

Online Consumer Loyalty: A Perspective of Electronic Service Quality

Fang-Tsen Chung* Yao-Kuei Lee**^a

Abstract

The fierce industry competition in online retailing presents a constant need for retailers to attract new online consumers as well as retain current ones. It calls for a further insightful explanation of consumers' loyalty intention of the shopping website from a perspective of electronic service quality (eSQ), which enables online retailers to focus on the key determinants and make improvements to sustain and attract customers' patronage. This study used a sample of 241 online customers in southern Taiwan and empirically tested a proposed research model aiming to better explain the loyalty intentions of online shoppers. The results revealed that four quality dimensions (efficiency, fulfillment, privacy, and product diversity/selection) have significant and positive total effects on value perceptions, satisfaction, usage, and loyalty intentions, except for the effects of fulfillment on satisfaction. Furthermore, value perceptions have significant and positive effects (direct and total) on usage and loyalty intentions, but not on satisfaction. Customer satisfaction has a significant and positive influence on loyalty intentions, but not on usage. Finally, website usage significantly leads to loyalty intentions. Managerial implications and suggestions are also discussed.

Keywords: Customer satisfaction, electronic service quality, loyalty intention, value perception

* Lecturer, Dept. of Marketing and Distribution Management, Tajen University

**Associate Professor, Dept. of Marketing and Distribution Management, Tajen University

^a Corresponding author