire. The Smart PLS software was used to assess the relationship among the independent variable and dependent variable in this research. The statistical analysis was used to test hypothesis and regression analysis to observe the relationship between the website design, reliability, responsiveness, and trust with the customer satisfaction towards online shopping service.

H1: Website design positively influences customer satisfaction of online business service in China.

H2: Reliability positively influences customer satisfaction of online business service in China.

H3: Responsiveness positively influences customer satisfaction of online business service in China.

H4: Trust positively influences customer satisfaction of online business service in China.

**Table 1. Variable and Measurements (Source: Selamat, 2020; Ribbink et al., 2004)**

Variables	Descriptions	Items	Factors Loading	Cronbach's Alpha
Customer Satisfaction (CS)	I am happy using E-commerce platform.	CS1	0.835	<b>0.868</b>
	I am generally pleased with the E-commerce platform.	CS2	0.835	
	I am very satisfied with the E-commerce platform.	CS3	0.872	
	E-commerce platform can fulfill my need.	CS4	0.842	
Website Design (WD)	The e-commerce platform is user friendly.	WD1	0.839	<b>0.891</b>
	The side layout was very attracted.	WD2	0.837	
	I am satisfied with the design of the E-commerce platform.	WD3	0.834	
	I am feeling free to explore the E-commerce platform.	WD4	0.854	
	It easy to use the E-commerce platform.	WD5	0.812	
Reliability (RLTY)	The E-commerce platform was trustworthy.	RLTY1	0.811	<b>0.864</b>
	The E-commerce platform fulfill the customer needs.	RLTY2	0.856	
	The E-Commerce platform was run consistently.	RLTY3	0.851	
	The E-Commerce platform is secure to use.	RLTY4	0.850	
Responsiveness (RS)	Easy to contact with customer service.	RS1	0.835	<b>0.821</b>
	Have an interested feedback on E-commerce platform.	RS2	0.736	
	The E-commerce platform give fast response on request.	RS3	0.867	
	The E-commerce platform always provide services for 24/7.	RS4	0.786	
Trust (TR)	I am willing to give private information.	TR1	0.859	<b>0.862</b>
	I feel secure with the transaction process.	TR2	0.856	
	I will give my trust to E-commerce platform.	TR3	0.882	
	The electronic payment's site will be automatically log out after I completed the transaction.	TR4	0.767	

#### IV. CONCLUSION

In a nutshell, the intent of this research is to recognize the consumer satisfaction and the factors that contribute to the level of satisfaction which refers with e-service quality. As a business provider, it is vital to ensure every customer is satisfied with the product and services that were offered by online retailers. Moreover, if the degree of customers is higher, it will develop a group of loyal consumers especially during a pandemic. Through the implementation of MCO, people were encouraged to make purchases and payments using online platforms where nowadays most online platforms and e-commerce have boomed sharply due to pandemic issues.

Through this research, it will help to achieve and answering the research question that have been develops such as the factors that contribute to the growth of e-commerce based on the result were website design and reliability tested by Smart PLS. In context e-service quality, most of the users will prefer to use any user-friendly interface rather than the complex one of the interface designs. Based on this study, four independent variables already tested like website design; reliability; responsiveness; and trust. Secondly, research question about what benefit customers get from online retail which in logically, if this research success to help the online retailer to improve the e-service quality, it will lead to build up the connection between consumers and retailers.

By doing this, online retailer willing to give discounts, cash back or special promotion which consider as appreciation for the consumers. During the pandemic, the convenience to use was online retailing and preferred. Other than that, the impact responsiveness towards the customers satisfaction based on the testing, it showed most of the respondent was reluctance to agree that online retailing able to responds immediately with their enquiry which it will decrease the level of customers satisfaction.

Based on the objective in this study, firstly, it was about investigating the influence factor of online retail e-service quality that contributes to customers satisfaction and among four independent variables four website design, reliability, responsiveness, and trust, it was shown only two variables were accepted based on the hypotheses were website design and reliability. Meanwhile the other two independent variables were responsiveness and trust does not influence customer satisfaction. Second objective to determine whether service quality has any effect on a dependent variable which website design and reliability have direct effect towards customers satisfaction through path coefficient test. The third objective is to know the number of consumers using online retailing whether increasing or vice versa through cross tabulation analysis run by SPSS between age and frequency of having online shopping for the monthly.

Based on latest research that can help to support this study from Widagdo & Roz (2021) stated that if the website design can fulfil the urgency of the users by providing a user-friendly interface, it will increase the degree of customers satisfaction. According to Schneider and Tezza (2021), most of the time the investigation by researchers was focused on how the factors can influence the satisfaction and which factors give greater impact to the satisfaction.

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