Factors of Website Qualities to Improve E-loyalty among Consumers of Online Retailers

Afnan Alshhadat[1], Associate Professor Valliappan Raju[2]

[1,2] CENTER OF POSTGRADUATE STUDIES, LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY

Abstract:

Background*: One business that has been dramatically affected by the Internet is the retail industry. The Internet creates a brand-new relationship with the sellers and provides enormous opportunities for cost reduction. Similar to many businesses, turning customer to loyal customers is the aim of companies. Loyal customers are believed to be the critical factor in decreasing market share and creating a more sustainable competitive advantage The Importance of website quality has researched in many types of research and from other viewpoints. The aim of this research is to identify and to better understand the relationship between website qualities and customer E-loyalty regarding shopping website.*

Materials and Methods*: Literature review investigation is used to develop the model and developing an adapted version of a well-structured survey. However quantitative methods by using statistical analysis are used to reveal the results of the pilot tests in terms of Cronbach's alpha examination.*

Results*: The analysis conducted a pilot study as a pre-test reliability and validity technique. The pilot team comprises of 37 participants (online shopping consumers in Malaysia) employed for feasibility of the survey. The Cronbach's alpha reliability examinations acquired through the equipment SPSS 23. The results of Cronbach's Alpha scores are at adequate level above 0.7.*

Conclusion:*Based on previous studies exploration, the author can identify five determinants, which are information quality, service quality, system quality, atmospheric cues, and perceived value. The proposed model have enough support from literature and can be proceed for empirical investigation in different environments.*

Key Words:*Information Quality, Service Quality, System Quality, Atmospheric Cues, and Perceived Value, Online Shopping, E-loyalty*

I. Introduction

In the emerging global market, e-business has gradually become an essential factor of a business plan [1], [2]. The Internet and information technology have made incredible contributions to business transformation. The evidence revealed that the Internet becomes an essential driver of change in many industries in the past decade [3]. The online companies provide more comfortable, faster, and efficient business transaction in comparison with their offline competitions [4]. One business that has been dramatically affected by the Internet is the retail industry. The Internet creates a brand-new relationship with the sellers and provides enormous opportunities for cost reduction [4] and boost potential sales [5] from the retail sector. It helps to customers, looking for information about products information [6], and also compare different prices easily [7].

Similar to many businesses, turning customer to loyal customers is the aim of companies. Loyal customers are believed to be the critical factor in decreasing market share and creating a more sustainable competitive advantage [4]. Studies reveal loyal customers behave as word-of-mouth advertisements channels to promote products and services to prospective customers [8], [9]. Additionally, loyal customers decrease marketing cost, by bringing new customer, increasing referrals [10], decreasing the price sensibility [4], ready to pay more, and lowering switching to competitors [11].

The Importance of website quality has researched in many types of research and from other viewpoints. For example, a study in hotel website revealed that a set of features like hotel facilities, reservation info, contact info, site management are the most important in developing successful hotel websites [12]. Additionally, information quality, security, site performance, customer relationships, responsiveness are the vital factors for an online shopping site [13]. Those factors have a robust predictive capability concerning online customer satisfaction and loyalty [14]. Well-designed website influences the customers' satisfaction, consumers' attitudes and expectations and motivates them to continue browsing the site [15]. The thoughtful layout which carefully contained the customers' requirements and desires make the customers also satisfy and satisfied customers have a substantial impact on customer loyalty [16].

Website quality, value perception and atmospherics Cues are considered as the significant factors that directly or indirectly influences the customer behaviour in online businesses [17], [18].The importance of a website refers to the tremendously using of the Internet. This trend can be seen while people desire to plan a trip more strongly [19], [20]. According to Vásquez et al., (2019), little research emphasis has been given on the comprehension of consumer behaviour concerning the qualities of an online e-commerce website. However, the quality of the site has a significant influence on future customer intention. Accordingly, the current research investigates the relationship among website quality, customer e-satisfaction and e-loyalty simultaneously in the online shopping website.[21].

Based on the above factors that usually making the local websites poorly performing and not trusted we can list some of suggested factors that might help in developing a creative model toward making an improvement in this field. But first, Previous studies considered various factors that influence loyalty such as trust, perceived value, service quality, information quality, brand trust, relationship quality and commitment [18], [21], [22],However, factors such as website quality, value perception and atmospherics cue are ignored within the context of e-commerce [19].

The aim of this research is to identify and to better understand the relationship between website qualities and customer E-loyalty regarding shopping website.

II. Literature Review

The study of customer loyalty in the online environment is growing [23]. E-loyalty is understood as the consumer's positive feelings to electronic commerce that lead to repeat buying intentions [8]. Online loyalty extends the conventional concept of brand loyalty to the technology-mediated environment [14]. E-loyalty parallels the "store loyalty" concept and includes fostering repeat store visit behaviour and the repeat purchase of products or services [24]. Studies have highlighted the importance of developing e-loyalty among online consumers. Developing loyal customers is an essential component of firm strategy and is necessary for survival in a competitive market and contributes to increased revenues and profitability [25]. In fact, repeat purchases from loyal customers distinguish successful online business ventures from failed ventures ([26]

Website Quality refers to the consumer's perception of the overall quality of a website. This study considered information quality, service quality, system quality, atmospherics cues, and perceived value as website functionalities to create positive behaviour in order to develop positive consumer responses in e-commerce website. Three of the desired construct are imported from Delone and Mclean Information System Success Model. The information systems success model is an information systems (IS) theory, which try to find a broad and acceptable meaningful of the information system success. The founders of this famous theory are William H. Delone and Ephraim R. McLean in 1992 [27].

Web atmospherics Web atmospheric in this study refers to the conscious designing of Web environments to create positive behaviour in order to develop positive consumer responses in e-commerce website. It is measured through layout, lighting, audio, picture in the store affects customers' intent. Therefore, online retailers may also produce a similar setting via their site, which may impact buyers' comprehension of the internet shop [28] Critics acknowledge that design quality is one of the most essential measurements of site quality [28]–[30] Design layout and strategy are important to site users.

Information quality is a crucial idea. It is a multi-attribute principle. Quality dimensions associated with information a site offers are consisting of completeness, timeliness, comprehensibility, trustworthy, presentation search, style, and irregularity capacity [31]. Information quality of ecommerce websites has an extensive effect on the purchase intention. In order to provide an enjoyable shopping experience for customers and help them make ideal purchasing decisions, it is important that the website provides quality information [32].

System quality a desirable feature of a details system, which concentrate on usability and efficiency of a specific system. Quality measurements based upon technological aspects for an internet site are consisting of availability, effectiveness, reliability, protection [31]. When users use a system as customers, it is totally different from when they use it as employees, which means poor system characteristics such as lack of responsiveness, usefulness, and suitability discourage the customer from using an e-commerce website and lead to declines in sales and demand. In addition, security becomes a critical issue in the system quality as well, since many sensitive transactions are conducted over the Internet when it comes to e-commerce [33].

Service quality describes quality gave to the end consumer in the service offering gave. Quality dimensions that advertise interactivity amongst internet site users and are interested in reacting individuals' activities, consisting of modification, support, network diversity, responsiveness, payment, and reward [31]. Website quality is a key component in electronic business due to the fact that users' perception of website positively impacts their intentions to use and purchase from the website [34].The real challenge for the ebusiness is how to convert the website visitors into buyers when they view the website for the first time. According to Chen and Barnes, purchase intention is characterized as the circumstance when a consumer is willing and intends to conduct online transactions [35].

Perceived value is the assumption of consumers regarding the advantages of acquired services or products against what is provided in return. It is the general evaluation of the external signs of a details organization, based on customers' understandings of what they got and what their input to the purchasing experience was [36]. In case of service studies, expectation is explained as needs and desires of consumers, what they want a service supplier to offer instead of would offer [37]. From post-purchase dimension, Yu et al., (2017) described customer perceived value as established satisfaction relationship between producer and customer after customer consumed a salient service or product manufactured by supplier and realized that this product offers added value [39]. In addition, Cheng et al. (2018) explained that customer perceived value is a dynamic factor which can be experienced after being consumed. It is important to add satisfaction or subjective reactions which are created in tourist [40]. As de Kerviler et al., (2017) noted, customer perceived value can be defined from pre-purchase, transaction and also post purchase dimensions in which customer value is the perceived preference of a customer coming from assessing product features, performance or consequences from its usage which can block or facilitate obtaining customer's objectives and goals in case of use situation [42].

III. Proposed Model Development

A. *Information quality and E-loyalty*
The more the quality of information in website is good the more the consumers will be happy and loyal and based on the above information the researcher is expecting a high positive impact of website information high quality on consumers loyalty as this hypothesis is compatible with other studies hypothesis such as [43]–[46].

• There is a positive relationship between website information quality and consumer e-loyalty.

B. *System quality and E-loyalty*
While website system quality means the quality factors in web-site such as: Aesthetics, ease of use, multimedia, rich content and reputation [6]. They give the usability the factors: consistency, navigation, and comment. And as has been explained before to make the consumers more loyal the firms and websites must have innovative and creative system. [47]. High and well programmed website system (high quality) will make the consumers more loyal. as this hypothesis is compatible with other studies hypothesis such as [6], [43], [44], [48].

• There is a positive relationship between website system quality and consumer e-loyalty.

C. *Service quality and E-loyalty*
However, more quality means more loyal customers (Manaf et al. 2018). High service quality website will make the consumers more loyal. as this hypothesis is compatible with other studies hypothesis such as [43], [47], [49], [50].

• There is a positive relationship between website service quality and consumer e-loyalty.

D. *Value Perception and E-loyalty*
Better consumers' perception about the performance and the quality of the website the more the consumers will like the website and be more loyal. [51]. Based on that the researcher is expecting that positive consumer's perceived value about a certain website will make the consumers more loyal to the website. as this hypothesis is compatible with other studies hypothesis such as [44], [51]–[53].

• There is a positive relationship between customer value perception and customer e-loyalty.

E. *Atmospheric Cues and E-loyalty*
More attractive website will means more loyal customer's that like the features of that website. [44]. Based on that the researcher is expecting that good atmospheric cues in website will make the consumers more satisfied about the services provide by the website. as this hypothesis is compatible with other studies hypothesis such as [52]–[55].

• There is a positive relationship between web atmospheric cues and consumer e-loyalty.
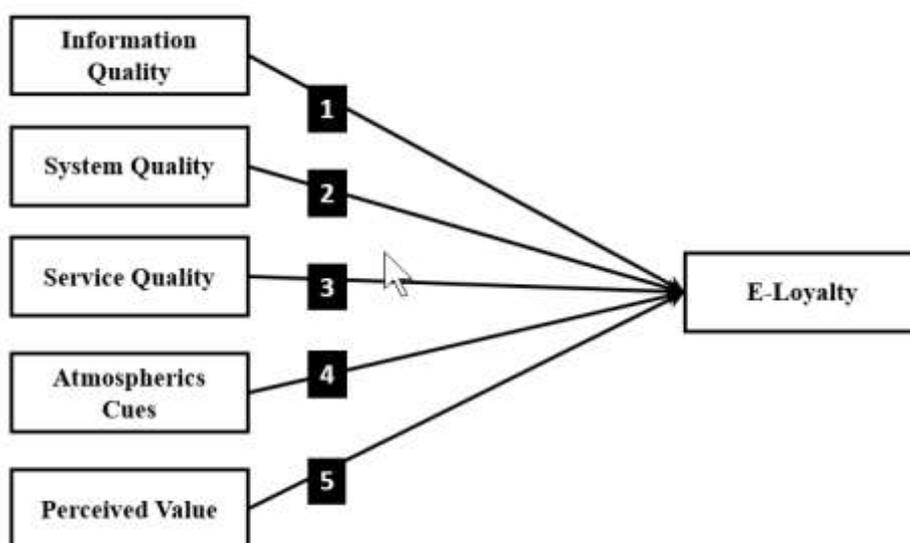The proposed model and relations are demonstrated in Figure 1.

Figure 1: Proposed model and Relations

IV. Methodology

The aim of this article is to provide a preliminary framework for e-loyalty based website qualities as determinant. Literature review investigation is used to develop the model and developing an adapted version of a well-structured survey. However quantitative methods by using statistical analysis are used to reveal the results of the pilot tests in terms of Cronbach's alpha examination.

Survey method in the form of Likert scale questionnaire has been widely used in social science research [56]–[58]. Items of the questionnaire are designed to ask participant about their perception for the different proposed variables, which are five website qualities as antecedent variables, and E-loyalty as dependent variable. Continually, the following procedure was performed for proceeding quality of the instrument:

- Each manifest of the relevant constructs was extracted from existing studies.
- The pilot study was implemented from the expert views.
- The instrument was revised on the base of the pilot study's results.

Table 1 shows the sources of the questionnaire items used in this study. The items imported from different related studies, but adapted to be suitable for the Saudi environment.

Table 1: Sources for Questionnaire Items

#	Variable	Sources
1	Information Quality	[59], [60]
2	System Quality	[61], [62]
3	Service Quality	[60]–[62]
4	Atmospheric Cues	[53], [63]
5	Perceived Value	[64], [65]
7	E-Loyalty	[6], [45]

V. Findings and Discussions

The study utilizes Cronbach's alpha to discover the reliability of the variables and also to check the inner consistency of the variables. The analysis conducted a pilot study as a pre-test reliability and validity technique. The pilot team comprises of 37 participants (online shopping consumers in Malaysia) employed for feasibility of the survey. The Cronbach's alpha reliability examinations acquired through the equipment SPSS 23. Table 2 shows the results of Cronbach's Alpha scores are at adequate level above 0.7. All of the variables have appropriate scores of Cronbach's alpha between 0.701 up to 0.905. Internal consistency reliability assessed by Cronbach's' alpha must be bigger than 0.70 and less than 0.95 [66].

Table 2: Pilot Study Reliability Tests Results

Variables	Cronbach's Alpha
Information Quality	0.715
System Quality	0.755
Service Quality	0.726
Atmospheric Cues	0.765
Perceived Value	0.701
E-Loyalty	0.905

VI.   Conclusions

This study aim to propose a prediction model for e-loyalty of online shopping based on website qualities. Based on previous studies exploration, the author can identify five determinants, which are information quality, service quality, system quality, atmospheric cues, and perceived value. The proposed model have enough support from literature and can be proceed for empirical investigation in different environments. In addition author adapted a well-structured questionnaire as a tool for collecting data from consumers. The questionnaire are designed in Likert 5 and pass the examination of internal consistency. Therefore, the proposed model and the adapted well-structured survey have enough evidence for its validity. However, future work is still needed to empirically examine the model and generalize the model relations. In addition, continuous exploration is recommended to increase the possible website qualities as determinants to consumer behavior.

References

[1]   T. Mbise, S. Taal, M. Roberts, and F. Lammersen, "Digital connectivity & e-commerce: Overview of financing flows and examples of aid for trade support," WTO Staff Working Paper, 2018.
[2]   O. Omorodion and O. Festus, "Online Retail Firms Shopping Determinants and Consumer Purchasing Behaviour among University Students in Benin City, Nigeria.," 2018.
[3]   S. Chen and T. Chang, "A descriptive model of online shopping process: some empirical results," *Int. J. Serv. Ind. Manag.*, 2003.
[4]   M. S. B. A. Halim and G. A. A. Alsheikh, "The Impact E-Commerce Service Quality to Loyalty Evidence Study in Malaysian Hotel Industry," *Int. J. Acad. Res. Bus. Soc. Sci.*, vol. 8, no. 12, 2018.
[5]   H. Zhang, L. Zhao, and S. Gupta, "The role of online product recommendations on customer decision making and loyalty in social shopping communities," *Int. J. Inf. Manage.*, vol. 38, no. 1, pp. 150–166, 2018.
[6]   O. S. Ting, M. S. M. Ariff, N. Zakuan, Z. Sulaiman, and M. Z. M. Saman, "E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia," in *IOP Conference Series: Materials Science and Engineering*, 2016, vol. 131, no. 1, p. 12012.
[7]   L.-Y. Wu, K.-Y. Chen, P.-Y. Chen, and S.-L. Cheng, "Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective," *J. Bus. Res.*, vol. 67, no. 1, pp. 2768–2776, 2014.
[8]   K. Purani, D. S. Kumar, and S. Sahadev, "e-Loyalty among millennials: Personal characteristics and social influences," *J. Retail. Consum. Serv.*, vol. 48, pp. 215–223, 2019.
[9]   M. A. Khan, S. S. Zubair, and M. Malik, "An assessment of e-service quality, e-satisfaction and e-loyalty," *South Asian J. Bus. Stud.*, vol. 8, no. 3, pp. 283–302, 2019.
[10]   Y. Kumar and S. Singh, "Recent Adavencement in the field of Digital Marketing: A Review," 2017.
[11]   E. M. Ghazali, D. S. Mutum, J. H. Chong, and B. Nguyen, "Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia," *Asia Pacific J. Mark. Logist.*, vol. 30, no. 4, pp. 1064–1086, 2018.
[12]   L. Wang, R. Law, B. D. Guillet, K. Hung, and D. K. C. Fong, "Impact of hotel website quality on online booking intentions: eTrust as a mediator," *Int. J. Hosp. Manag.*, vol. 47, pp. 108–115, 2015.
[13]   N. G. Nwokah and S. W. Ntah, "Website Quality and Online Shopping of E-Tail Stores in Nigeria," *J. Serv. Sci. Manag.*, vol. 10, no. 06, p. 497, 2017.
[14]   C.-L. Hung, "Online positioning through website service quality: A case of star-rated hotels in Taiwan," *J. Hosp. Tour. Manag.*, vol. 31, pp. 181–188, 2017.
[15]   H. N. K. Giao, B. N. Vuong, and T. N. Quan, "The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam," *Uncertain Supply Chain Manag.*, pp. 351–370, 2020.
[16]   N. H. Quan, N. T. K. Chi, D. T. H. Nhung, N. T. K. Ngan, and L. T. Phong, "The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction," *Manag. Sci. Lett.*, pp. 63–76, 2020.
[17]   A. Baquee and R. Sevukan, "Marketing of Information Products and Services through Library Websites: An Analytical Study of Indian Central University Library," 2019.
[18]   A. Ahmad and M. N. Khan, "Developing a website service quality scale: a confirmatory factor analytic approach," *J. internet Commer.*, vol. 16, no. 1, pp. 104–126, 2017.
[19]   S. Heath, "System and method for using impressions tracking and analysis, location information, 2D and 3D mapping, mobile mapping, social media, and user behavior and information for generating mobile and internet posted promotions or offers for, and/or sales of, products and/or services." Google Patents, Nov-2018.
[20]   A. N. Dedeke, "Travel web-site design: Information task-fit, service quality and purchase intention," *Tour. Manag.*, vol. 54, pp. 541–554, 2016.
[21]   C. L. Vásquez, M. Luna-Cardozo, M. Torres-Samuel, N. Bucci, and A. V. Silva, "Website Information Architecture of Latin

American Universities in the Rankings," in *International Conference On Computational Vision and Bio Inspired Computing*, 2019, pp. 140–147.

[22] B. Allen and C. Orfila, "The availability and nutritional adequacy of gluten-free bread and pasta," *Nutrients*, vol. 10, no. 10, p. 1370, 2018.

[23] R. M. Al-dweeri, A. Ruiz Moreno, F. J. L. Montes, Z. M. Obeidat, and K. M. Al-dwairi, "The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing," *Ind. Manag. Data Syst.*, vol. 119, no. 4, pp. 902–923, 2019.

[24] M. Faraoni, R. Rialti, L. Zollo, and A. C. Pellicelli, "Exploring e-Loyalty Antecedents in B2C e-Commerce," *Br. Food J.*, vol. 121, no. 2, pp. 574–589, 2019.

[25] D. Buhalis, E. Parra López, and J. A. Martinez-Gonzalez, "Influence of young consumers' external and internal variables on their e-loyalty to tourism sites," *J. Destin. Mark. Manag.*, vol. 15, p. 100409, 2020.

[26] S. G. Santoso, "The effect Of e-service quality through mediation Of e-satisfaction toward e-loyalty on grab-food." Widya Mandala Catholic University Surabaya, 2020.

[27] W. H. DeLone and E. R. McLean, "Information Systems Success: The Quest for the Dependent Variable. Information Systems," *Inf. Syst. Res.*, vol. 3, no. 1, pp. 60–95, 1992.

[28] A. S. Mattila and L. Y. Gao, "Atmospherics and the touristic experience," in *Design Science in Tourism*, Springer, 2017, pp. 151–160.

[29] E. E. Jones, "An Investigation of Web Atmospherics in Online Luxury Branding," 2018.

[30] A. L. Roggeveen, D. Grewal, and E. B. Schweiger, "The DAST Framework for Retail Atmospherics: The Impact of In-and Out-of-Store Retail Journey Touchpoints on the Customer Experience," *J. Retail.*, 2019.

[31] S. A. Murad, D. F. Murad, A. B. Wandanaya, and E. Fernando, "Critical Success Factor Online Service Quality In Online Marketing: A Systematic Literature Review," in *2018 10th International Conference on Information Technology and Electrical Engineering (ICITEE)*, 2018, pp. 158–163.

[32] H. Senaratne, A. Mobasheri, A. L. Ali, C. Capineri, and M. (Muki) Haklay, "A review of volunteered geographic information quality assessment methods," *Int. J. Geogr. Inf. Sci.*, vol. 31, no. 1, pp. 139–167, 2016.

[33] T. Shah *et al.*, "Remote health care cyber-physical system: quality of service (QoS) challenges and opportunities," *IET Cyber-Physical Syst. Theory Appl.*, vol. 1, no. 1, pp. 40–48, 2016.

[34] K. Kiran and S. Diljit, "Antecedents of customer loyalty: Does service quality suffice?," *Malaysian J. Libr. Inf. Sci.*, vol. 16, no. 2, pp. 95–113, 2017.

[35] A. Namin, "Revisiting customers' perception of service quality in fast food restaurants," *J. Retail. Consum. Serv.*, vol. 34, pp. 70–81, 2017.

[36] K.-P. Wiedmann, F. Labenz, J. Haase, and N. Hennigs, "The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength," *J. Brand Manag.*, vol. 25, no. 2, pp. 101–118, 2018.

[37] J.-C. Hong, P.-H. Lin, and P.-C. Hsieh, "The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch," *Comput. Human Behav.*, vol. 67, pp. 264–272, 2017.

[38] J. Yu, H. Lee, I. Ha, and H. Zo, "User acceptance of media tablets: An empirical examination of perceived value," *Telemat. Informatics*, vol. 34, no. 4, pp. 206–223, 2017.

[39] R. Currás- Pérez, C. Dolz- Dolz, M. J. Miquel- Romero, and I. Sánchez- García, "How social, environmental, and economic CSR affects consumer- perceived value: Does perceived consumer effectiveness make a difference?," *Corp. Soc. Responsib. Environ. Manag.*, vol. 25, no. 5, pp. 733–747, 2018.

[40] Y. E. Qu, M. T. Dasborough, M. Zhou, and G. Todorova, "Should authentic leaders value power? A study of leaders' values and perceived value congruence," *J. Bus. Ethics*, vol. 156, no. 4, pp. 1027–1044, 2019.

[41] G. de Kerviler, N. T. M. Demoulin, and P. Zidda, "Adoption of proximity m-payment services: Perceived value and experience effect (An Abstract)," in *Marketing at the Confluence between entertainment and analytics*, Springer, 2017, pp. 275–276.

[42] K.-H. Kim and D.-B. Park, "Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea," *J. Travel Tour. Mark.*, vol. 34, no. 2, pp. 171–191, 2017.

[43] H. Nasution, A. Fauzi, and E. S. Rini, "THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY THROUGH E-SATISFACTION ON STUDENTS OF OVO APPLICATION USERS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF NORTH SUMATRA, INDONESIA," *Eur. J. Manag. Mark. Stud.*, 2019.

[44] M. M. Jeon and M. Jeong, "Customers' perceived website service quality and its effects on e-loyalty," *Int. J. Contemp. Hosp. Manag.*, vol. 29, no. 1, pp. 438–457, 2017.

[45] R. M. Al-dweeri, Z. M. Obeidat, M. A. Al-dwiry, M. T. Alshurideh, and A. M. Alhorani, "The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust," *Int. J. Mark. Stud.*, vol. 9, no. 2, p. 92, 2017.

[46] B. Mahadin, M. N. Akroush, and H. Bata, "The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travellers' to Jordan," *Int. J. Web Based Communities*, vol. 16, no. 1, pp. 4–33, 2020.

[47] P. A. Manaf, I. Rachmawati, M. Witanto, and A. Nugroho, "E-Satisfaction as A Reflection of E-Marketing and E-Sequal in Influencing E-Loyalty on E-Commerce," *Int. J. Eng. Technol.*, vol. 7, no. 4.44, pp. 94–98, 2018.

[48] J. Fang, Y. Shao, and C. Wen, "Transactional quality, relational quality, and consumer e-loyalty: Evidence from SEM and fsQCA," *Int. J. Inf. Manage.*, vol. 36, no. 6, pp. 1205–1217, 2016.

[49] L. Pham, S. Williamson, and R. Berry, "Student perceptions of e-learning service quality, e-satisfaction, and e-loyalty," *Int. J. Enterp. Inf. Syst.*, vol. 14, no. 3, pp. 19–40, 2018.

[50] N. Awad and S. S. Soliman, "Studying the Impact of Egyptian Hotels' Websites Marketing on Customers' E-Satisfaction," *Int. J. Tour. Hosp. Manag. Digit. Age*, vol. 1, no. 2, pp. 53–63, 2017.

[51] S. Rahi and M. Abd Ghani, "Customer's perception of public relation in e-commerce and its impact on e-loyalty with brand image and switching cost," *J. Internet Bank. Commer.*, vol. 21, no. 3, 2016.

[52] X. Zheng, M. Lee, and C. M. K. Cheung, "Examining e-loyalty towards online shopping platforms," *Internet Res.*, 2017.

[53] S. Prashar, T. Sai Vijay, and C. Parsad, "Effects of online shopping values and website cues on purchase behaviour: A study using S–O–R framework," *Vikalpa*, vol. 42, no. 1, pp. 1–18, 2017.

[54] S. Sreejesh and P. Abhilash, "Investigating the process through which e-servicescape creates e-loyalty in travel and tourism websites.," *J. Travel Tour. Mark.*, vol. 34, no. 1, pp. 20–39, 2017.

[55] Dvrs. SastryT and B. M. Rao, "Consumer perception about the influence of online retail service quality on e-satisfaction, moderated by purchase volume and perceived value," *J. Bus. Retail Manag. Res.*, vol. 12, no. 1, 2017.

[56] O. O. Olasanmi, "Online Shopping and Customers' Satisfaction in Lagos State, Nigeria," *Am. J. Ind. Bus. Manag.*, vol. 9, no. 06, p. 1446, 2019.

[57]   C. A. Nwankwo, M. Kanyangale, and J. O. Abugu, "Online Shopping Industry and Its Consumers in Nigeria," *J. Econ. Manag. Trade*, pp. 1–12, 2019.

[58]   S. Saeed, "Role of web usability in online customer experience: A case of Saudi Arabia," *J. Comput. Sci.*, vol. 15, no. 5, pp. 728–735, 2019.

[59]   C.-C. Chen and Y.-C. Chang, "What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness," *Telemat. Informatics*, vol. 35, no. 5, pp. 1512–1523, 2018.

[60]   S. T. M. Hanjaya, S. K. Kenny, and S. F. Gunawan, "Understanding factors influencing consumers online purchase intention via mobile app: perceived ease of use, perceived usefulness, system quality, information quality, and service quality," *Mark. Sci. Res. Organ.*, vol. 32, no. 2, pp. 175–205, 2019.

[61]   S. A. Khan, Y. Liang, and S. Shahzad, "An empirical study of perceived factors affecting customer satisfaction to re-purchase intention in online stores in China," *J. Serv. Sci. Manag.*, vol. 8, no. 03, p. 291, 2015.

[62]   M. M. Al-Debei, M. N. Akroush, and M. I. Ashouri, "Consumer attitudes towards online shopping," *Internet Res.*, 2015.

[63]   S.-J. Kim and D.-H. Shin, "The multisensory effects of atmospheric cues on online shopping satisfaction," in *International Conference on HCI in Business, Government, and Organizations*, 2016, pp. 406–416.

[64]   J. Carlson, A. O'Cass, and D. Ahrholdt, "Assessing customers' perceived value of the online channel of multichannel retailers: A two country examination," *J. Retail. Consum. Serv.*, vol. 27, pp. 90–102, 2015.

[65]   R. Eid, "Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study," *Int. J. Tour. Res.*, vol. 17, no. 3, pp. 249–260, 2015.

[66]   J. F. Hair Jr, M. Wolfinbarger, A. H. Money, P. Samouel, and M. J. Page, *Essentials of business research methods*. Routledge, 2015.