

Antecedents of E-Service Quality, Customer Satisfaction and Trust which Affects Customer Intention

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ABSTRACT

This research aims to boarden the knowledge to get better insight to the most important dimensions from electronic service quality which plays a huge part on customer satisfaction, its trust and behavior, elaborate from initially terms of E-service quality in the SiCepat Express courier service application that will adding knowledge in the future regarding the use of applications in delivery service sector. From online survey data to 234 costumers that processed by SEM-PLS. It was indicates that these three elements from e-service quality, namely apps design, fulfillment and customer service had affect to whole e-service quality. These results showed that these three antecedents process, likewise to mediated variable, e-service quality had major and positive affect to customer satisfaction and trust. With strongest impact was fulfillment to customer service. Meanwhile, direct affect from customer satisfaction and trust was found very strong in e-service quality. It revealed that there's positive affect from customer satisfaction and trust to continuous usage intention and word of mouth, therefore this results has confirmed the theory of customer satisfaction and trust in the SiCepat Express courier service application. This research model is moderate predictive accuracy with medium predictive relevance so it can be expand in further research.

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1. Introduction

In the recent global era, particularly in the transform behave from society in the New Normal era since the Covid-19 pandemic ocured, it caused of change in direction from several industrial and service developments that play a very important role in the world economy. This Covid-19 pandemic has brought the world into a new economic era which is more practical and efficient. Moreover, through this development of new economy and are also called the digitalization era that companies are facing in order to create ecosystem services that fit to the times.

The survey which performed by Google in 2020 defined that digital service consumers in Indonesia has growth by 37% due to the Covid-19 pandemic, this survey has written off that more than 50% of new e-commerce customers came from outside the major cities in Indonesia. This certainly will provides a great chance for companies in Indonesia, including logistics companies. Ken Research has predicted that the logistics and shipping development business will grow by around USD 5 billion in 2023 which is accurate to the government's contribution in infrastructure development and investment at logistics.

Delivery services are part of consumer needs. The higher consumer needs, as well as its online shop or e-commerce business' development, has shown the high enthusiasm of consumers for goods delivery services [1]. The Logistic Performance Index (LPI) noted that Indonesia's overall ranking has increased to 46th position with a score of 3.15 in 2018, an increase of 17 places from its previous position in the shipping sector. Besides, the delivery methods which provided by various e-commerce companies were encouraged the increasing goods delivery service ecosystem. BPS marked it in 2021, around 37.7% of e-commerce customers use delivery services.

By these huge opportunity in the delivery service field, various shipping service companies are compete each other to win the hearts of their customers through the quality of service provided [2]. One of the companies which engaged in shipping services is SiCepat Express. SiCepat Express currently has 212 branch

offices throughout Indonesia that served practical solutions for e-commerce. In addition, SiCepat Express also has online applications that can be trace on smartphones for Android and Apple IOS. Through this application, customers can place orders, check rates, delivery status, contact customer service and store locations. However, this various conveniences offered by SiCepat Express, does not necessarily make SiCepat Express run without any issues.

The phenomenon which currently occurs in Business to Customer (B2C) is there are so many SiCepat Express customers who get bad experiences from the services offered, such as delivery that did not met their expectations in terms of time, quantity of goods and delivery to the wrong location. The second phenomenon, according to its internal sources was SiCepat Express received the highest 1-star rating compared to other competitors, namely 63.3% in 2020 in the application usage measurement. The third phenomenon shows that in 2020 the performance of its apps showed a rating of apps that were far from good in performance, which had a 'D' level compared to other expedition applications such as Lalamove, J&T Express, Deliveroo, and MyJNE. These phenomena surely explained that the existence of e-service, customer satisfaction, and customer trust did not fullfil the expectations of SiCepat Express customers.

Research [3], found that the affect from e-service quality to the service industry had a significant correlation with customer satisfaction, continuous usage intention, and word of mouth (WOM). Furthermore, customer trust were also plays a crucial part in encouraging the continuous usage intention for all service businesses [4]. The e-service quality model is not only used once to understanding customer satisfaction, usage intention and WOM, but also in an effort to achieve customer trust and customer satisfaction [5]. With these phenomenon and several related studies, the authors set e-service quality as the independent variable, customer satisfaction and customer trust as the intervening variable, and continuous usage intention and WOM as the dependent variable. This research model aims to get a deeper meaning to discovered the situation which currently occured in SiCepat Express and provide useful recommendations, as well as make new contributions in confirming the theory of SiCepat Express service quality and customer satisfaction and trust, especially those in the context of SiCepat Express courier services application.

2. Theory

Tons of researchers were come up with different idea of dimensions to assure the quality of e-services. Prior studies on e-service quality reviewed on the way customers create an excitement towards self-service technology and offered five main criteria of e-service quality, namely delivery speed, convinience to use, reliability, enjoyment and control [6]. In addition, Zeithaml's theory defined if web service quality has includes 5 major dimensions, such as the availability which content of information, ease of use, security, graphic style, and compliance [7].

E-Service Quality basically divided into two scales [8], namely electronic service quality scale (E-S-QUAL) and electronic service quality recovery scale (E-RecS-QUAL). Privacy/security, reliability, compliance, efficiency, and individual attention are the dimensions of E-S-QUAL whereas the E-RecS-QUAL are responsiveness, compensation, and contact. In this theory, privacy plays an important role in high-level customer evaluations related to websites [7]. Gounaris' theory conveyed that the influence of service quality and satisfaction on WOM, site return visits and buying interest when it comes to internet shopping [9]. This theory borne WebQual (usability, information, and interaction) thrive by Barnes & Viden in 2002 and two additional parameters, namely aesthetics and after-sales service conducted by Lee & Lin in 2005. In addition, Kitapci theory also identified the impact caused by service satisfaction on WOM communication and repurchase intention, and also try to find a significant connection between WOM and repurchase intention to the service industry [10]. The theory used a work framework model developed by Parasuraman in 1985 to measure service quality. This theories which described above were applied in compiling a research model in the context of e-commerce related to SiCepat Express application services for consumers which according to the topic of this research.

3. Methodology

This study used quantitative survey method with causal approach. The research data were taken by questionnaire with the criteria the one who have used the SiCepat Express courier service application. The sampling technique used purposive sampling with the lemmeshow formula, so that a sample that obtained

were 234 respondents [11]. The data analysis method used in this research was the modeling method (SEM-PLS) to examined and investigate the hypothesis.

3.1 Hypothesis

Mobile application as a special information system play an important role because it attires with an effective link for companies to interface and establish good communication with customers. To maintain its committment and seized customers included improving the sales, companies need to put a special treatment on mobile apps design [12]. An excellent design need to underline to its practically by creating aesthetic design which mirroring to strong and associative image of brand and capable to allure customers sight to stop by. They thought if their ecountered with application could be refers to the assessment towards the whole quality of online services [3]. Derived from these considerations, the hypothesis that could be conveyed as follows:

Hypothesis 1: Apps design were affects the e-service quality in positive manner.

Fulfillment is an certified action in comparing between what customers received and what they request, namely its punctuality time, order accuracy and delivery conditions [5]. The features could be calculated after payment done. According to [3], customer postpaid dissonance is often arise when it comes to online shopping due to customers cannot see its real product before they purchase it. The companies should secure the punctuality of its delivery, punctuality of its orders and its conditions in an effort to served the fullest to customers. Fulfillment is a major factor of e-service quality [3]. According to these considerations, the hypothesis that can be formed such as:

Hypothesis 2: Fulfillment affects e-service quality in positive way.

Customer service is point out to service level and controlling the returns policies during and after sales [5]. Offline shops often put their service staff who can assist when needee. While online shops, customers has rely on themselves without any assistance [13]. Some of online shops allocate the customer service whose let customers raise further detailed information relates to product desired. Companies often borne web-synchron media just like live chat facilities, online help desks and social network sites therefore the customer service will operates maximally to obtain e-service quality [3]. Through these considerations, the hypothesis that can be conveyed such as:

Hypothesis 3: Customer service affects the e-service quality in positive way.

Customer satisfaction is a consequence from the customer experience during purchase process, and it plays a crucial part in affecting the future behavior of customers, such as repurchase and online loyalty [14]. Satisfaction is one of valued part that could measures the success in the online business-to-consumer (B2C) environment. Service quality has a close link to customer satisfaction because it will provide an impetus for customers to establish strong ties with the company [15]. Satisfied online customers are likely to purchase again and recommend the online retailer to others [14], while dissatisfied customers will leave the online retailer with or without any complaints. Previous research has confirmed that e-service quality has a major factor in increasing the customer satisfaction [3]. According to these considerations, the hypothesis could be formed as:

Hypothesis 4: E-service quality has a positive affect on customer satisfaction

Customers with high overall trust (competence, integrity, and benevolence) shows the higher intention for e-commerce [16]. In a prior research, showed that e-service quality had a positive affect to the trust [17]. Research [3], were also found that service quality in the service industry has a direct positive affect on customer trust and has an indirect positive affect on trust which mediated by customer satisfaction. Elicited from these considerations, the hypothesis that can be written such as:

Hypothesis 5: E-service quality has a positive affect to customer satisfaction.

If the perceived value exceeds the purchase cost, the consumer would feel satisfied and tends to make a purchase and conversely, if the perceived value fails to meet or exceed consumer costs, consumers would feel dissatisfied and decide not to make a purchase [3]. The main factor of customer satisfaction is perceived service quality but while perceived service quality always precedes customer satisfaction, customer satisfaction may not (always) be perceived in purchase intention or use. The connection between customer satisfaction and intention to use in usage intention when consumers are satisfied with the services provided, consumers tend to make purchases and use them [18]. From these considerations, the hypothesis that can be formed such as:

Hypothesis 6: Customer satisfaction has a positive affect on continuous usage intention.

Companies should be aware of the positive and negative communication of WOM because it is strongly related to the tendency of customer behavior and affects the sales and profits of the company [19]. Customers who experience a good service quality provided by e-commerce sites tend to engage in positive WOM communication, with positive WOM as a result of customer satisfaction, will satisfied customers automatically lead to word of mouth intention from the customers themselves [3]. According to on these considerations, the hypothesis that can be made up such as:

Hypothesis 7: Customer satisfaction has a positive affect towards word of mouth.

Personal belief relates to abilities of others though there may be risk should be treated as a willingness to buy. Various research on trust in the economy have been found to have a positive impact on costumers' purchase intentions. Various mechanisms between the dependent variables, such as reputation, trust in the platform and trust in the interaction experience have a mediating impact to satisfaction and loyalty in services as well as service usage intentions [20]. Thus, there is a perceived risk but trust in the delivery service will help to strengthen the selection decision. Based on this statement, this hypothesis results that could be made up as follows:

Hypothesis 8: Customer trust has a positive correlation with continuous usage intention.

Customers should feel satisfied with their experience and trust the information provided by the application before they make recommendations to others [21]. Trust is the major factor for a customers to decide whether to buy products from online stores or not [3]. Therefore, trust has a positive linkage to the word of mouth with the presence of a trust which is felt by customers, then they will confidence to recommend or promote an e-commerce service to their friends or their closest people. From this statement, we can see that the hypothesis results which obtained are as follows:

Hypothesis 9: Customer trust has a positive impact to the word of mouth.

4. Result and Discussion

The first test in SEM-PLS modeling is examine the outer model to find out the validity and reliability of the data. According to the outer model test results, all of this 24 indicators have an outer loading value above 0.708 or met the requirements limit [22]. In addition, the construct reliability test also shows that the Cronbach's alpha value has a value above 0.7 and the composite reliability value is between 0.7 to 0.95 as the required limit [22], Thus from these two tests were concluded that all indicators used in this research was free from the indications of data redundancy and declared reliable to measure as its construct.

In the construct validity test through convergent validity, it revealed that AVE value from all research variables had a value of 0.5 as its required [22]. Then, in the discriminant validity test, all indicators have a heterotrait-monotrait ratio (HT/MT) of less than 0.9 as required [22], so based on these two tests were interpreted that all research variables and indicators are fit and specific in measuring each other construct.

The second test in SEM-PLS modeling was examined the inner model to investigate its predictive and explanatory abilities as well as the significance influence which occurred between variables in this research. According to the multicollinearity test result, it shows that VIF value for all variables is less than 3. Meaning that all variables in this research model have an ideal value of inner VIF [22], so it can be declared that the quality of the research model is acceptable in terms of multicollinearity issues.

Through the R^2 test, it was found that R^2 value of the continuous usage intention variable was 0.467 and the R^2 value of the word of mouth variable was 0.580. From these aspects of predictive accuracy, R^2 values of 0.467 and 0.580 still can be adding to moderate predictive accuracy [22], Thus it declared that the variables in this research model could be moderately predict the dependent variable in this research model. Then, in the f-square test was found that the independent variable with the largest impact in influencing the dependent variable was customer trust with an affect size value of 0.147 (continuous usage intention) and 0.239 (word of mouth), therefore it said that customer trust has a significant impact to continuous usage intention and word of mouth, and it is highly recommended to pay more attention to improving the service quality of SiCepat Express application.

In the Q^2 test, the results showed that these continuous usage intention and word of mouth variables have moderate relevance predictive abilities with Q^2 values of 0.263 and 0.370. In the follow-up Q^2 test through the PLS Predict method, it was found that the continuous usage intention variable has a Q^2 Predict value which is smaller than Q^2 , namely 0.244, while the Q^2 -Predict value for word of mouth variable was 0.286, so this model still can be catagorized as medium predictive relevance stage. This shows that this

model would be able to predict the same output if there is a change or variation in the input data. Therefore, it can be interpreted that this research model which using three independent variables and three mediating variables said to be sufficient to be applied in further research on SiCepat Express courier services application.

Through the hypothesis test, it was assessed by looking at two empirical data, namely the significance value and the coefficient whose its direction should be based on the proposed hypothesis (one-tailed). If the T-Statistic value was greater than the T-table value, namely 1.645, the connection between variables could be declared significant. The analysis which carried out by a one-tailed hypothesis test with a significance level of 0.05. Then see how big the coefficient (standardized coefficient) on each path. If both conditions are met, then the hypothesis were confirmed.

Table 1
Significance Test Results

No	Path	Standardized Coefficient	T-Statistics	Significance	Results
H1	Apps Design -> E-Service Quality	0.130	2.173	Significant	Hypothesis supported
H2	Fulfillment -> E-Service Quality	0.274	3.589	Significant	Hypothesis supported
H3	Customer Service -> E-Service Quality	0.246	3.657	Significant	Hypothesis supported
H4	E-Service Quality -> Customer Satisfaction	0.519	9.613	Significant	Hypothesis supported
H5	E-Service Quality -> Customer Trust	0.500	9.638	Significant	Hypothesis supported
H6	Customer Satisfaction -> Continuous Usage intention	0.274	3.323	Significant	Hypothesis supported
H7	Customer Satisfaction -> Word of Mouth	0.296	4.427	Significant	Hypothesis supported
H8	Customer Trust -> Continuous Usage intention	0.448	5.426	Significant	Hypothesis supported
H9	Customer Trust -> Word of Mouth	0.507	7.668	Significant	Hypothesis supported

Derived from hypothesis outcomes, it is clear if the customer trust variable has the strongest affect on word of mouth by looking at the impact which has standardized coefficient of 0.507. Then the direction of the magnitude and also amount of second influence on customer trust through its direction on continuous usage intention with a standardized coefficient value of 0.448. Then, from nine of hypothesis which has been tested, all of them were found have significant with a positive coefficient value based on direction from the hypothesis proposed.

From the indirect effect test results, it was found that the strongest affect with a coefficient of 0.070 is on the line of fulfillment to e-service quality through customer trust and has an impact to word of mouth as well. Therefore these findings were strengthen previous outcomes relates to the crucial part of fulfilment has. This can lead to positive results for users from what has been fulfilled from the services which provided by SiCepat Express.

From the IPMA analysis, we can seen which factors have shown good performance and need to be maintained and which factors who still need to be improved. From these analysis results, it was found that the variables of e-service quality and customer trust are in the upper right quadrant, therefore it can be said that these two variables have shown good performance and considered important by users in this case the users from SiCepat Express application towards the service which has been served.



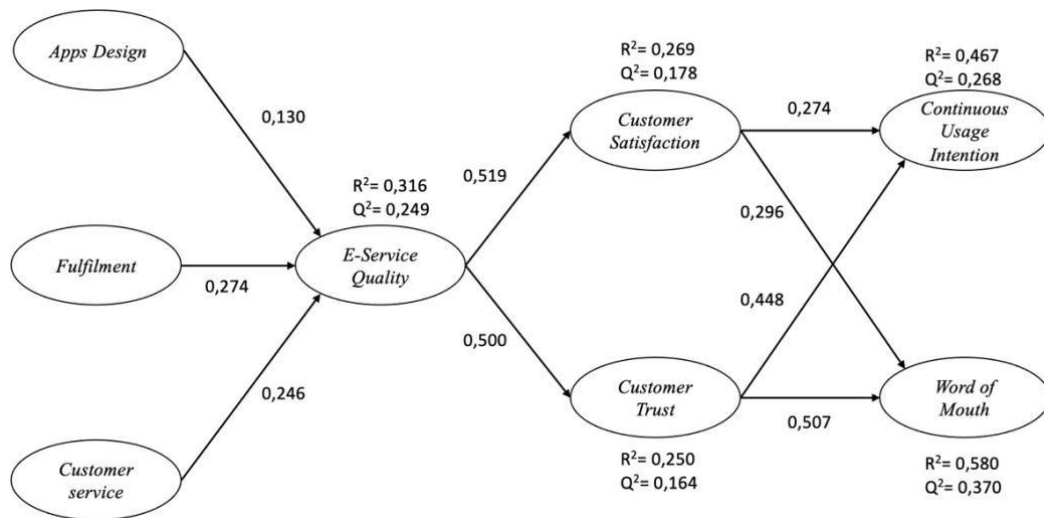


Fig 1 Empirical Model

4.1 Discussion

The aims of this research was to investigate further relates to part of e-service quality and customer satisfaction and trust also their influence towards continuous usage intention and word of mouth. The research model was modified from previous research on e-commerce [5, 3, 4] and tested empirically on SiCepat Express costumers in Jabodetabek.

According to these results research, it is known that from 9 lines or paths all of them have been proven to have significantly positive affect according to the direction of hypothesis therefore those hypothesis could be confirmed (supported.) The three independent variables in this model have a significant affect, this were confirmed to the previous research [3, 5]. The strongest impact on e-service quality comes from fulfillment with a coefficient of 0.274 followed by customer service on e-service quality of 0.246. Furthermore, in the analysis of specific indirect affects, it was also found that the line with the strongest impact from the independent variable word of mouth to fulfillment. Therefore, the fulfillment variable is a priority that should be noticed in the context of courier services. This needs to be improved and maintained because it is directly related to consumer perceptions of the quality of courier services. In this fulfillment, it is necessary to be more attentive toward the aspect of product which being delivered to arrive in good condition, making it easier to meet the needs of delivering goods and the punctuality which is stated on the SiCepat Express application. This improve is necessary because it enables users to meet all their needs and expectations from the services provided. Users hope that the application can fulfill all the needs they desired when users open the application and hope that the goods sent are in good condition and not in damaged. This finding were confirmed the fulfillment concept which expressed in previous research [5].

Furthermore, in customer service this approach is needed, specifically in services to talk directly to customer service if there is a problem occurs, making users worry about the customer service provided by SiCepat Express. This improve is needed because to make users feel satisfied and trust in the services provided, namely on the customer service section. Service quality from customer service needs to be highlighted to make it easy for users to ask questions related to the services provided, this confirmed the results from previous research [3, 5]. The research findings is indicate the importance of these variables to be prioritized in the SiCepat Express courier service application.

The mediating variable of e-service quality involved in apps design, fulfillment and customer service shows a significant affect on customer satisfaction and trust on application users and will mediate the impact from these independent variables. Customer satisfaction and trust emerge as a result from whole e-service quality in the model. The research results was indicate that e-service quality has a positive impact on customer satisfaction. The main research conducted on e-service quality stated that customer satisfaction is the main factor which determinant the impact on e-service quality. This confirmed the statement of highest correlation between electronic service quality and customer satisfaction [10]. The quality of e-service also has a positive impact to customer trust. The better the quality of a company's e-service, the higher the

customer's trust will be. By Providing good service quality will increase customer satisfaction and trust. These results were in line with previous research by [17].

Customer satisfaction and trust affects the continuous usage intention by coefficients 0.274 and 0.448 and took part in mediate the influence of e-service quality. Then, customer satisfaction and customer trust affects the word of mouth with coefficients 0.296 and 0.507 and capable to mediate the affect of e-service quality. This verdict was supported previous research which stated that customer satisfaction has a positive affect on customer intention and word of mouth [9]. According to Wolfinbarger & Gilly, when customers are satisfied with the products or services they purchased, they will buy it repeatedly from the same company with so called as continuous usage intention [23].

Customer trust has a positive affects on customer intention and word of mouth. The highest customer trusts on product, the highest chance they will recommend the product to others. Trust shows a positive attitude in making recommendations [24]. Due to the difficulty of evaluating online services, customer tends to seek any advise from prior purchasers. This confirmed that the trust has a higher impact to word of mouth than continuous usage intention.

To retained the company productivity it is important to build trust in customers. Customer satisfaction is an comparison between customer expectations and perceptions about the services that they encountered [3]. Costumer wishes that their expectations will match with the services that have been offered by the company. When customers are satisfied with what they have then it will automatically increase the sales of the company. Customer satisfaction and their trust will be more profitable for companies because they will not bother with price also the maintaining cost of customer satisfaction is considered lower than the cost of attracting new customers [25]. When the customer feel so satisfied with what has been offered, it is likely that they will return to make repurchase. Because customers already trust and believe in the services/products offered, customers will definitely recommend to others or leave a good review on company's comment section.

In the analysis of the structural model, it is known from the values of R2 and Q2 that this research model has moderate predictive accuracy with medium predictive relevance on the dependent variable continuous usage intention and word of mouth. Thus, this research model still needs to be expand further to get a stronger predictive ability. This can be done by considering other variables to predict continuous usage intention, for example the variable costs or delivery rates, especially for household customer. This is so important because there is a lot of competition in the courier industry which offered the cheaper rates and discounts. Research development can also be done by increasing the number of samples with straight to criteria to earned more predictive model of results. Furthermore, this model needs to examine on the other courier services outside SiCepat Express to get better results that can be generalized to the courier service industry.

5. Conclusions

After processed and analyzed the data from the research results, the conclusions that can be drawn are as follows:

- a. Apps design, fulfillment, and customer service were confirmed have a significant positive impact to e-service quality.
- b. E-service quality was confirmed have a significant positive impact to customer satisfaction and trust.
- c. Customer satisfaction and customer trust were confirmed have a significant positive impact to continuous usage intention.
- d. Customer satisfaction and customer trust were confirmed have a significant positive impact to word of mouth.

Due to the current condition of Covid-19 pandemic, the distribution of questionnaire in this research was performed by online. To get an optimal results in further research, it is recommended to provide a direct assessment to this users application by conducting direct interviews, so that users will provide true opinions based on the number of application users. The use of applications that are still limited and which dominated by B2C users is suggested to be able to expand services to the B2B market that will provide a positive catalyst for increasing the number of users and needs by customers and getting better with data results. Through the development of digital technology, it is recommended to change word of mouth to e-word of mouth, thus it will becomes more efficient and has greater positive affect to market penetration of this



application. With a wider of scope, the e-word of mouth will allows to gain strong accuracy towarda the answer levels then it will further increase the level of market penetration and increase the number of applications users with a wider range and wise on digital infrastructure for application progress in the future.

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