

Research Article

Analysis of the Effect of E-Recovery Service Quality and E-Service Quality on E-Customer Satisfaction and E-Customer Royalty

Erika Putri Indrawati*, Edy Yulianto, Yusri Abdillah

Business Administration of Science, Brawijaya University, Indonesia

Abstract.

The impact of today's electronic commerce has changed people's mindset in ordering, buying, and paying for products in an easier and more affordable form. To find a high sense of satisfaction and loyalty from customers to continue using e-commerce as a personal or profitable group service and its performance is getting faster and easier and has a loyal customer base, indirectly contributing to e-commerce companies. This study uses a literature review to later be able to provide a lot of analysis from previous studies. The first step in gathering secondary data is to conduct a literature study, which includes reading, making notes, and processing information found in the literature search results. The characteristics that are related to each other are derived from prior research on customer satisfaction and loyalty in the e-commerce industry, specifically: 1. E-Service Quality (X1), 2. E-Recovery Service Quality (X2), 3. E-Customer Satisfaction (Y1), 4. E-Customer Loyalty (Y2). With the increase in internet users, the shift in people's purchasing culture from offline to online has increased in business opportunities in the e-commerce sector. Constant innovation by retail companies and the competition among traders is seen to be growing.

Keywords: e-service quality, e-recovery service quality, e-customer royalty, e-customer satisfaction

Corresponding Author: Erika
Putri Indrawati; email:
erikapuin@student.ub.ac.id

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1. Introduction

The advancement of ICT has altered how we work, live, and engage with the world. The development of information and communication technology has a significant impact on many facets of human life, ranging from socio-cultural issues to the domains of business and education. Information and communication technology also has a significant impact on the business world. Information and communication technology also has a significant impact on the business world, generate competitive advantage, and create new opportunities [1]. In addition, information and communication technology enables the creation of a global network that connects individuals, organizations, and countries around the world [2].

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Furthermore, in Indonesia, internet adoption has also experienced a significant increase. With more than 196 million internet users in 2021, Indonesia internet adoption has also experienced a significant increase. With more than 196 million internet users in 2021 has encouraged the development of various sectors, including e-commerce. Widespread internet adoption in Indonesia provides great opportunities for e-commerce businesses. The more Indonesians have internet access, the more people can access e-commerce platforms and make purchases online. The popularity of e-commerce platforms such as Tokopedia, Sho-pee, and Bukalapak is increasing among Indonesians. The growth of internet users in Indonesia also has an impact on changes in consumer behavior. Many Indonesians prefer to shop online because of the convenience, comfort, and wide selection of products available. This phenomenon has encouraged e-commerce businesses to continue to innovate and improve the online shopping experience for consumers. There exists a tight correlation between the rise in internet users in Indonesia and the advancement of digital business, including the expansion of e-commerce. The expansion of Indonesia's e-commerce sector is being propelled by the country's growing internet population. Businesses can open online stores and sell their products digitally to consumers across the country. This provides new opportunities for small and medium-scale businesses to compete with big players and increase the accessibility of their products. The e-commerce industry in Indonesia has experienced rapid growth in recent years.

2. Method

This type of research design uses a literature review to later be able to provide a lot of analysis from previous studies. Finding, evaluating, and synthesizing literature that is pertinent to a given study or research topic is the process of doing a literature review. The literature review aims to collect and present information that has existed in previous studies related to the topic being studied. The following is an understanding of the literature review according to several experts. Boote and Beile define a literature review as "a systematic process of identifying, evaluating, and synthesizing relevant research results to explore a particular research topic. [3]." The steps of the literature review in this analysis are as follows:

1. Secondary data collection: To start gathering secondary data, a literature study is conducted. This involves reading, noting, and analyzing documents found in the results of a literature search. The following are some of the secondary data that the authors used to finish this paper:

a) Studies pertaining to independent variables (e.g., e-recovery service and e-service quality).

b) Studies pertaining to the dependent variable (electronic client loyalty and satisfaction).

2. Documentation, copies and citations of supporting data drawn from published works, and current references are examples of secondary data. Methodology of research: The following three criteria were used for selection:

a) The only papers chosen for analysis in order to identify the relevant impacts are those that have been published in journals with a focus on business, management, marketing, and e-commerce.

b) Procedure, which was thought to be the most effective way to choose research. This study did not look at conference materials, working papers, master's theses, doctoral dissertations, or textbooks. It only looked at journal articles.

c) This study's exclusion from the "e-recovery service quality, e-service quality, e-customer satisfaction, and e-customer loyalty" analysis stems from its keyword content.

3. Results and Discussion

3.1. Result

Researchers will make an effort to provide journal findings from a range of sources in this study in an effort to address the research issue on the influence of e-service quality and e-recovery service quality on e-customer satisfaction and e-customer royalty. Specifically:

The study is titled "Customer perception of e-service quality in online shopping" [4]. The purpose of this project is to create a research model that will analyze the connections between customer happiness, overall service quality, and purchase intention and e-service quality aspects. To test the research model, 297 online customers' survey data were used in this study. The investigation's findings show that factors including website design, responsiveness, trust, and dependability have an impact on overall service quality and client satisfaction. The latter also has a strong correlation with the likelihood that a consumer would make a purchase.

In the study titled "Perceived e-service Quality (PeSQ) Measurement Validation and Effects on consumer satisfaction and Website Loyalty" [5]. The purpose of this research is to create a multi-item scale for assessing e-service quality and investigate the connection between perceived quality and website loyalty as well as customer satisfaction.

The study's findings, which were derived from a scale validation procedure, show that order management, assurance, web design, and customer service are multidimensional constructs that influence perceived quality. In addition, customer loyalty is impacted by service quality, which in turn influences satisfaction.

In a study published under the heading "An investigation into e-banking in Spain: E-quality and service recovery's impact on loyalty"[6]. The goals are to investigate the relationship between electronic service quality (e-quality) and service recovery (e-recovery) and loyalty (e-loyalty) in e-banking service environments, and to develop and put into practice a scale to measure these variables. This study offers empirical support for the notion that e-loyalty is positively impacted by a website's effectiveness and responsiveness to complaints.

The study "Female Online Shoppers Examining the Mediating Roles of e-satisfaction and e-trust on e-loyalty Development" [7] examined this subject. This study intends to contribute to the body of knowledge already known regarding how female consumers of online clothing grow their e-loyalty by offering answers to previous research issues and proposing and testing a model of female customer loyalty in the context of online clothing firms. These results indicate that the wait time between making an order and getting it is one of the main problems women who shop at online clothing merchants face. Additionally, websites with attractive interfaces and easy-to-navigate can draw in female online buyers.

Diffusion of Innovation Theory: developed by Everett Rogers, this theory examines how people or organizations adopt new technologies, products, or services. It is helpful to comprehend the uptake and marketing of online shopping and associated technologies in the context of e-commerce. It is widely used in e-commerce research to assess factors influencing consumer acceptance of online shopping and related technologies. Various trust theories, such as Mayer, Davis, and Schurman's organizational trust model, explain how trust is built and maintained between consumers and social networks.

3.2. Discussion

The quality of electronic services offered by businesses or organizations via electronic channels or the Internet is known as e-service quality. To put it another way, e-service quality refers to the company's capacity to deliver superior services via electronic channels or the Internet while taking into account factors like dependability, accountability, assurance, empathy, and accessibility[8]. E-recovery service quality in particular: service recovery is perceived as a covert way to increase customer satisfaction [9].

Therefore, it can be said that the quality of e-recovery services is determined by the actions that service providers take to resolve customer complaints and issues related to perceived service failures; these actions are meant to change the negative opinions held by dissatisfied customers. A version on the Customer Satisfaction (CS) concept, which has been around for a while in the marketing management literature, is called e-customer satisfaction. When transactions are completed via internet network infrastructure, consumer happiness in the e-commerce industry evolves into e-customer satisfaction. Customer satisfaction with regard to prior e-commerce transactions is known as e-satisfaction [10]. A variant of the idea of customer loyalty is called e-customer loyalty:

1. E-customer satisfaction: the relationship between e-service quality and customer contentment was investigated in a study named “Customer perception of e-service quality in online shopping” [4]. As a result, the review identified the e-service quality variables that influence both service quality and total customer happiness. Thus, customer happiness may have a big influence on their propensity to purchase.

E-customer satisfaction: a research review [5] titled “Perceived e-service quality (PeSQ) Measurement validation and effects on consumer satisfaction and website loyalty” positively relates to the “customer service” dimension and demonstrates the need for website managers to enhance customer sensitivity, service loyalty, personalized care, and prompt complaint resolution.

E-customer loyalty: in a study called “E-quality and service recovery’s impact on loyalty: An analysis of Spanish e-banking,” According to this survey [6], “efficiency” is the most crucial factor in winning over customers, with “system availability” and “privacy” coming in second and third, respectively, albeit with less weight.

4. E-customer loyalty: e-satisfaction has been reexamined as a mediator in the growth of e-loyalty in a valid study titled “Female online shoppers examining the mediating roles of e-satisfaction and e-trust on e-loyalty development” [7]. Furthermore, in the context of online apparel retailers catering to female consumers, customer pleasure positively influences customer trust. In summary, by building on previous research on e-loyalty and examining the elements of e-satisfaction and e-trust and how they serve as mediators to promote e-development, these three notable additions bridge a key theoretical gap. In order to draw clients, women’s online fashion businesses must prioritize building trust and consumer loyalty.

4. Conclusion

Conclusions from different studies that explain the independent and dependent variables based on the researcher's analysis findings as well as the discussion of the analysis findings of each journal that have been previously discussed can be made from the various explanations of the journals mentioned above.

This study looks at the variables that can impact users of digital applications' customer loyalty and satisfaction. Previous studies on consumer satisfaction and loyalty in the e-commerce industry have yielded the following characteristics, which are related to each other and will be assessed: 1. E-Service Quality (X1) 2. E-Recovery Service Quality (X2) 3. E-Customer Satisfaction (Y1) 4. E-Customer Loyalty (Y2). With the increase in internet users as a whole, the shift in people's purchasing culture from offline to online has created increased business opportunities in the e-commerce sector. Retail companies are starting to continue to innovate and competence among traders is increasing, so that marketing their products online is more flexible and practical. Due to the increasingly intense competition, e-commerce businesses must devise the best possible service plan, choose the best service plan for maximizing customer satisfaction, and offer solutions in the event that customers have complaints regarding the services they received and how to handle them. In order to foster client loyalty and satisfaction, respond to these grievances.

Future research, e-commerce research will continue to develop along with changes in technology, consumer behavior and market dynamics. Here are some research areas that could be focused on in the future: Data Security and Privacy: Exploring ways to improve the security of customer and e-commerce business data and maintain customer privacy in this increasingly connected era. will continue. Digital Payments: With the rise of digital payments and cryptocurrencies, this research examines how these changes are affecting e-commerce, including the implications for financial policy and risk management. Sustainability: Environmental issues are becoming increasingly important in e-commerce. Research will focus on ways to reduce the environmental impact of e-commerce operations and how sustainability messages influence consumer behavior. User experience and artificial intelligence: E-commerce will increasingly rely on artificial intelligence to improve user experience. The research will explore how artificial intelligence can be used for personalization, chatbots and better customer service. Multi-channel and multi-channel: Research will continue to explore how integration and consistency between multiple sales channels (omni-channel) and the shopping

experience across all channels (omni-channel) influence consumer preferences and behavior.

Data analysis and forecasting: The use of big data to analyze consumer behavior and make market predictions will be an intensive research focus. **Market Intelligence:** How market intelligence tools like stock analysis and AI-powered tools can help e-commerce players make strategic decisions. **Supply and Logistics:** Research will continue to focus on supply efficiency and supply chain management in e-commerce, including the use of drones and autonomous delivery. **Regulations and Policies:** Changes in regulations and policies regarding e-commerce will affect the way businesses operate. The study discusses the implications and strategies that can be implemented. **International e-commerce:** How e-commerce companies can face international business challenges such as taxes, import-export policies, and cultural differences in different global markets. **Digital Marketing and Advertising:** How e-commerce will benefit from evolving digital marketing and advertising trends, including influencer marketing, AI-based advertising, and the use of social media. **Leadership in E-Commerce:** Explore the roles and competencies of leaders in e-commerce companies, and how they meet the challenges of innovation and growth. **P2P e-commerce payments:** With the emergence of peer-to-peer (P2P) payment platforms, this Study examines their impact on e-commerce and the shift from business-to-consumer (B2C) to consumer-to-consumer (C2C). **E-commerce in specific industries:** Research will continue to focus on how e-commerce affects specific industries such as health, education and property.

Consumer Trend Analysis: Explore changing consumer trends, preferences and buying habits and how e-commerce can respond to them. Future research on e-commerce will be greatly influenced by technological developments and changes in the global business environment. It provides an in-depth understanding of how e-commerce is changing the way we do business. Research will continue to focus on how e-commerce is affecting specific industries such as health, education and property. **Consumer Trend Analysis:** Explore changing consumer trends, preferences and purchasing habits and how e-commerce can respond to them. Future research on e-commerce will be greatly influenced by technological developments and changes in the global business environment. It provides an in-depth understanding of how e-commerce is changing the way we do business. Research will continue to focus on how e-commerce is affecting specific industries such as health, education and property. **Consumer Trend Analysis:** Explore changing consumer trends, preferences and purchasing habits and how e-commerce can respond to them. Future research on e-commerce will be greatly influenced by technological developments and changes in the global business environment. It provides an

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