

The Effects of Website Quality Dimensions on Customer Satisfaction in E-Retailing System

¹Sina Sadeh, ²Ehsan Sadeh, ¹Leila Mousavi and ³Farid Asgari

¹Department of Industrial Engineering, Faculty of Engineering,
Islamic Azad University, Abhar Branch, Abhar, Zanjan Province, Iran

²Department of Management, Faculty of Management and Accounting,
Islamic Azad University, Aliabad Katoul Branch, Aliabad Katoul, Golestan Province, Iran

³Department of Statistics, Faculty of Engineering,
Islamic Azad University, Abhar Branch, Abhar, Zanjan Province, Iran

Abstract: Recently companies try to serve and fulfill customers through their websites. Consequently, customer satisfaction in e-retailing system is an important challenge. This study aims to study the effects of website quality on satisfaction of sellers in e-retailing system. For this purpose this study identified seven dimensions of website quality through the literature review including (1) research facility, (2) provides detailed information, (3) privacy and security, (4) interaction facilities and contacts, (5) speed and facility of access, (6) availability of relevant downloads and (7) reliable and up-to-date information. Then, the research model was presented which explains direct influences of these dimensions on customer satisfactions. In order to test the model a questionnaire survey was designed and questionnaires were sent to online customers of e-retailing companies in Iran. Regression technique was applied for the analysis. Results indicated all seven dimensions of website quality influence customer satisfaction positively and significantly.

Key words: Website quality • Customer satisfaction • E-retailing • Regression

INTRODUCTION

In the recent years, many companies are trying to sell their services and products through their web sites. E-retailing system has many advantages for the company and its customers comparing with traditional ways such as more convenience and less process cost. However companies should endeavor to satisfy their customers by serving them through the websites. From this point of view, service managers need to understand how e-service quality dimensions influence customer satisfaction [1]. Customer satisfaction is a complex variable [2]. Several authors such as Hanzae and Farsani [3] believe that customer satisfaction is an important goal for organizations due to its direct and indirect effect on loyalty. Besides, authors such as Akhtar *et al.* [4] indicate that customer satisfaction can be created by service quality. Customer satisfaction can be defined as the overall pleasure of clients created by ability of the services or products [5].

Recently, development of information technology has affected many aspects of the individual, social and organizational life [6]. Similar to what is happening in other countries, online purchasing in Iran is increasing and consequently Iranian companies are trying to enhance the level of their e-services. The aim of this paper is to evaluate direct effects of website quality dimensions on customer satisfaction in retailing companies. Particularly, this research tries to clarify whether the website quality is able to affect customer satisfaction directly or not.

Literature Review: Some researchers have tried to investigate the effect of website quality on customer satisfaction although this issue needs to be studied and clarified more.

Sadeh *et al.*, [7] studied the relationships among e-service quality, e-customer satisfaction, trust, customer perceived value and e-loyalty using DEMATEL technique. Results indicated e-service quality directly influences satisfaction of e-customers.

Pinho *et al.* [8] tried to explore the influence of website quality characteristics on intention of users in applying online services. They discussed factors including research facility, provides detailed information, privacy and security, interaction facilities and contacts, speed and facility of access, availability of relevant downloads, reliable and up-to-date information are the most important qualifications of a website. Results evidenced that several dimensions of online quality characteristics increase intention of the users.

Kassim and Nor [9] tried to study the effects of service quality dimensions on customer satisfaction, trust and loyalty in e-commerce setting in Malaysia and Qatar. Results approved significant effects of e-service quality dimensions on customer satisfaction.

Bai *et al.* [10] studied the direct effect of website quality on customer satisfaction and purchase intention in China. Results indicated that website quality directly affects customer satisfaction and customer satisfaction directly influences their intention.

Kim and Stoels [11] studied the influences of website quality dimensions on shopper satisfaction. They identified six variables of website quality and empirically examined the direct effects of these dimensions on customer satisfaction. Results confirmed the direct relationship between website quality and customer satisfaction.

Regarding to the existing literature, we can pose our research hypotheses as mentioned below:

H: website quality dimensions directly affect customer satisfaction.

This study considers seven dimensions of website quality and its items according to Pinho *et al.* [8]. Consequently, we can divide our major hypothesis into seven sub-hypotheses including:

H1: Eesearch facility (X1) directly affects customer satisfaction.

H2: Provides detailed information (X2) directly affects customer satisfaction.

H3: Privacy and security (X3) directly affect customer satisfaction.

H4: Interaction facilities and contacts (X4) directly affect customer satisfaction.

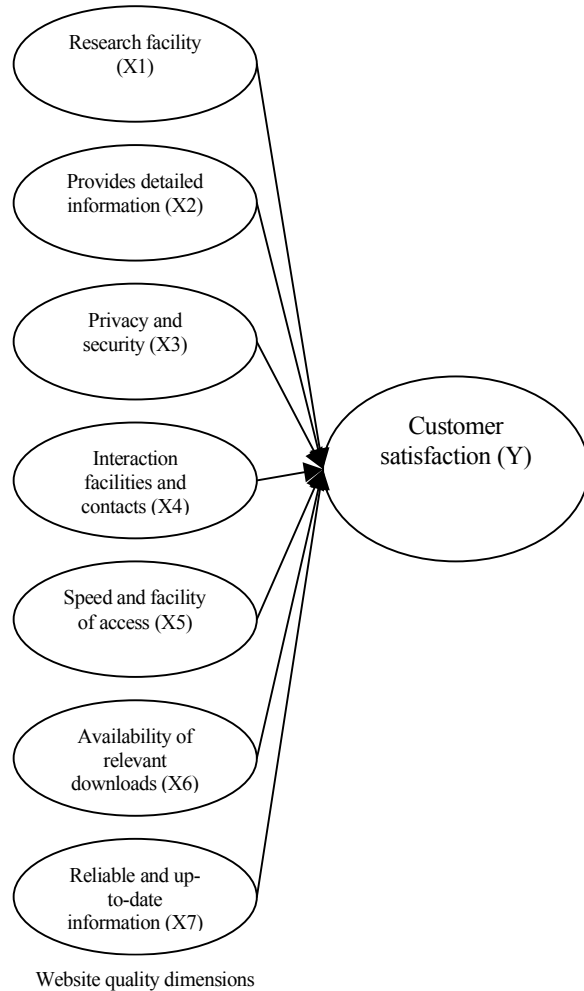


Fig. 1: Research model

H5: Speed and facility of access (X5) directly affect customer satisfaction.

H6: Availability of relevant downloads (X6) directly affects customer satisfaction.

H7: Reliable and up-to-date information (X7) directly affect customer satisfaction.

Fig. 1 Shows the model.

Table 1: R square

R	R Square	Adjusted R Square	Std. Error of the Estimate
.936 ^a	.877	.868	.639

Table 2: Results of ANOVA test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	285.026	7	40.718	99.84	.000
Residual	39.964	98	.408		
Total	324.991	105			

Table 3: Coefficient values

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	C	-.851	.206		-4.134	.000
	x1	.141	.057	.146	2.500	.014
	x2	.183	.056	.162	3.266	.002
	x3	.191	.055	.175	3.473	.001
	x4	.138	.056	.127	2.461	.016
	x5	.210	.068	.195	3.095	.003
	x6	.218	.066	.187	3.298	.001
	x7	.159	.055	.164	2.885	.005

Research Methodology: Sampling and data collection: in order to collect data, a questionnaire survey was conducted. Convenience sampling method was applied to collect data. Questionnaires were sent to 250 online customers of six e-retailing companies. Finally, 106 usable questionnaires were received from the respondents. Regression method and SPSS software were used to analyze data.

Analysis: Table 1 shows the R square of the analysis. The R square equals 0.877 which is more than 0.6 and consequently acceptable. Also, it means 87 percent of the dependent variable can be explained by independent variables.

Table 2 shows results of ANOVA test. The significance value of this test is zero which indicates independent variables are jointly significant to explain the dependent variable.

Table 3 shows coefficient values of the variables. Also, in Table 3 we can see result of t-test which indicates all significant values for all variables are less than 0.05 and it means all independent variables are individually significant to explain dependent variable.

Consequently, the regression model can be presented as mentioned below:

$$Y = -0.851 + 0.141 X_1 + 0.183 X_2 + 0.191 X_3 + 0.138 X_4 + 0.210 X_5 + 0.218 X_6 + 0.159 X_7$$

CONCLUSION AND DISCUSSION

This study tried to explain relationships among dimensions of website quality characteristics on satisfaction of customers in e-retailing services. Results showed all seven characteristics of website quality are able to influence satisfaction of customers positively and significantly. Among these dimensions, speed and facility

of access (X5) and availability of relevant downloads (X6) have the highest regression weights and consequently have the highest effects on customer satisfaction.

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