

E-Service Quality: Foundation of Customer Loyalty

Manmeet Kaur¹ and Ravinder Kaur²

¹Assistant Professor in Commerce, Govt. College, Kharkhara, Rewari, India.

²Assistant Professor, Department of Commerce, Central University of Haryana, Mahendergarh, India.

CITATION: Kaur, Manmeet and Kaur, Ravinder (2018), "E-Service Quality: Foundation of Customer Loyalty", *MERC Global's International Journal of Social Science & Management*, Vol. 5, Issue 2, pp. 87-90.

ARTICLE HISTORY: Submitted: February 17, 2018, Revision received: February 22, 2018, Accepted: February 28, 2018

ARTICLE TYPE: Review paper

ABSTRACT

The growth of any firm is linked with marketing related activities and performance of marketer. The company's ability to build trust, satisfaction and loyalty of customer light their future performance and profits. To increase market areas and share now companies are moving to use the new way of business by e-marketing by providing different facilities and e-services to customers. E-marketing is getting attention and preferred by many customers, but retention of customers depends on the quality of e-services provided by companies to their customers. It is part of the study to explain the relation of quality of e-services and customers' loyalty. The paper is an attempt to study the importance of E-marketing in competitive markets and further to explain the creation of E-loyalty in customers. The paper presents essential of E-quality service for E-loyalty with customers, which is a path for the success of E-marketing for any organisation.

KEYWORDS: E-marketing, E-services, Quality, Customer loyalty.

REFERENCES

1. Chinomona, Richard; Masinge, Godfrey and Sandada, Maxwell (2014), "The Influence of E-Service Quality on Customer Perceived Value, Customer Satisfaction and Loyalty in South Africa", *Mediterranean Journal of Social Sciences*, Vol. 5, No. 9, pp. 331-341.
2. Ghalandari, K. (2012), "The Effect of E-Service Quality on E-Trust and E-Satisfaction as Key Factors Influencing Creation of E-Loyalty in E-Business Context: The Moderating Role of Situational Factors", *Journal of Basic and Applied Scientific Research*, Vol. 12, No. 2, pp. 12847-12855.
3. Kumar, Atul (2016), Retailing Strategy of Products & Customer Services in Organised Retail Sector, PhD Thesis Submitted to Shri Jagdishprasad Jhabarmal Tibrewala University, Vidyanagari, Rajasthan.
4. Kumar, Atul and Brar, Vinaydeep (2016), Retailing Strategy: Products & Customer Services Perspective, LAP LAMBERT Academic Publishing, Germany.
5. Mohammad, Rami Al-dweeri; Zaid Mohammad Obeidat; Mohammad Ahmad Al-dwiry; Muhammad Turki Alshurideh and Alaa Mohammad Alhorani (2017), "The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust", *International Journal of Marketing Studies*, Vol. 9, No. 2, pp. 92-103.
6. Parveen, Atiya (2017), "A Study on Quantifying Customers' Preferences and Experiences and how to move forward on Airline Reservations & Ticketing: Online or Offline?", *MERC Global's International Journal of Management*, Vol. 5, Issue 4, pp. 123-135.
7. Sevim, N. (2018), "The Effect of E-Service Quality, E-Trust and E-Satisfaction on Formation Online Customer Loyalty", *Business & Management Studies: An International Journal*, Vol. 6 Issue 1, pp. 107-127.
8. Shareef, P. and Krishnan, C. (2018), "Service Quality of the Retail Sector in India", *MERC Global's International Journal of Management*, Vol. 6, Issue 2, pp. 32-36.
9. Sobihah, Mutia; Mahadzirah Mohamad; Nor Azman Mat Ali and Wan Zulqurnain Wan Ismail (2015), "E-Commerce Service Quality on Customer Satisfaction, Belief and Loyalty: A Proposal", *Mediterranean Journal of Social Sciences*, Vol. 6, No. 2, pp. 260-266.

10. Sundaram, Vijayanand; D. Ramkumar and Poorna Shankar (2017), "Impact of E-Service Quality on Customer Satisfaction and Loyalty Empirical Study in India Online Business", *KINERJA*, Vol. 21, No. 1, pp. 48-69.
11. Widiatmika, I and Subawa, N. (2017), "Effect of E-Service Quality and Recovery Service Quality Mobile Banking Services to E-Trust, E-Satisfaction and E-Loyalty Mobile Banking Users of Local Bank Customer in Bali, Indonesia", *Imperial Journal of Interdisciplinary Research*, Vol. 3, No. 3, pp. 1252-1260.
12. Xu, N. (2017), "Supervision Service System of Quality and Safety of Agricultural Products on E-commerce: Perspectives in Terms of the Internet", *Boletín Técnico*, Vol. 55, No. 13, pp. 259-265.
13. Yadav, Brijesh Kumar (2013), "Customer Relationship Management Implementation Strategies in Hotel Industry", *MERC Global's International Journal of Management*, Vol. 01, Issue: 02, pp. 103-119.

ABOUT THE AUTHOR (S)

Dr. Manmeet Kaur is working as an assistant professor in commerce, Govt. College, Kharkhara, Rewari, India. She is a corresponding author and can be reached at rs.manmeet@gmail.com.

Dr. Ravinder Kaur is Assistant Professor, Department of Commerce, Central University of Haryana, Mahendergarh, India.