

EVALUATING THE IMPACT OF VARIOUS DIMENSIONS OF SERVICE QUALITY OF MAJOR ONLINE PLATFORMS

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ABSTRACT

This study sets out to identify the elements of online service quality that contribute to shopper happiness and, in turn, influence online shoppers' propensity to make purchases. The purpose of this study is to investigate the relationship between the characteristics of online service quality and customer satisfaction using the ES-QUAL scale items. Based on the work of Parasuraman et al. (2005), we used the E-S-QUAL model to investigate the relationship between different aspects of online service quality and their impact on customer retention and loyalty. To determine the connection between online service quality and online customer satisfaction and its impact on behavioural intention, statements and hypotheses were developed to describe the relationship between the e-service quality dimensions, overall online service quality, and customer satisfaction.

Information was gathered from 60 online shoppers via an online poll. In our study, we used a sampling strategy based on expert judgement rather than random selection. Online satisfaction was found to be significantly correlated across all four E-S-QUAL characteristics. Customer satisfaction was not linked to responsiveness or compensation, according to the survey results. The study indicated that there was a robust positive correlation between customer satisfaction and intent to purchase. This research contributes to the academic literature by investigating unexplored users' behavioural intentions through an examination of the concept of e-service quality and its relationship with e-satisfaction.

KEYWORDS: Online shopping, empirical research, e-commerce, service quality dimensions, and satisfied consumers

Introduction

Rapid expansion has made online service providers the industry frontrunners. Numerous Internet-only service providers have emerged to meet this need, and many traditional service providers have also begun offering their services online. As a result of this trend, fierce competition has emerged among internet retailers. Service quality has emerged as a critical component in deciding the success or failure of e-commerce ventures by shaping customers' attitudes and expectations about their online shopping experiences (Yang, 2001). The gap between what is promised and what is really delivered is what is known as service quality (Gronroos, 1982; Parasuraman et al., 1988). Over 60% of online customers abandon their carts before completing a purchase due to issues like scepticism of shipping and handling charges, suggesting that poor service quality has a detrimental impact on online shops (Shop.org, 2001). Customers become frustrated when they are unable to fully understand a product (due to things like broken buttons and broken links). Consumers will abandon a website if it takes too long to load product details, freezes up after they've submitted personal information, or processes online transactions too slowly. Keeping consumers coming back is essential for online stores due to the challenges of attracting new ones (Reichheld and Scheffer, 2000). However, some online stores miss out on a chance to create customer loyalty due to subpar service (Wachter, 2002).

In the past, we used a multi-item instrument to evaluate service quality using conventional means of communication. The SERVQUAL instrument, has been modified and verified to measure electronic service quality (e-SQ) given by Websites in response to the rising popularity of online purchasing. In order to quantify the standard of an organization's online offerings, Parasuraman et al. fashioned tried-and-true ways for creating rating scales. When applied to the realm of online buying, the scale consisted of a number of different items. According to Parasuraman et al. (2005), customers' adoption and usage of technologies vary depending on their own personal ideas about them, which in turn affects how customers evaluate the quality of the service they receive online. The quality of service provided to clients is directly related to the company's bottom line (Leung and Fung, 1996). Quality of service in non-digital contexts is referred to as "traditional," whereas quality of service in digital contexts is referred to as "online."

Reason for the Study

The focus of this research is on identifying the most important factors that contribute to the quality of an organization's online services, and revealing the pattern of effect that these factors have on consumers' levels of satisfaction. In order to define criteria for the quality of e-services, this research employed the ES-QUAL scale. Our research employed the E-S-QUAL framework (Parasuraman et al., 2005) to analyse the contribution of each characteristic of e-commerce sites to the overall shopping and buying experiences of their customers. Due to the specific nature of the Web-based technologies in which online businesses operate, we have revisited the applicability of the traditional service quality dimensions and their content to Internet-based services, and we have also investigated new quality dimensions. Despite e-meteoritic commerce's rise over the past decade, theoretical research into e-services is just getting started.

Providers of digital services would benefit from learning which aspects customers value most when evaluating the quality of their service as a whole. We postulate that there is a correlation between the various aspects of an online service's quality, the service as a whole, and the level of satisfaction a given service's users report. The goal of this research is to examine the impact of consumers' satisfaction with the quality of services they receive while shopping online on their future purchasing decisions.

Important Aims

As such, the goals of this study are as follows: a) To create and propose a model linking online service quality aspects, customer satisfaction, and the ensuing behavioural intentions

b) Investigate the correlations and intensity of associations between independent predictor factors (dimensions of online service quality) and outcome dependent variable (customer satisfaction).

In-Depth Analysis of the Literature

As a diagnostic tool, traditional SERVQUAL has been used to evaluate a company's strengths and weaknesses in service quality. It was designed to analyse the quality of face-to-face interactions between a business and its customers before the widespread adoption of the internet. Although there has been a recent uptick in online service quality studies, there is little consistency between the various scales used to quantify this concept (see Table I). Web site quality can be measured along a number of different dimensions; for instance, Chen and Wells (1999) created three such categories, namely, fun, facts, and ease of use. SITEQUAL was created by Yoo and Donthu (2001) and measures four factors: usability, aesthetics, performance, and safety. WebQualTM was developed by Loiacono et al. (2002) based on interviews with both consumers and web designers. The 12 dimensions of WebQualTM are as follows: informational fit-to-task, interactivity, trust, response time, ease of understanding, intuitive operations, visual appeal, innovation, flow/emotional appeal, consistent image, online completeness, and better than alternative channels. The e-SQ was created by Zeithaml et al. in 2000 to assess the quality of e-services, and it is an updated version of SERVQUAL adapted for use online. Eleven criteria were used to determine an individual's e-SQ, including: dependability; responsiveness; accessibility; flexibility; ease of navigation; efficiency; assurance/trust; security/privacy; price knowledge; site aesthetics; and personalization. Despite the fact that these scales made an effort to rate websites, they were not enough for fully categorising service characteristics in an online setting. Therefore, it is difficult for internet stores to gauge how they are doing on these scales. When developing WebQualTM, for instance, Loiacono et al. (2002) paid more attention to the site's technical quality than to the overall quality of the service it delivered to clients (Zeithaml et al., 2002). As a result, these tools are inadequate for conducting a holistic evaluation of the quality of digital services. Similarly, Yoo and Donthu's (2001) SITEQUAL's four dimensions do not provide a full assessment of a site because they do not cover every facet of the purchasing process (Parasuraman et al., 2005).

The E-S-QUAL scale was established by Parasuraman et al. as a measurement of the quality of essential online services after a thorough scale-development procedure was applied to the e-SQ

scale. The term "service" has a broad connotation in the context of the study by Parasuraman et al. (2005), as it encompasses both pre- and post-website service. In contrast to previous quality of service metrics, Parasuraman et al's E-S-QUAL scale takes into account all of the touchpoints that a client has with a website. Parasuraman's first iteration of the E-S-QUAL scale includes 22 items across four dimensions: effectiveness, satisfaction, accessibility, and confidentiality.

E-RES-QUAL is a second-stage scale that measures customer satisfaction across three dimensions: responsiveness, remuneration, and contact. There are a total of 11 items in this scale. Both scales have been subjected to a battery of reliability and validity tests based on the extensive body of prior research on the topic. To fully capture the various aspects of shopping online, we used the E-S-QUAL model. The dimensions of E-S-QUAL. Our research employed the E-SQUAL framework (Parasuraman et al., 2005) to identify the degree to which each characteristic of online service positively influences the shopping and buying experiences of consumers.

There are four components to the quality of an e-core service:

- (1) Efficiency;**
- (2) Fulfillment;**
- (3), The accessibility of the system; and**
- (4) Privacy.**

E-recovery service quality (E-RecS-QUAL) is a subscale of the E-S-QUAL model used to evaluate the effectiveness of problem-solving efforts. It's used exclusively in response to inquiries or issues raised by customers.

The three dimensions of E-RecS-QUAL are:

- (1) Responsiveness;**
- (2) Compensation**
- (3) Contact.**

When compared to studies that used convenience samples of students (i.e. Barnes and Vidgen, 2002), the E-S-QUAL dimensions provide more representative information regarding e-service quality because they were developed using data from qualified respondents who had sufficient online shopping experience. After this part, you'll learn more about the seven ES-QUAL

dimensions (core and subscale). First and foremost, the E-S-QUAL measures how quickly and easily a site may be accessed and utilised by its users (Parasuraman et al., 2005, p. 220). When we talk about "user friendliness," we're referring to how simple it is for customers to navigate our website, get the information they need, and complete their purchases quickly and painlessly. Online store efficiency appears to be crucial. Online shopping is popular for many reasons, but convenience and time savings often top the list (Ranganathan and Ganapathy, 2002). Customers abandon slow-loading or nonexistent sites due to poor usability factors like search bar accessibility and page load times.

Managers now place a greater emphasis on customers' needs and desires, rather than on the products themselves.

Due to the low barrier to entry amongst providers, customer retention is a big issue in internet-based services (Khalifa and LIU 2003).

The future of the company hinges in large part on the quality of the service it provides to its customers. Thompson, Green, & Bokma, 2000

Strategies for Conducting Research

Due to our desire to learn as much as possible about the relationship between e-service quality and e-customer happiness in e-commerce, the research question and objective of this study imply that it is exploratory in nature. Empirical research is needed to clarify the detailed determinants of e-service quality and their influence on customer perceptions of online stores because the existing literature remains insufficient to relate a conceptual model of e-service quality with that of online satisfaction and behavioural intention (Janda et al., 2002; Yang and Jun, 2002; Santos, 2003). This research suggests that the quality of an e-service can be measured along seven different dimensions: four ES-QUAL dimensions (effectiveness, fulfilment, system availability, and privacy) and three E-Res-QUAL dimensions (response time, payment, and customer service). Additionally, a research model was constructed for this study to better comprehend the connections between the e-service quality dimensions and the total service quality and customer satisfaction as performance indicators. Questions centred on (1) what ideally a service would offer (customer expectations) and (2) what the service really offers (customer satisfaction) (perceptions). A 5-point likert scale was used to measure respondents' dissatisfaction with the gap between reality and their expectations.

Strategy for Sampling

A random sample of 60 internet users were surveyed. Online shopping was a common activity for the respondents. Because we needed to draw conclusions based on quantifiable facts, we decided to conduct a poll to learn how much of an impact service quality has on customers' overall happiness with the most popular e-commerce platforms. Fewer and fewer times do we learn about perspective and outlook other than through polling. Questionnaires are preferable

because they provide respondents with a sense of anonymity and some breathing room as they consider their answers.

In our study, we used a sampling strategy based on expert judgement rather than random selection. Since determining the extent to which customers are satisfied with the services they receive from online retailers was the primary goal of this study, a representative sample was chosen using discretion and the following criteria.

You can tell how well someone is versed in e-commerce if they can answer questions about different kinds of online shopping carts.

The sample population should have some familiarity with purchasing items on the Internet.

Theoretical Foundations, Part I: Sexuality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	32	53.3	53.3	53.3
	female	28	46.7	46.7	100.0
	Total	60	100.0	100.0	

Development of the Hypothesis H1: Satisfaction with Online Activities (OL SAT) Will Have a Significantly Positive Impact on Behavioral Intentions

Previous studies have shown that a customer's level of contentment with a product or service is a key factor in determining whether or not they will remain a loyal patron of a business. Customers who are happy with a product or service are more likely to have a strong intention to repurchase it and to suggest it to their friends and acquaintances (Anderson, et al., 1994; Taylor & Baker, 1994; Reichheld & Teal, 1996; Skogland & Siguaw, 2004). According to the findings of previous research, total satisfaction is mostly determined by how well one perceives the quality of the service received (Cronin & Taylor, 1992; Parasuraman et al., 1988)

It is expected that the Quality of Online Service will have a Significantly Positive Impact on Online Satisfaction.

According to the findings of previous research, total satisfaction is mostly determined by how well one perceives the quality of the service received (Cronin & Taylor, 1992; Parasuraman et al., 1988). Overall satisfaction is a measure of a client's cumulative view of a company's performance in providing a service; this, in turn, may be a stronger predictor of customer loyalty (Yang & Peterson, 2004).

It is common practise to consider the level of overall customer satisfaction to be a mediating variable when analysing the relationship between satisfaction antecedents and behavioural consequences (Anderson & Sullivan, 1993; Choi et al., 2000). A substantial body of research offers evidence in support of the favourable correlations between overall customer satisfaction and the behavioural intentions of customers. Recently, it has drawn the attention of academics to formally examine the mediation effects of customer satisfaction in integrated loyalty models and behavioural intentions models (e.g., Gelade & Young, 2005; Yang & Lin, 2006).

Both the Results and the Discussion

For the purpose of analysing the outcomes, the data was analysed using SPSS21.

Respondents Profile

(ii) Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	8	13.3	13.3	13.3
	18-25	12	20.0	20.0	33.3
	26-35	24	40.0	40.0	73.3
	36-45	8	13.3	13.3	86.7
	Above 45	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

(iii) Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.5-5	12	20.0	20.0	20.0
	5-8	32	53.3	53.3	73.3
	8-12	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

(IV) Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	12	20.0	20.0	20.0

Valid	Student	12	20.0	20.0	20.0
	part time	4	6.7	6.7	26.7
	Businessman	8	13.3	13.3	40.0
	Employed	28	46.7	46.7	86.7
	home maker	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

According to the findings of the sample, out of the total of 60 respondents, there were 32 male respondents (representing 53.3% of the total) and 28 female respondents (representing 46.7% of the total). There was not a significant difference between the male and female responders in any major way. A sizeable portion of the population, forty percent, fell within the age bracket of 26-35 years old. Those members of the younger age who have achieved financial independence and have some discretionary income to spend are more likely to shop online. It

is clear from the data that 46.7 percent of the respondents held jobs, and 53.3 percent of them earned between 5-8 LPA.

The term "reliability" refers to the degree to which different techniques of data collecting produce identical results. The statistical analysis of dependability can be found in the SPSS software. The most popular method for measuring internal consistency is called Cronbach's alpha. When we have numerous Likert questions in a questionnaire that create a scale, and we want to determine whether or not the scale is dependable, this method is the one that we utilise the most usually. In order to evaluate the dependability, the Cronbach's alpha test was carried out.

(v) Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.666	41

This research result reliability test value is 0.715, which indicates that the questionnaire is relatively consistent. The minimum value for reliability testing using Cronbach Alpha is 0.7, and this research result reliability test value exceeds that threshold.

The level of behavioural intention will be strongly influenced in a positive way by respondents' levels of online satisfaction (OL SAT).

(v) Impact of online satisfaction on behavioral intention

		Satisfaction	Behavioral Intention
Satisfaction	Pearson Correlation	1	.371**
	Sig. (2-tailed)		.003
	N	60	60
behavioral intention	Pearson Correlation	.371**	1
	Sig. (2-tailed)	.003	
	N	60	60

According to the feedback that was gathered, it was discovered that there is a considerable connection between Satisfaction and Behavioral Intention. It was determined through the use of correlation that there is a correlation between satisfaction and behavioural intention, and this correlation was proven to be statistically significant at the.01 level. It is reasonable to deduce that a customer's level of happiness with their online purchase is directly correlated to the likelihood that they will return to the retailer's website in the future to make additional online purchases.

Because of this, we may conclude that the hypothesis that online satisfaction (OL SAT) will have a considerably favourable impact on behavioural intention is correct.

The level of satisfaction experienced by online customers will be significantly influenced in a favourable way by the quality of the online service.

According to the findings of this research, the recommended components of e-service quality are as follows: four ES-QUAL dimensions (efficiency, fulfilment, system availability, and privacy); three E-Res-QUAL dimensions (responsiveness, compensation, and contact); and privacy as a fifth component. The developed hypothesis is put to the test in two stages throughout this investigation. We will begin by determining whether or not there is a meaningful relationship between the E-S-QUAL aspects of efficiency, fulfilment, system availability, and privacy, and then we will give the results for each dimension separately in relation to satisfaction. The E-RES-QUAL dimensions will then be compared to the satisfaction construct in a subsequent step. Therefore, we are able to comprehend how the several dimensions of e-service quality are linked to the two performance indicators of total service quality and customer happiness.

(vii) Correlations-Impact of Online Service Quality on online customer satisfaction.

		efficiency	satisfaction
Satisfaction	Pearson Correlation Sig. (2-tailed) N	1	.456**
			.000
		60	60
Efficiency	Pearson Correlation Sig. (2-tailed) N	.456**	1
		.000	
		60	60

**Correlation is significant at the 0.01 level (2-tailed).

(viii) Correlations-Impact of Online Service Quality on online customer satisfaction.

		satisfaction	system availability
Satisfaction	Pearson Correlation Sig. (2-tailed) N	1	.439**
			.000
		60	60
systemavailability	Pearson Correlation Sig. (2-tailed) N	.439**	1
		.000	
		60	60

(ix) Correlations - Impact of Online Service Quality on online customer satisfaction.

		Fulfilment	Satisfaction
Satisfaction	Pearson Correlation Sig. (2-tailed) N	1	.408**
			.001
		60	60
Fulfilment	Pearson Correlation Sig. (2-tailed) N	.408**	1
		.001	
		60	60

Correlations –Impact of Online Service Quality on online customer satisfaction.

		Privacy	satisfaction
Satisfaction	Pearson Correlation Sig. (2-tailed) N	1	.452**
			.000
		60	60
Privacy	Pearson Correlation Sig. (2-tailed) N	.452**	1
		.000	
		60	60

It was discovered that there is no meaningful connection between responsiveness and contentment in people's lives. In addition, there was found to be no substantial association between remuneration and contentment in the workplace. It was shown that there is a considerable association between contact and satisfaction.

We may deduce, on the basis of the data we have obtained from respondents, that among the ERES-QUAL dimensions, contact and satisfaction were found to have a positive correlation, however there was no link identified between the other two dimensions, which were responsiveness and compensation.

Findings

According to the findings, the quality of the online service provided is a significant factor in determining the level of contentment experienced by customers who shop online. The findings, on the other hand, shed light on how significant the engagement experience with the online shop is to the customer's perception of the product's quality. In addition, the research highlights the significant impact that the primary e-service quality factors have on the entirety of the purchasing behaviour cycle. It has been discovered that there is a significant association between online satisfaction and the four dimensions of E-S-QUAL. This indicates that the level of satisfaction among online consumers is directly proportional to the degree to which efficiency, system availability, fulfilment, and privacy are all maximised. On the other hand, according to the data that was collected from the respondents, responsiveness and remuneration were shown to have no connection whatsoever with online customer happiness. According to the findings of the study, there was a strong positive association between customer satisfaction and behavioural intention. Therefore, it is imperative that steps be taken to improve the level of satisfaction experienced by online customers in order to increase the likelihood that these customers will make additional purchases from the websites in question and also advise their peers to do the same.

The Implication for Management

The findings can be utilised by retail management in order to describe the varied nature of online shopping and buying behaviour.

According to the findings of this study, online retailers can design marketing strategies that better address the efficiency, responsiveness, privacy, and contact dimensions of web-based services in order to increase the level of customer satisfaction they experience. Not only does the look of the site and its aesthetics matter to the customer, but so does how well it is maintained and how effectively it functions. If the website allows online customers to contact the customer service department of the website, this provides a sense of a more personal touch. In spite of the fact that prior experience with the website might make it less likely for frequent users to be concerned about their privacy, a high association of satisfaction with privacy was discovered; consequently, the managers need to place a greater emphasis on the privacy of the data provided by customers and provide more secure payment gateways. Online retailers are able to allocate precious corporate resources to the essential aspects of e-service quality that were uncovered by this research.

Research Restrictions and Needs

Even though the scales that are used for measuring different aspects of the quality of an e-service are very similar to scales that already exist, researchers should still consider the possibility of developing more complex measures in order to allow for a richer coverage of e-service quality scales. There are several potential avenues for further research. To begin, in the context of future research, a variety of research methods, including but not limited to focus groups, interviews, and longitudinal studies, can be used to investigate the connection between high service quality and loyal customer spending in the context of online shopping.

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