Investigating E-tailer's perceived Website Quality using Analytical Hierarchy Process Technique

Anjali Pathania\textsuperscript{a}, Gowhar Rasool\textsuperscript{b}\textsuperscript{*}

\textsuperscript{a}Assistant Professor, School of Business Studies, Central University of Jammu, J&K, 180001, India

\textsuperscript{b}Assistant Professor, School of Business Studies, Central University of Jammu, J&K, 180001, India

Abstract

In the global competitive world, the internet is empowering consumers to purchase online and make comparisons in real time. Thus, e-commerce players have been continuously accentuating upon developing strategies to improvise their website service quality. This paper takes Analytical Hierarchy Process approach to measure the website service quality referred to as AHP-WEBQUAL (AHP-WQ). It attempts to measure the customer judgment towards different criteria that define website service quality. It also applies this judgment to identify customer preferences towards existing e-commerce websites. Amongst, WEBQUAL 4.0 dimensions as considered in the present study, Indian customers perceive usage to be the most significant website quality dimension followed by information quality and service interaction quality. The research adds new domain of knowledge for practitioners and academicians by proposing a novel application of AHP which can be used to measure website service quality of multiple e-commerce companies.

Keywords: WEBQUAL; Analytical Hierarchy Process; Customer satisfaction; E-commerce

1. Introduction

Creating and crafting better customer experience can help the companies to carve a distinguished image in the minds of consumers [10]. A vital factor that helps differentiate one retail store from another competing retailer is Service Quality [16] and in that similar fashion online retailers/e-tailers have to maintain the quality of their websites for attaining new customers and retaining their existing customers. Retailers audit mechanism of the online shopping platform is an important mechanism to promote consumers' trust which improves the overall service quality and increases the repeat purchasing [18]. Newer technologies like big data/predictive analytics, internet of things suggest that the shopping processes are on the verge of a quantum leap [9]. The

* Corresponding author. Tel.:+91 9419653775.
E-mail address: gowhar2@gmail.com

1877-0509 © 2017 The Authors. Published by Elsevier B.V.
Peer-review under responsibility of the scientific committee of the 5th International Conference on Information Technology and Quantitative Management, ITQM 2017.
10.1016/j.procs.2017.11.468
internet is empowering consumers to purchase online and make comparisons in real time. This facilitation of internet to execute and process business transactions online led to the development of e-commerce [7]. E-commerce is of recent origin but since inception e-commerce has been growing exponentially with India being no exception. The internet user base has tremendously increased from 2.92 billion in 2014 to 3.42 billion in 2016 [11]. With over 460 million internet users, India is the second largest online market [24]. Reasons for such an increase can be seen as internet penetration, changing lifestyles and segments. Segments of books, electronics and apparel have been the main contributors so far [6]. The e-commerce players have been continuously accentuating upon developing strategies to improvise their website service quality. E-tailing gives exposure to retail assortments through a digital interface and visual design decisions/website appearance become critical for influencing consumer reactions, thus, online environments can be more attention demanding [12]. [15] illustrated that it is inevitable for a service firm to compare its sources of competitive advantage with its competitors when developing priorities for service improvement. On the other hand, factors such as appearance, accessibility, communication, trust, availability are equally applicable to e-commerce as they are in physical services [5]. The lack of human interaction in e-service delivery has further increased the challenges for the online players [5]. There are numerous studies on the dimensions, measures and attributes of e-service quality and different scales have been proposed to measure website service quality [4]. [2] developed WEBQUAL 4.0, which is a commonly used scale to measure the website quality of online shopping site [1].

However, it is pertinent to mention that not many studies are found to have used AHP approach for understanding and prioritising the WEBQUAL dimensions. The purpose of this paper is to examine the customer judgment towards the WEBQUAL dimensions of e-service quality using WEBQUAL 4.0 as suggested by [2]. Further, this paper proposes an empirical framework to measure website service quality using AHP, which provides fresh insight into the dimensions of e-commerce website service quality.

2. Review of Literature

E-tailing can be defined as selling products and service using the internet. Services delivered with internet as a medium, qualifies to be an e-service [27]. E-business covers activities ranging from email to e-enabled supply chain management [17]. [14] first identified service quality as an important measure of Web site success. At present, there is no common consensus among researchers with regard to the concept of e-SQ. While some researchers have focused their studies on the quality of the website [13] while other researchers have taken larger ambit of e-service quality into account and focused on services delivered through other modes than websites [25]. Different authors have studied a range of factors to determine website service quality. [26] have considered efficiency, reliability, fulfillment, privacy, responsiveness, compensation, security, communication and contact as parameters of website service quality. [5] One of the recognized studies on website service quality have taken parameters like website appearance, communication, accessibility, credibility, understanding and availability. Ease of use, appearance, linkage, structure, content, efficiency, reliability, communication, security, incentive and customer support have been considered as major parameters [22]. [8] have taken website design, reliability, security and customer service. WEBQUAL has broadly been classified as Customer service quality & Online system quality [5].

Though there is plethora of literature on website service quality which highlights various dimensions for measuring the same, however, there are limited studies which have attempted to examine the relative importance of various dimensions of website service quality as per customer perception. Further, there are very few studies which have applied AHP as a technique for measuring the gap between star performers and the competitors in the market. Therefore, the present study was conducted to address the above research gaps with following objectives:

- To identify the critical website service quality dimensions.
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات