

THE IMPACT OF E-SERVICE QUALITY ON CUSTOMER ENGAGEMENT AND CUSTOMER LOYALTY IN B2C E-COMMERCE WEBSITE

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ABSTRACT

This study investigates how consumer engagement and loyalty in B2C e-commerce are impacted by the quality of e-services. A thorough analysis of the literature revealed that e-service quality significantly improves both customer engagement and customer loyalty. It was discovered that e-service quality was a key element in creating and sustaining excellent customer experiences in e-commerce. According to the report, e-commerce companies should concentrate on enhancing e-service quality to increase consumer engagement and loyalty, which can result in long-term commercial success. Future studies should look into the precise aspects of e-service quality that have the greatest impact on customer engagement and loyalty in B2C e-commerce website.

KEY WORDS: E-Service Quality, Customer Engagement, Customer Loyalty, E-commerce, Shopping cart, E-Business, Product Quality, Customer Expectations.

INTRODUCTION

E-service quality refers to the overall quality of service that an e-commerce website provides to its customers, including website design, navigation, content, responsiveness, reliability, and security. In the context of B2C e-commerce, e-service quality plays a key role in driving customer retention and loyalty. Customer retention refers to the extent to which customers engage and commit to your brand. This includes the emotional and cognitive connection between the customer and the brand and is influenced by various factors including the quality of e-services. When customers have a positive experience on your ecommerce site, they are more likely to engage with your brand by exploring your site, making purchases, leaving reviews, or recommending your site to others. Customer loyalty, on the other hand, refers to the likelihood that a customer will continue to do business with a particular brand or website. This is influenced by many factors such as e-service quality, customer satisfaction and perceived value. If a customer is satisfied with the e-service quality of her B2C e-commerce website, they will make repeat purchases, recommend the website and maintain brand loyalty as they are less likely to switch to competitors more likely. In summary, the impact of e-service quality on customer retention and loyalty in B2C e-commerce is significant. High quality e-services can increase customer retention and loyalty, while poor e-services can lead to low retention and loyalty. Therefore, e-commerce websites must prioritize the quality of their e-services in order to build strong relationships with their customers and gain a competitive advantage in the market.

REVIEW OF LITERATURE

Ong Soo Ting, Mohd Shoki Md Ariff, Norhayati Zakuan, Zuraidah Sulaiman and Muhamad Zamari Mat Saman (2012)

This research aims at integration between E-service quality and other E-service quality scales for measuring E-service quality. The constructs used in this paper are effectiveness, privacy and trust, fulfilment, responsiveness, contact and website design, through this constructs the research's results shows the dimensions of the E-service quality.

Ong Soo Ting, Mohd Shoki Md Ariff, Norhayati Zakuan, Zuraidah Sulaima (2016)

This research helps to understand the relationship between e-service quality, e-satisfaction, e-loyalty and e-commerce. Survey results show a positive correlation with online shoppers' e-satisfaction.

Sevenpri Candra And Mita Juliani (2018)

Overall, the literature suggests that both e-service quality and customer value are important factors influencing customer satisfaction for local brands. Companies that want to improve customer satisfaction should focus on providing quality e-services and adding value to their customers through their products and services.

Raras Ivastya and Zaenal Fanani (2020)

This study was conducted to understand the impact of e-service quality on e-satisfaction. The findings help analyze the quality of e-services and show that there is a positive relationship between a b2c consumer's e-satisfaction and repurchase online.

Jacinda Sukendi, Nanang Harianto, Susi Wansaga, Willy Hunadi (2021)

This research paper aims at the relationship between e-service quality, customer experience, customer retention, and customer loyalty in B2C e-commerce, using a second-order method to examine the survey model of e-service customers. It can also help you explore the loyalty dimension. The survey results help identify the customer experience in B2C e-commerce.

IMPACT OF THE CUSTOMER LOYALTY

Increased Revenue: Loyal customers are more likely to make repeat purchases and spend more money on each transaction. They may also be more likely to refer others to the business, leading to new customers and increased revenue.

Cost Savings: It can be expensive to acquire new customers through marketing and advertising efforts. By retaining loyal customers, a business can save on these acquisition costs.

Brand Reputation: Loyal customers are often advocates for the brand and can help spread positive word-of-mouth, leading to a stronger brand reputation and increased credibility in the marketplace.

Customer Feedback: Loyal customers are often willing to provide feedback on products and services, allowing a business to improve its offerings and better meet customer needs.

Competitive Advantage: In highly competitive markets, customer loyalty can be a key differentiator, as it demonstrates that a business is able to provide a superior customer experience that keeps customers coming back.

IMPACT OF THE CUSTOMER ENGAGEMENT

Improved Loyalty: Because they have created an emotional connection to the company, engaged customers are more likely to become loyal customers. Consumers are also more likely to tell others about the brand, resulting in enhanced word-of-mouth marketing.

Increased Customer Satisfaction: Customers that are engaged are more likely to be satisfied with their experience, which can lead to favorable evaluations and referrals.

Increased Revenue: Because they have a better relationship with the business and are more likely to make repeat purchases, engaged customers tend to spend more money over time.

Improved Customer Insights: Customers who are engaged are more likely to provide feedback and insights that can help a company improve its products and services.

Competitive Advantage: A strong customer engagement strategy can distinguish a company from its competitors by demonstrating the company's commitment to providing a positive customer experience. Ultimately, customer involvement is critical for developing long-term customer relationships and achieving corporate success.

IMPORTANCE OF THE E-COMMERCE WEBSITES

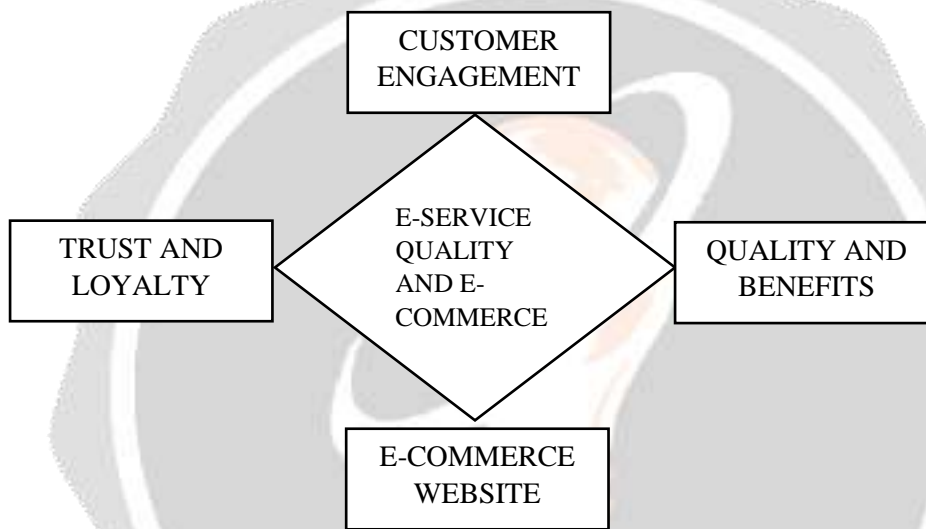
Convenience: B2C e-commerce websites offer customers the convenience of shopping from anywhere and at any time. They don't need to visit physical stores or adhere to store hours, making it easy for them to make purchases.

Increased Reach: An e-commerce website allows businesses to reach customers beyond their geographic location. This can help businesses expand their customer base and increase their revenue potential.

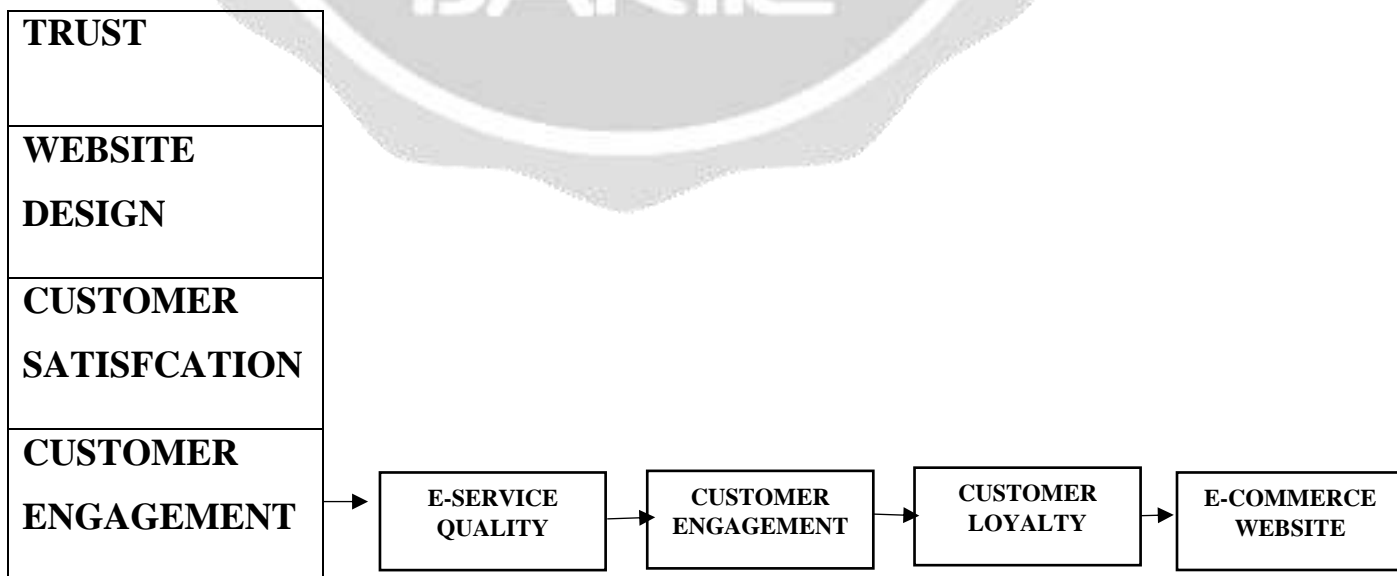
Personalization: B2C e-commerce websites can use customer data to personalize the shopping experience. This can lead to higher customer satisfaction and loyalty.

Cost Savings: E-commerce websites can be less expensive to operate than physical stores, as they don't require as much staff or real estate. This can allow businesses to offer lower prices to customers.

Analytics: B2C e-commerce websites can collect data on customer behaviour, such as browsing and purchase history, and use this data to make informed business decisions.



CONCEPTUAL FRAMEWORK



CUSTOMER RELATIONSHIP
CUSTOMER VALUE
SERVICE QUALITY
PRODUCT QUALITY
BRAND IMAGE
CUSTOMER LOYALTY

TRUST

Trust is crucial when it comes to online shopping. This is because customers need to know that their personal and financial information is safe when they make purchases online. E-commerce websites can build trust with customers by implementing strong security measures, providing transparent information about products and shipping policies, offering excellent customer service, and displaying positive reviews and ratings. When customers feel confident and secure while shopping online, they are more likely to trust the e-commerce website and become loyal users of the platform.

WEBSITE DESIGN

The process of developing and organising a website's layout, structure, and visual appeal is known as website design. It encompasses elements like user interface design, graphic design, and user experience design. The quality of an organization's online services has an effect on customer engagement and loyalty in the context of business-to-consumer (B2C) e-commerce websites. This is referred to as the influence of e-service quality on customer engagement and customer loyalty in B2C e-commerce websites. This takes into account elements including the website's responsiveness, usability, and overall user experience.

CUSTOMER SATISFACTION

A consumer's general sense of contentment or enjoyment with a good or service they have received from a company is referred to as customer satisfaction. The degree to which a consumer is satisfied with their online purchasing experience, including the calibre of the website, the goods or services offered, and the calibre of the customer service offered, is relevant in the context of e-commerce. The influence of online customer service quality on customer engagement and loyalty towards an e-commerce business is referred to as the impact of e-service quality on customer engagement and loyalty in B2C e-commerce websites.

CUSTOMER ENGAGEMENT

The term "customer engagement" describes the degree of interaction and connection that exists between a company's patrons, including their participation with the company's name, its goods or services, and their

overall experience. Customer involvement in the context of e-commerce can involve a variety of digital touchpoints, including use of websites or apps, social media interactions, and email correspondence.

CUSTOMER RELATIONSHIP

Customer connection refers to an organization's continual interactions with its clients with the goal of fostering trust and long-term loyalty. It entails comprehending the needs, preferences, and behaviours of the client and then customising the products, services, and communication to fit those demands and produce a satisfying customer experience. Customer relationship management (CRM) techniques are frequently used in the context of e-commerce to uphold and improve connections with clients.

CUSTOMER VALUE

The difference between the benefits that a consumer feels they got from a product or service and the price they paid for it is known as customer value. The amount of quality of the online service offered to customers by an e-commerce website is referred to as e-service quality. The degree of customer involvement and contact with an e-commerce website is referred to as customer engagement. The frequency with which customers make purchases from a specific e-commerce website is referred to as customer loyalty. The impact of e-service quality on customer engagement and loyalty in B2C e-commerce websites is concerned with how the calibre of online services offered by an e-commerce website affects the level of customer engagement and loyalty towards that website.

SERVICE QUALITY

In the context of B2C e-commerce websites, service quality can be used to characterise the usability, responsiveness, dependability, and overall satisfaction with the online purchase experience. The relationship between the quality of an e-commerce website's services and a customer's propensity to interact with the website and use it in the future is known as the effect of e-service quality on customer engagement and loyalty. High-quality e-services can lead to high levels of consumer engagement, satisfaction, and loyalty, whereas low-quality e-services can lead to low levels of engagement, discontent, and loyalty.

PRODUCT QUALITY

The qualities and features of a product that influence whether it can fulfil or surpass customers' expectations are referred to as its quality. Product quality in the context of B2C e-commerce websites might include elements like price, dependability, effectiveness, and general happiness with the goods being offered on the website. The quality of the website's services can affect users' propensity to connect with the website and keep using it for future transactions, which is known as the impact of e-service quality on customer engagement and loyalty in B2C e-commerce websites. Increased customer involvement, contentment, and loyalty as a result of high e-service quality can have a beneficial effect on how customers view the quality of the product. On the other hand, poor e-service quality can result in client discontent, frustration, and lost loyalty.

BRAND IMAGE

Brand image is the term used to describe how people view a company as a whole. Several things, including the brand's reputation, values, personality, visual identity, and customer experience, have an impact on it. The overall design, usability, customer service, and calibre of the goods and services being offered on B2C e-commerce websites can all have an impact on brand image. The effect of e-service quality on customer engagement and loyalty in B2C e-commerce websites relates to how customers' perceptions of the brand might be impacted by the website's services. Good e-service quality can result in satisfied customers, which can improve brand perception and promote customer engagement and loyalty.

CUSTOMER LOYALTY

Customer loyalty is the act of consistently and enthusiastically choosing one brand over another. It is the result of a consistently positive customer experience and the perceived value of the product or service that the customer is receiving. A metric that indicates that you are more likely to recommend the brand to others over time. The more loyal customers you have, the less you need to worry about getting new customers.

CONCLUSION

The delivery of services must have clear objectives that are focused on reaching the clients and satisfactorily addressing their needs. Failing to meet these standards will result in a loss of clients who look for prospective businesses. Since customer satisfaction is a real justification for offering the services, it must serve as the

company's defining quality. In fact, no business would provide the services if there was no demand for fulfilment. To ensure loyalty, satisfaction must be considered to be a crucial aspect. This steadfastness might bring in more clients and money than the previous successes.

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