

The Impact of Electronic Service Quality Dimensions on Customers' E-Shopping and E-Loyalty via the Impact of E-satisfaction and E-Trust: A Qualitative Approach

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The importance of studying electronic service quality phenomena has been raised especially when a large number of customers are turning to buy online especially during COVID 19 pandemic. Thus, additional research efforts should be exerted to study electronic service quality indicators. Accordingly, this research is planned to examine the influence of electronic service quality indicators on the customers' electronic satisfaction and electronic trust, then exploring the effects of those two factors on customers' electronic shopping and electronic loyalty within the UAE online buying context. A qualitative approach was used to collect the primary data by conducting semi-structured phone interviews and analyze the collected data using a summative content analytical approach. The process of conducting the phone interviews and the ways followed in transcript, code, and analyses the interviews' contents were described in detail. This study finding indicates that customers' electronic satisfaction and electronic trust came because of the electronic service quality dimensions effect. In addition, results indicate that customers' online shopping and loyalty came because of the effect of electronic satisfaction and electronic trust. A set of limitations was mentioned and some theoretical and managerial implications were briefed at last.



Key words: *website design, website privacy, website security, website efficiency, customer service, communication.*

1. INTRODUCTION

Continuous innovation in technology conveys the consumers' shopping experience by the concept of shopping: anytime, anywhere, through mobile devices, tablets, personal laptops, and computers which becoming now a part of most consumers' lives. Also, the increasing popularity of using both online and mobile shopping has changed the definition of traditional consumer buying. The hospitality industry, for example, is highly affected by the new trend of online shopping by offering its services online. According to global statistics, a millennial is expected to report more than 50% of all hotel guests worldwide (Shukla, 2019). However, amid the coronavirus (COVID 19) outbreak, the hospitality industry is the most affected by this issue. Accordingly, the online booking and travel sites drop by 20.8%, while the online grocery sector increases by 19.9%, and there is a rise in fluctuation/decrease in the other sectors (Bossan, 2020). To maintain this growing shopper's interest in online shopping, retailers should take advantage and invest more in the adoption of electronic commerce and more importantly in the internal electronic service quality that deleivered through electronic shooping. The world fair of coronavirus encourages them to offer their products and services through both m-channels and e-channels to enhance their customers' purchase and in later stage increase their customers' e-loyalty (Al Kurdi, Alshurideh, & Al afaishata, 2020; Al Kurdi, Alshurideh, & Alnaser, 2020). While using electronic commerce has been increased largely, managers face a critical problem of how to increase the quality of electronic service buying and delivering. This challenge for retailers is to step forward and attract more attention of different electromic shopping service quality diementins such as the safety of e-channels transactions (Ingham, Cadieux, & Mekki Berrada, 2015; Aburayya et al., 2020).

A qualitative method used to collect the data by conducting semi-structured interviews and analyze the data using a summative approach (Alshurideh, 2013; Alshurideh, 2014; Hsieh & Shannon, 2005; Mowafaq et al., 2015). This paper has been organized through a set of sections. Section one introduces the topic. Section two briefs both the study's importance and questions. Section three gives brief literature about each study construct. Section four gives an idea about the relations among the study constructs via drawing the study model. Section five gives an idea about the study methodology and data analysis in section six. Section seven gives an idea about the study discussions and results. Section eight concludes the study and provides sfew limitations and recommendations.

2. LITERATURE REVIEW

2.1. Study aim and questions

This study is planned to assess the electronic service quality impact on electronic satisfaction, electronic trust, electronic shopping, and electronic loyalty. Studying this topic is important while there is a large number of theoretical and practical evidences claimed that delivering services through websites is important but caring about the service quality delivery is an essential strategy to survive and success (Zeithaml, Parasuraman, & Malhotra, 2002; Aburayya, et al., 2020). Accordingly, this study poses the following research questions to answer:

RQ1: What are the main electronic service quality indicators that influence customers' e-satisfaction?

RQ2: What are the main electronic service quality indicators that influence customers' e-trust?

RQ3: Are customers' e-satisfaction and customers' e-trust influence customers' e-shopping?

RQ4: Is customers' e-shopping influence customers' e-loyalty?

2.2. Electronic service quality

As mentioned by many scholars such as Lee (2009) that the characteristics of traditional service quality have received extensive study by scholars over the past three decades but studying the electronic service quality characteristics can be considered as a new era of research. According to Parasuraman, Zeithaml, & Berry (1988), traditional service quality is defined as an overall evaluation or an attitude relative to the superiority of the service. While electronic service quality defined as "the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services" (Zeithaml et al., 2002). E-service can also be described as a relatively inefficient experience, because of the missing face-to-face interaction, which is considered as a critical element for relationship development (Zeithaml, 2000). Furthermore, most of the studies on traditional service quality literature and its models are developed to assess the interpersonal nature of service encounters (Bauer, Falk, & Hammerschmidt, 2006; Parasuraman & Grewal, 2000).

As the researcher notice through reviewing the literature, there are many scales and models for assessing the electronic service quality (Blut, Chowdhry, Mittal, & Brock, 2015). This shows the disagreement between the scholars on the dimensions, variables, and other characteristics covered in electronic service quality measurements (Blut et al., 2015; Aburayya, Alshurideh, Marzouqi, et al., 2020). In general, electronic service quality literature has two main streams (Al-dweeri, Obeidat, Al-dwiry, Alshurideh, & Alhorani, 2017). First, scholars focus on developing scales to measure electronic service quality in a different context with different dimensions. Second,

scholars focus on assessing the effect of the electronic service quality dimensions on other variables (Al-dweeri et al., 2017; Alshurideh, Al Kurdi, & Salloum, 2019; Alzoubi, Alshurideh, Al Kurdi, & Inairata, 2020; ELSamen & Alshurideh, 2012). This study will follow the second stream by studying the influences of some electronic service quality dimensions on electronic satisfaction and electronic trust.

2.3. Electronic service quality dimensions

2.3. A. Website design

The website design was found as one of the most critical dimensions of electronic service quality. It can be defined as “all elements of the consumer’s experience on the website (expect for customer service), including navigation, information search, order processing, shipment tracking, product availability, product and price offerings, personalization, and system availability” (Blut et al., 2015 adapted from Holloway & Beatty, 2008b). The main attributes of website design are website information quality, website organization/ design/ navigation, purchase process, website convenience/ ease of use, product selection, Merchandise stock availability, personalization, and system availability (Aburayya et al., 2020; Alshurideh et al., 2020; Blut et al., 2015; Holloway & Beatty, 2008a; Parasuraman, Zeithaml, & Malhotra, 2005; Wolfinbarger & Gilly, 2003). As many scholars such as (Alshurideh, 2017; Alshurideh, 2014b; Alzoubi, Abdo, Al-Gasaymeh, & Alzoubi, 2019; Obeidat, Sweis, Zyod, & Alshurideh, 2012; Shala & Balaj, 2016; Zeglat, Shrafat, & Al-Smadi, 2016) studied the website effect on electronic service quality in general, this study focuses on studying how can website design influence both electronic customer satisfaction and electronic trust. The website design effect can be drawn on the following proposition.

P1a: E-satisfaction is positively related to the website design.

P1b: E-trust is positively related to the website design.

2.3. B. Website privacy

Website privacy is defined by Belanger, Hiller, & Smith (2002) as “it is the willingness of consumers to share information over the Internet that allows purchases to be concluded”. Privacy is an essential concern of online shopping customers. It included issues such as spams and hacks, which can harmful for any customer and can destroy the website's trustworthiness (Alshurideh, Salloum, Al Kurdi, & Al-Emran, 2019; Alshurideh, Al Kurdi, & Salloum, 2019; Belanger et al., 2002). The literature found that e-commerce success can be increase with a high level of privacy (Al-dweeri et al., 2017; Ghosh, 2018; Goutam & Gopalakrishna, 2018). Accordingly, the website privacy effect can be drawn on the following proposition.

P2a: E-satisfaction is positively related to the website privacy.

P2b: E-trust is positively related to the website privacy.

2.3. C. Website security

Website security considered one of the main doubts of the e-shopping context (Al Dmour, Alshurideh, & Shishan, 2014; Al Kurdi, Alshurideh, Salloum, Obeidat, & Al-dweeri, 2020). It is defined as a “circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and/ or fraud, waste, and abuse” (Trivedi, 2018). Security was found a vital dimension that encourages customers to make the online transaction (Al Dmour et al., 2014; Alshurideh, Al Kurdi, Abu Hussien, & Alshaar, 2017; Alshurideh, Al Kurdi, Vij, Obiedat, & Naser, 2016; Alshurideh, 2018; Li, Aham-Anyanwu, Tevzici, & Luo, 2015; Shala & Balaj, 2016). It can affect the customer’s satisfaction as well as instills trust in them (Alshurideh et al., 2017b; Ayo et al., 2016; Tiwari, Tiwari, & Singh, 2017). The customers can be more sensitive in an online shopping context, because of the absence of real communication and the missing of the physical interaction (Abu Zayyad et al., 2020; Alshurideh et al., 2019; Alshurideh, 2016; Alshurideh, Shaltoni, & Hijawi, 2014; Trivedi, 2018). Accordingly, the website security effect can be drawn on the following proposition.

P3a: E-satisfaction is positively related to the website security.

P3b: E-trust is positively related to the website security.

2.3. D. Website efficiency

Website efficiency can be identified as “the ability of a website to offer relevant information to help consumers obtain the products they desire with minimal effort” (Al-dweeri et al., 2017; Zeithaml et al., 2002). It can be described as the ease of use and speed of accessing the website (Parasuraman et al., 2005). Many scholars found that efficiency-related directly to customers' satisfaction and trust (Manaf et al., 2018; Ayo et al., 2016; Goutam & Gopalakrishna, 2018; Kaya et al., 2019). However, Muhammad, Sujak, & Rahman (2016) found there is no direct relationship between efficiency and customers’ satisfaction and trust through online shopping context. Accordingly, the website efficiency effect can be drawn on the following proposition.

P4a: E-satisfaction is positively related to the website efficiency.



P4b: E-trust is positively related to the website efficiency.

2.3. E. Customer service/Communication

Customer service/communication is a “helpful, responsive service that responds to customer inquiries and returns/complaints quickly during or after the sale” (Blut et al., 2015; Holloway & Beatty, 2008b). It can be measured by service level and return handling/policy attributes (Blut et al., 2015; Parasuraman et al., 2005; Wolfinbarger & Gilly, 2003) . Employing effective customer service gives the chance to develop a long relationship with customers (Al-dweeri et al., 2017; Alshurideh, Al Kurdi, Abumari and Salloum, 2018; Santos, 2003; Zu’bi, Al-Lozi, Dahiyat, Alshurideh, & Al Majali, 2012). Besides, employing effective and smooth communication means helps to develop long-term relationships with customers through exceptional services (Al-Dmour, Alshuraideh, & Salehih, 2014; Alshurideh, 2016; Alshurideh, Bataineh, Al kurdi, & Alasmr, 2015). Accordingly, the customer service/communication effect can be drawn on the following proposition.

P5a: E-satisfaction is positively related to the customer service communication.

P5b: E-trust is positively related to the customer service communication.

2.4. Electronic satisfaction

Electronic satisfaction can be seen as the “ customer’s overall judgment that a product or service provided (or is providing) a pleasurable level of consumption-related fulfillment” (Blut et al., 2015). Also, it can be defined as “a result of comparison between what a customer expects about services provided by a service provider and what the customer receives in actual terms (Caruana, Money, & Berthon, 2000; Parasuraman et al., 1988). The previous literature found that the better electronic service quality provided, the more satisfied customer they will have (Goutam & Gopalakrishna, 2018; Jeon & Jeong, 2017; M. A. Khan, Zubair, & Malik, 2019; Zeglat et al., 2016). This study focuses on the impact of a satisfied online customer on the online shopping experience. Accordingly, the electronic satisfaction effect can be drawn on the following proposition.

P6: Electronic shopping is positively related to the electronic satisfaction.

2.5. Electronic trust

According to Yoon (2002), electronic trust can be seen as "security assurance, reputation, web searching, fulfillment (e.g. willingness to customize), presentation (e.g. web quality), technology and interactions(e.g. e-forms)". Also, electronic trust can be described by website capability of performing online transactions to increase its performance and the degree of trustworthiness (Schlosser, White, & Lloyd, 2006). While online shopping considered with a high level of risk, electronic trust can build a strong relationship between the customer and online shopping sites. Accordingly, the electronic trust effect can be drawn on the following proposition.

P7: Electronic shopping is positively related to the electronic trust.

2.6. Electronic shopping and electronic loyalty

The literature focus on online shopping as a customer's buying behavior. Online shopping is defined as "online purchasing is both a technological act and an act of consumption" (Ingham et al., 2015). The importance of online shopping increased as the technology become more advance and considered as a lifestyle (Al Kurdi, Alshurideh, & Salloum, 2020; Chek & Ho, 2016; Rita, Oliveira, & Farisa, 2019). As customers repeat their experience of online buying, the more the customer instills electronic loyalty (Alshurideh, 2017; Alshurideh, 2016; Alshurideh, Nicholson, & Xiao, 2012; Obeidat, Alshurideh, Al Dweeri, & Masa'deh, 2019). While electronic loyalty is defined as "customer's favorable attitude towards an electronic business, resulting in repeat buying behavior" (Al-dweeri, Ruiz Moreno, Montes, Obeidat, & Al-dwairi, 2019; Anderson & Srinivasan, 2003). E-loyalty customer is fundamental for e-commerce sustainability, while the expenses of obtaining new customers are much higher than maintaining of existing customers (Manaf et al., 2018; Al Kurdi et al., 2020; Alshurideh, 2017; Alshurideh, 2016). Generally, most of the scholars studied electronic loyalty as one variable without differentiating heavily the other types of loyalty, such as behavioral and intentional (Al-dweeri et al., 2017; Aburayya, Marzouqi, Alawadhi, Abdouli, & Taryam, 2020). This study examines the relationship between online shopping and electronic loyalty. Accordingly, the electronic shopping effect can be drawn on the following proposition.

P8: Electronic loyalty is positively related to the electronic shopping.

2.7. Study model

To summarise the literature review dimensions, Figure 1 gives an overview of the main study constructs and the logical proposed relations among each of them.

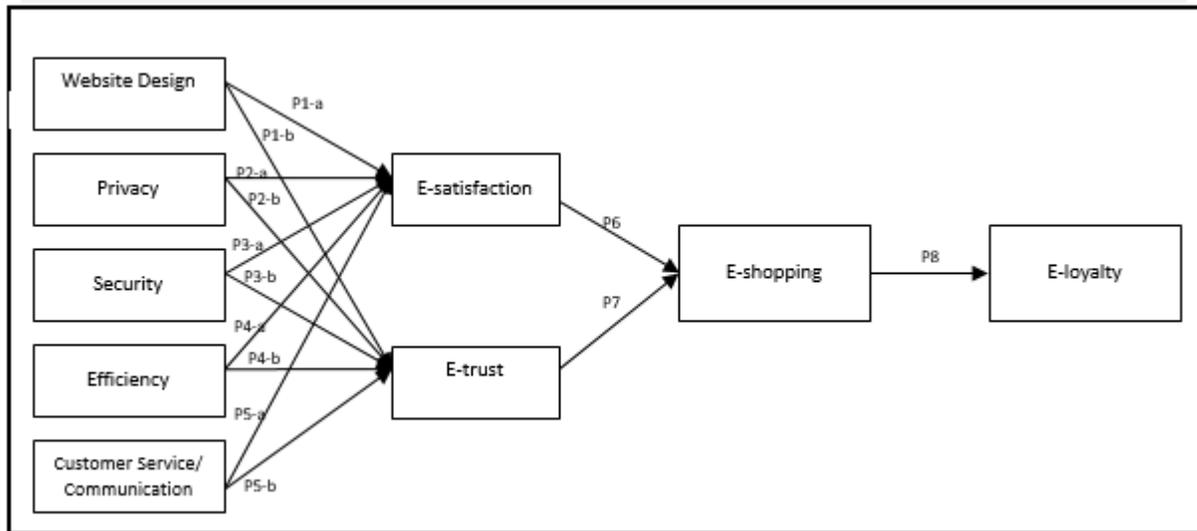


Figure 1. Research model

3. STUDY METHODOLOGY

This study adopted a qualitative method design to collect the primary data and analyzed the qualitative contents using a summative approach. This approach is used when a researcher already identified the keywords, terms, and research model, either by interest or after reviewing the literature (Alhashmi, Alshurideh, Al Kurdi, & Salloum, 2020; Alshurideh, 2014a; Hsieh & Shannon, 2005). This study identifies its research model after reviewing a set of articles that interrelate to the topic at hand. This approach was supported by a set of semi-structured questions, which bring focuses only on the selected factors as declared by many scholars such as (Alshurideh et al., 2020; Ghannajeh et al., 2015). The quantification process did not only by exact word counting, but also by inferring the meanings behind the interviews (Hsieh & Shannon, 2005). The coding process was conducted manually through a simple process. Hence, coding is dependent on the research questions (Alshurideh, 2013). These steps were validated through many scholars such as (Khan, Kunz, Kleijnen, & Antes, 2003).

Qualitative research methods include 'semi-structured interviews' for investigating attitudes, manners, and thoughts of normative behavior. 'Semi-structured interviews' was used to explore views on a selected topic and also used to explore a phenomenon, practice, or even a personal perspective (Hammarberg, Kirkman, & De Lacey, 2016; Salloum, Alshurideh, Elnagar, & Shaalan, 2020a, 2020b). This study adopted the semi-structured interviews to focus on the impact of several electronic service quality dimensions on the customer's electronic loyalty (Aburayya, et al., 2020; Alshurideh, Alsharari, & Al Kurdi, 2019; M Alshurideh, 2010; Alshurideh, 2010; Kurdi, 2016). The content analytical technique supported by the contingency table were used to

analyse the primary data at jand. Also, a set of codes was developed for each construct to simplify the process of coding the interviews' content materials and notices as seen in Table 1.

| No. | Factors | Code |
|-----|---------------------------------|------|
| 1 | Website Design | WBD |
| 2 | Privacy | PCY |
| 3 | Security | SCY |
| 4 | Efficiency | EFF |
| 5 | Customer Service/ communication | CSC |
| 6 | E-satisfaction | ESN |
| 7 | E-trust | ETT |
| 8 | E-shopping | ESP |
| 9 | E-loyalty | ELY |

Table 1. Summary of study factors and related codes

There were twenty-one interviewees who accept to set for phone interviews. Each interview spent approximately 45 minutes. The process of developing the questions took five stages as other scholars such as Ghannajeh et al. (2015) and Potter & Levine-Donnerstein (1999) did. First, identified the measurable items from the literature. Second, refine the selected items. Third, send the questions for another scholar to validate them. Forth, refine the question and approve the final version. Finally, after the first interview, the researcher again modified the questions to ensure the clarity of the questions. The development questions are shown in table 2. The questions were divided into three categories. First, two general questions to start the interview and introduce the topic. Second, six questions about the chosen dimensions of the quality of the electronic service. Third, seven questions to assess the dependent factors used in this study. All questions were revised to ensure the simplicity for the participants to understand and answer by using simple terminology and short questions. The interview took place in two weeks to be suited to the participants' convenient times. Apple recording application on iPad tablet was used for these interviews' recordings. The recordings were copied to apple phone and Macbook Air to ensure having extra copies and make it easier for transcript, coding and analysis processes.

| Dimension | Theoretical Definition | Operational Definition | Final Interview Questions |
|--|---|---|--|
| General Questions | | 1. When do you start using a mobile hotel booking service? 2. Could you tell us about your experience in online booking? | |
| Website Design | includes all elements of the consumer's experience at the website (except for customer service), including navigation, information search, order processing, appropriate personalization, and product selection. (Wolfenbarger & Gilly, 2003) | <ul style="list-style-type: none"> Information at organization's site is well organized, accurate and up to date. Organization's site is available 24/7 for business. Organization's site loads its pages fast and easily. Organization's site enables me to complete a transaction quickly. Organization's site provides useful and reliable information. Organization's site makes it easy to find what I need. There is a good search system in organization's site. Organization's site provides information about service/product price, description, instruction, etc. Organization's site is simple to use. Organization's site is well organized (easy to get anywhere on the site). (Zemblytė, 2015) | <ul style="list-style-type: none"> based on your experience, do you think website design is important? |
| Privacy | The degree to which the site is safe and protects customer information. (Parasuraman 2005) | <ul style="list-style-type: none"> I feel safe in my transactions with this website I feel like my privacy is protected at this site I trust this site will not misuse my personal information I feel I can trust this website The website instills confidence in customers (Wolfenbarger and Gilly 2003) | <ul style="list-style-type: none"> What does privacy means to you? Can you explain how a website can respect your privacy? |
| Security | security of credit card payments and privacy of shared information. Wolfenbarger, Mary and Mary C. Gilly (2003), | <ul style="list-style-type: none"> I felt secure in providing personal information for online purchases. I felt the risk associated with online transactions was low. The Web site showed how long the online retailer has been in this online business. I received special rewards and discounts as promised by doing business with the online retailer. (Kalia 2016) | <ul style="list-style-type: none"> What can assure you that your information will be kept secure? |
| Efficiency | The ease and speed of accessing and using the site. (Parasuraman 2005) | <ul style="list-style-type: none"> The website makes it easy to find what I need It enables me to complete a transaction quickly Information at the website is well organized It loads its pages fast It is simple to use Parasuraman et al. (2005) | <ul style="list-style-type: none"> Do you think that website efficiency is important? Explain. |
| Customer Service/ communication | responsive, helpful, willing service that responds to customer inquiries quickly. Wolfenbarger, Mary and Mary C. Gilly (2003), | <ul style="list-style-type: none"> The website is ready and willing to respond to customer needs Customer service personnel are always willing to help you Inquiries are answered promptly (Wolfenbarger and Gilly 2003) | <ul style="list-style-type: none"> Do you think it's good to have a communication channel through the websites for the customers? Explain |
| E-satisfaction | Customer satisfaction is defined as a result of a comparison between what a customer expects about services provided by a service provider and what the customer receives in actual terms (Caruana et al., 2000; Parasuraman et al., 1988). | <ul style="list-style-type: none"> I am sure it was the most right thing to make my travel arrangements at this website I am satisfied with my decision to make my travel arrangements at this website I am happy I made my travel arrangements at this website (Wolfenbarger and Gilly 2003) | <ul style="list-style-type: none"> Are you satisfied with your online experience? How can you describe your experience? |
| E-trust | According to Yoon (2002), e-trust is security assurance, reputation, web searching, fulfillment (e.g. willingness to customise), presentation (e.g. web quality), technology and interactions (e.g. e-forums). (Al-dweeri et al 2019) | <ul style="list-style-type: none"> This website seems very capable of performing online transactions This website appears to be successful at the things it tries to do This website seems to have much knowledge about what needs to be done to fulfill online transactions I feel very confident about this website's online skills This website appears to have specialized capabilities that can increase its performance with online transactions This website appears to be well qualified in the area of e-commerce (Schlosser, White, and Lloyd 2006) | <ul style="list-style-type: none"> What trust means to you? How can you trust a website? |
| E-shopping | | <ul style="list-style-type: none"> I will make more purchases through this online shop in the future. I will increase purchases through this online shop. I will intensify purchases through this online shop. Zeithaml et al. (1996) | <ul style="list-style-type: none"> What push you to buy via website always? |

| | | | |
|------------------|---|--|--|
| E-loyalty | According to Anderson and Srinivasan (2003), is a customer's favourable attitude towards an electronic business, resulting in repeat buying behaviour. (Al-dweeri et al 2019) | <ul style="list-style-type: none"> • I say positive things about this website to other people • I will recommend this website to someone who will ask my advice • I encourage friends and others to do business with this website • I consider this website to be my first choice for future transactions • I will do more business with this website in the coming months (Parasuraman, Zeithaml, and Malhotra 2005) | <ul style="list-style-type: none"> • Can you say that you are loyal to online shopping? • How can you describe your loyalty to these websites? |
|------------------|---|--|--|

Table 2. Interviews' questions

3.1 Data analysis

The interviewees' demographical characteristics are briefly described in this section as seen in appendix table 1. 62% of interviews' participants were young and their ages were distributed mainly between 30 and 40 years old while the majority of them (90%) are educated individuals. 75% of the interviewees' monthly incomes were distributed between 20,000 and 50,000 UAE Dirham. Regarding using the online booking behavior, the participants' frequencies were distributed between 6 and 9 times yearly.

Once the coding process was done manually as seen in table 1, a contingency table was prepared as seen in table number 3. This table includes study items, codes, positive and negative incidents, and the balance between positive and negative values (Alshurideh, 2013; Ghannajeh et al., 2015; Hsieh & Shannon, 2005). The analysis summarized in the mentioned table discloses differences in the frequency of the positive and negative incidents towards the selected factors.

| No. | Study Items | Code | Incident | | | The balance between positive and negative values |
|-----|---------------------------------|------|----------|----------|-------|--|
| | | | Positive | Negative | Total | |
| 1 | Website Design | WBD | 176 | 33 | 209 | 143 |
| 2 | Privacy | PCY | 54 | 13 | 67 | 41 |
| 3 | Security | SCY | 87 | 14 | 101 | 73 |
| 4 | Efficiency | EFF | 183 | 28 | 211 | 155 |
| 5 | Customer Service/ communication | CSC | 214 | 31 | 245 | 183 |
| 6 | E-satisfaction | ESN | 159 | 38 | 197 | 121 |
| 7 | E-trust | ETT | 78 | 11 | 89 | 67 |
| 8 | E-shopping | ESP | 146 | 43 | 189 | 103 |
| 9 | E-loyalty | ELY | 112 | 36 | 148 | 76 |

Table 3. The Contingency frequency table

4. RESULTS

The study aims to investigate the effect of electronic service quality dimensions which are (web design, privacy, security, efficiency, and customer service that related to customer communication) on both electronic satisfaction and electronic trust. In the second stage, the study inspects if both electronic satisfaction and electronic trust influence customers' online shopping. In the third stage, the study examines if customers' online shopping affects customers' online loyalty. The study used a qualitative approach to collect primary data by employing the interview method. The needed data were collected in a systematic way and analyzed using the content analysis technique employing the frequency method using both positive and negative incidents.

The study found that all electronic service quality dimensions which are web design, privacy, security, efficiency, and communication affecting positively both e-satisfaction and e-trust. In more detail, the customer service dimension that was related to customer communication followed by efficiency is the most electronic service quality dimensions that affecting in order both e-satisfaction and e-loyalty followed by the web design element. Also, both security and privacy were found the least electronic service quality dimensions affecting e-satisfaction and e-trust. Also, the findings declared positive records for both e-satisfaction and e-trust that influence customers to use and adapt e-shopping in addition the study results confirmed that if customers are satisfied with the online purchasing process and trust the online platforms then their e-shopping purchase process will affect their e-loyalty.

5. DISCUSSION

Generally, the result shows that one of the most influencing factors in electronic service quality is customer service/communication by 214 positive occurrences and 31 negative incidents with a balance between positive and negative incidents of 183. Participant number 11 confirmed that by saying: "*... you don't want to feel you are alone in this interface! You want to feel safe; there is an interaction between you and the service provider*". Customer service and especially those related to organisations-to-customers direct communication can be seen as the most influential drivers for electronic service quality as confirmed also by Blut et al. (2015) and AL Kurdi et al. (2020). Moreover, efficiency is found the second influencing factor that impacts electronic service quality by 183 positive and 28 negative incidents with a balance of 155 positive incidents. Participant number 6 confirmed this issue by saying: "*...always I explain for my friends about my experience of online booking how it is easier and more efficient than other channels...*". This matter is confirmed by Parasuraman et al. (2005) who stated that electronic service quality, somehow, refers to the effectiveness and efficiency of online searching, online shopping, and delivery of services.

Besides, both website design and security were found to have positive effects on both electronic satisfaction and electronic trust. Results show that both constructs showed 143 and 73 positive incidents in order. Participant number 19 commented on the website design importance by saying: “...the design can be attractive to the customer It can be useful...”. While participant number 6 highlighted the importance of security construct as: “.... we can see from the link of the website, if it is secured or not. for example, you will find HTTP then if it that's it, then it's not a secure website. If you find it HTTPS, S means security, then this company already highly certified they're paying for making assure that information will not be shared...”. Accordingly, website design and security can be considered as important antecedents for e-satisfaction and e-trust (Abbaspour & Hazarinahashim, 2015; Al-Duhaish, Alshurideh, & Al-Zu'bi, 2014; Anderson & Srinivasan, 2003; Obeidat et al., 2012). To add more, although privacy found to be a significant issue, the result shows that privacy has 54 positive and 13 negative incidents. All participants were sensitive talking about their privacy in using online buying. Participant number 2 said: “...I want also the privacy of my transactions, my card(bank card) information”. According to Ozturk et al. (2017), privacy in online commerce found to be one of the serious issues, which found practically impact directly both customers' electronic satisfaction and electronic trust.

To add more, the contingency table number 3 shows that both electronic satisfaction and electronic trust having balances of 121 and 67 positive incidents consequently. The result supported the propositions that both of them affect online shopping positively. Oliver (1980) talked about the “expectation in conformity” concept, which can be defined as “the customers will feel satisfied when the goods are beyond their expectation and otherwise when their expectations are beyond the goods' actual condition” (Sheng & Liu, 2010). This issue was confirmed by participant number 14 who said: “... give me this wow factor, give me the satisfaction factor, you need to exceed my expectation”. According to many scholars such as (Al-dweeri et al., 2017; Mousaveian et al., 2016; Parasuraman et al., 2005), electronic service quality does not affect customer electronic loyalty directly, but they do found impact both electronic satisfaction and electronic trust in this study. To sum up, both electronic satisfaction and electronic trust, in turn, were found to influence positively both customers' electronic shopping and customers' electronic loyalty.

6. CONCLUSION

This study investigates the main factors that influence customers' electronic satisfaction and electronic trust to enhance their online shopping experience, which will increase their electronic loyalty as a result. The results of this study found that electronic service quality dimensions including website design, privacy, security, efficiency, and customer services/communication can positively affect customers' electronic satisfaction and electronic trust. While online shopping



positively relates to these two factors, and customers' electronic loyalty related definitely to the customers' online shopping experience.

The findings of this research could probably be biased due to a few phone interviews context. The first one is related to conducted phone interviews while the world is witnessing a natural crisis these days (coronavirus) which not enabling doing face-to-face interviews to get additional data through noticing the interviewees' facial expressions and body language or talking freely about the study constructs at hand. Some participants were refused to meet and to discuss any issues personally. The second matter is related to the subjectivity in translating and coding the elicited texts by meaning from scholars (Gubrium & Holstein, 2012). Such subjectivity is connected directly to the qualitative data while it based on texts' content analytical techniques instead of relying heavily on collecting the primary data quantitatively and test them based on collected numerical data from a planned sample.

This study recommends repeating this study using triangulation methodological approaches which refer to apply multi research methods to explore a phenomenon (Mentzer, Flint, & Hult, 2001). Also, it would be useful to study the electronic service quality topic quantitatively or using face-to-face interviews which may add more light to this context. Also, all participants were from the UAE nationality, which limits the generalizability of this study, and future studies could take into consideration different cultural aspects (e.g. different nationalities) in studying such a topic. Due to the few numbers of interviews' participants, the study did not investigate the effect of the demographical aspect on studying the topic at hand. Take such aspects into consideration, in future approaches, may give valuable information to study both customers' online shopping and loyalty. To add more, amid the coronavirus (COVID 19) outbreak, this study highly recommends decision-makers to the advantage of this booming time to attract the new joining shoppers and maintain the current ones. Therefore, to achieve this aim, more considerations must be placed in evolving a satisfying, trustworthy, and highly convenient online shopping.

The findings of this study recommend for marketers and managers to start building their customer loyalty through using the electronic platforms. Since thousands of millions of dollars will be lost because of losing the possibility of shopping personally because of the amid of the coronavirus (COVID 19) outbreak, the hospitality sector is one of the most affected sectors in this regard. They are experiencing one of the worst nightmares in the economy's fluctuations. However, decision-makers take further actions to ensure that customers will repeat their online shopping behaviors and show loyalty to a particular e-service. To achieve this aim, more consideration must be placed in evolving a satisfying, trustworthy, and highly convenient online shopping.

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