TO MEASURE THE IMPACT OF E-SERVICE QUALITY ON BRAND LOYALTY : STUDY ON DARAZ.PK

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ABSTRACT

The purpose of this research is it to identify those dimensions which help in creating the customer loyalty in an online setting. Web layout, web info, customer service, fulfillment, and privacy emerged as the critical factors which affect the website service quality. Website service quality has become a crucial factor in making e-commerce triumphant. SERVQUAL model to measure the service quality of website and how it satisfied their customer as well as how satisfaction leads to loyalty. Empirical analysis to explore the critical factors that determine perceptions of the service quality of online shopping sites. All the online shoppers are used as population and convenient sampling technique is employed for which data was gathered from 349 respondents. The findings of the study shows that service quality have positive role in the creation of e-satisfaction of customer which leads them towards loyalty. SPSS version 22 is used for the data analysis, correlation, reliability and regression. Results shows that a mostly female prefers to shop online products as compare to males. In broader terms this study describes the role of online service quality dimensions such as customer service, fulfillment, web layout, privacy and web info in the formation of customer e-satisfaction.

Keywords : Electronic satisfaction, Service quality, E-loyalty, Online shopping, internet, E-satisfaction, SERVQUAL model