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Dept. of Business

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Measuring the Role of E-Satisfaction and E-Trust on the Relationship between E-Service
Quality and E-Loyalty

(Empirical study on E-Tailers operating in the Egyptian market)

قياس دور الرضا والثقة الإلكترونية على العلاقة بين جودة الخدمة وولاء العميل
دراسة تحليلية على مراكز البيع الإلكتروني في السوق المصري

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administration

By:

Hebat Allah Mamdouh Mostafa

Supervisors

Professor. Dr. Aisha El-Menyawy

Professor of Marketing

Faculty of Commerce

Ain Shams University

Dr. Reem M. Elalfy

Assistant Professor

Faculty of Commerce

Ain Shams University



Name of the Researcher:

Hebat Allah Mamdouh Mostafa

Title of the Thesis:

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Academic Degree:

Doctor of Philosophy (Business Administration)

Examining Committee:

Prof. Dr. Taalat Asaad

“Chairman”

Professor of Marketing - Mansoura University

Prof. Dr. Aisha Moustafa El Meniawy

“Supervisor”

Professor of Marketing - Ain Shams University

Dr. Madeeha Moutawe

“Member”

Associate Professor of Business Administration - Ain Shams University

Date of Defense: 17/4/2018

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ملخص

يرجع النمو الواضح للتجارة الإلكترونية العالمية إلى الزيادة الواضحة والمستمرة في الطلب على خدمات التسوق الإلكتروني من قبل العملاء.

ونظراً للتطور التدريجي للتسوق الإلكتروني من مرحلة الابتكار إلى أن أصبحت إتجهاً عاماً للتسوق ، تعد جودة المواقع الإلكترونية أساساً هاماً للمفاضلة بين المواقع المختلفة. كما تلعب الجودة دوراً هاماً في بناء ميزة تنافسية حيث تتميز جودة خدمات مواقع التجارة الإلكترونية بقدرتها على جذب المتصفحين والعملاء أكثر من مثيلاتها ذات الجودة الأدنى.

وتمثل مواقع التسوق الإلكتروني سوقاً افتراضياً للسلع والخدمات حيث تتم جميع عمليات وأنشطة التسوق من خلال عالم التسوق الإلكتروني. كما أكدت الأدبيات التي تناولت جودة الأسواق التقليدية على استخدام المستهلكين لجودة السوق كمؤشر لجودة المنتجات المعروضة من خلالها.

وقد أشارت الدراسات المرتبطة إلى دور وأهمية جودة الموقع الإلكتروني في تحفيز المستهلكين عن طريق التسويق الشفوي للموقع. وهناك عدة مقاييس لتقييم جودة المواقع الإلكترونية ولقد اعتمدت هذه الدراسة على مقياس NetQual لتقييم جودة مواقع التسوق الإلكترونية والتي تؤثر على ولاء العميل (Bresslloes, 2006).

إن فهم العوامل التي تؤثر على إرضاء العميل تقوم بدور كبير في جذب العملاء لشراء المنتجات من خلال شبكة الانترنت. إن الدراسة تستهدف بناء نموذج متكامل لقياس مدى ولاء العميل عن خدمات التسوق من خلال شبكة الإنترنت. فضلاً عن تحليل العوامل الديموجرافية كمتغير وسيط يمكن أن يؤثر على طبيعة العلاقة بين جودة خدمات التسوق الإلكتروني و رضا العميل الإلكتروني ومدى ثقته فيها والذان بدورهما قد يؤثران على مدى ولاء العميل للخدمات الإلكترونية . وبالتالي سوف يتم تطبيق الدراسة على أهم مواقع التسوق الإلكتروني المتواجدة في السوق المصري التي تقدم خدماتها لمستخدمي الانترنت.

اعتمد البحث كدراسة تحليلية على استخدام قائمة استقصاء ومقياس ليكرت وتم استكمال الاستقصاء من قبل ٣٨٧ مفردة من أصل ٤٣٩. ولإعداد المقاييس التي استخدمت في هذا البحث فتمت الاستعانة بمقاييس تم استخدامها في دراسات سابقة وذلك من خلال تحليل النتائج باستخدام تحليل AMOS .

توصلت الدراسة إلى نتائج تساهم إيجابياً وتضيف إلى أدبيات أبحاث جودة الخدمة الإلكترونية – الرضا والثقة الإلكترونية والولاء الإلكتروني. وتوافق النتائج على الإطار المفاهيمي للدراسة الذي يسلط الضوء على أن الجودة عنصر حاسم من شأنه أن يؤثر على رضا المستهلك عند التسوق على الإنترنت. أيضاً، أظهرت النتائج أن رضا المستهلك عن أحدث تجارب التسوق على شبكة الإنترنت يؤثر على ولائهم للموقع الإلكتروني.

مصطلحات البحث:

جودة الخدمة الإلكترونية الرضا الإلكتروني

الثقة الإلكترونية الولاء الإلكتروني

Abstract

Customers continuously show higher demand for online shopping which drives the apparent growth of global internet commerce.

As Internet shopping gradually moves from innovation to a standard way of shopping, the quality of the websites will play an essential role in the differentiation of the sites. High-quality sites are capable of attracting more customers than the competing sites of poor quality since the quality built a sustainable competitive advantage.

Internet shopping sites are virtual stores where all operations and its relevant activities take place in online cyberspace. The literature on the quality of traditional retail stores confirmed that consumers use the quality of the store as an indication of the quality of products from stores. Also, when consumers are satisfied with a high-quality website, they inspire powerful and positive word-of-mouth for the site. Various measuring instruments have been developed with the objective of evaluating the quality of websites. This study used the NetQual measurement scale (Bresslloes, 2006) as an instrument for measuring the quality of the websites and as a result, affect the user's electronic loyalty.

This study is an empirical investigation which proposes and tests an "E-Loyalty" model. The adopted model identified dimensions representing satisfaction with internet purchase experience and analyzed online-customers' demographics as a moderated variable that might alter the strength of the relationship between the electronic service quality, electronic satisfaction and electronic trust as it might affect the level of electronic loyalty.

A quantitative approach has been applied, using 5-point Likert scale questionnaire. The survey was distributed online and totally completed by 387 respondents out of 439 online surveys with a response rate 88%. 52 uncompleted surveys were excluded from the statistical analysis. Structural Equation Modeling has been used via AMOS to evaluate the relationship between variables. The statistical population of this research study was internet users and consumers of the most famous internet shopping websites (E-Tailers) operating in the Egyptian market.

Findings of the research contribute to the literature of E-Service Quality, E-Satisfaction E-Trust, and E-Loyalty .The outcomes approve the conceptual study framework that highlights that quality is a critical element that will impact consumer satisfaction when shopping on the web. Also, the results demonstrate that consumer satisfaction with the latest web-based shopping experiences impacts their loyalty to the web-based business site.

Keywords:

- E-Service Quality
- E-Satisfaction
- E-Trust
- E-Loyalty

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Research Terminologies

Abbreviation	Terminology	Definition
E-Service Quality	Electronic service quality	Overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace (Zemblyto, 2015)
E-Satisfaction	Electronic Satisfaction	Customer perception of service quality provided by an online store. (Sharma and Lijuan, 2013)
E-Trust	Electronic Trust	Getting consumers to feel confident, to trust doing business online. (Sukanya and Kumar, 2015)
E-Loyalty	Electronic Loyalty	Customer's favorable attitude, behavior and commitment towards the online retailer that results in repeat purchase behavior. (Javier et al., 2017)
E-Tailer	Electronic Retailers	A retailer offering products by electronic exchanges on the web. (Oxford Dictionary, 2013)
NetQual	NetQual	Measuring scale of electronic service quality contains five main dimensions (information, ease of use, interactivity, security, and reliability. (Bressolles, 2006)

Chapter 1

Study Framework