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Impact of Website Qualities on E-satisfaction among Consumers on Saudi Online Retailers

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Abstract:

E-business has progressively turn out to be a vital aspect of a corporate strategy. Internet and information technology have made unbelievable aids to business revolution. The indications exposed that the Internet becomes an important driver of change in numerous businesses in the former years. Customer Satisfaction has been essential in marketing due to its influence on customer retention and behavioural intention. Quality of the website helps firms acquire a loyal customer and achieve a 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 the critical factors of website quality that have an impact on E-satisfaction of Saudi online shopping website. The study is quantitative research and the relation discussion are based on multiple regression analysis by using SPSS package. The population is all the Saudi residents who used any of the Saudi online retailer websites. Convenience sampling used to collect data online via using Google form and the final dataset used for this study is 212 respondents. The useable dataset of 212 was analyzed by using SPSS. Descriptive statistics revealed the respondent's opinion and the below average perception of E-satisfaction can be explained when mapped with the regression model. The predictive model shows that four independent variables can explain the variance of E-satisfaction and the precedence of impact scores are (PV) (0.432), (IQ) (0.398), (MQ) (0.201), and then (AC) (0.163). Service quality does not a significant impact on E-satisfaction.

Keywords: Information quality, service quality, system quality, atmospheric cues, and perceived value, online shopping, e-loyalty

1. Introduction

E-business has progressively turn out to be a vital aspect of a corporate strategy (Davis & Comeau, 2020). Internet and information technology have made unbelievable aids to business revolution (Smith & Friedman, 2019). The indications exposed that the Internet becomes an important driver of change in numerous businesses in the former years (Soto-Acosta, Popa, & Palacios-Marqués, 2016). The online businesses deliver more contented, quicker, and well-organized professional contract in comparison with other traditional business. One business that has been dramatically affected by the Internet is the retail industry (Bi, Davison, & Smyrniotis, 2017). The Internet creates a brand-new relationship with the sellers and provides enormous opportunities for cost reduction and boost potential sales from the retail sector. It helps to customers, looking for information about products information (Alos-Simo, Verdu-Jover, & Gomez-Gras, 2017), and also compare different prices easily (Shulga et al., 2016).

Customer Satisfaction has been essential in marketing due to its influence on customer retention and behavioural intention (Phuong & Dai Trang, 2018). Pandey, (2016) defined customer satisfaction as a psychological condition resulting when the emotion surrounding disconfirmed expectations is tight with the consumer's prior feelings about the consumption experience. Additionally, customer satisfaction is a sign as a generator of repeated purchasing behaviour reduces customer complaints and makes obstacles to changing to others. The other factor in a company is the quality of the site. Quality of the website helps firms acquire a loyal customer and achieve a competitive advantage (Thomas, 2016). The Importance of website quality has researched in many types of research and from other viewpoints. For example Alos-Simo et al., (2017) researched hotel website and reveal a set of features like hotel facilities, reservation info, contact info, site management are the most important in developing successful hotel websites. Additionally, the research by Ho et al., (2017) signalled information quality, security, site performance, customer relationships, responsiveness are the vital factors for an online shopping site. Those factors have a robust predictive capability concerning online customer satisfaction and loyalty (Chatzoglou & Chatzoudes, 2016). Well-designed website influences the customers' satisfaction, consumers' attitudes and expectations and motivates them to continue browsing the site. The thoughtful layout which carefully contained the customers' requirements and desires make the customers also satisfy. Satisfied customers have a substantial impact on customer loyalty (Shulga et al., 2016).

In developing countries like Saudi Arabia, where there is a lack focus in shopping on the Internet because of the absence of customers' satisfaction, the site quality became one of the Issues for the retail industry. Despite the Importance of e-commerce sector to the Saudi' market, there are still restricted empirical research About online shopping website as a component in Saudi's e-commerce (Bi et al., 2017). The theoretical foundations and the methodologies applied were comparatively weak (Soto-Acosta et al., 2016).

The aim of this research is to identify the critical factors of website quality that have an impact on E-satisfaction of Saudi online shopping website.

2. Literature Review

2.1. E-Commerce and Online Shopping in Saudi Arabia

The evolution of e-commerce has opened unique opportunities to companies in developed and developing countries (ALAM, MALIK, Hadi, & GAADAR, 2016). E-commerce adoption has gained the interest of various scholars, who have explained the negative and positive roles of e-commerce adoption in organizations (Ansari, 2018). Saudi Arabia is one of the 20 largest economies in the world, with a population rate that increases 3.76% per year and a diverse immigrant population, which makes it an attractive country to study, as it is indicative of many countries in the Middle East (Alatawy, 2019).

Aspects that hinder the growth of e-commerce in Saudi Arabia include (a) the cultural mind-sets of the retailers, (b) lack of interest in evolving online platforms, and (c) security and trust concerns using technologies (Alqahtani, Goodwin, & de Vries, 2019). Organizational, technical, and cultural factors delay the adoption of e-commerce (Ansari & Alhazemi, 2016). Al-Somali et al. (2015) proposed a new e-commerce innovation and adoption model that relates to technological, organizational, and environmental factors in Saudi Arabia. AlSomali et al. used a survey method to sample 450 organizations and to teste a new stage-oriented model for e-commerce adoption that included three stages (no interactive, interactive, and stabilization) and three types of factors (technological, organizational, and environmental). The results showed that the stage-oriented model is a valid model. Also, the results showed that the stage-oriented model can measure both stage and factor effects and that Saudi Arabia is not significantly different from developed Western countries with respect to e-commerce adoption (Al-Somali, Gholami, & Clegg, 2015).

Online Shopping trend is growing faster day by day because of the high-speed advancement in Information Technology (Ansari & Alhazemi, 2016). Today, who does not like to get his desired product at less price with more comfort at their doorsteps? Everyone will love it. Saudi Arabia is one of those countries where people are moving towards online shopping faster (Ansari & Qadri, 2018). Therefore every big company in Saudi Arabia is adopting the trend by launching its websites before its competitors do this. In the following list, we illustrate the most known and used online shopping websites in KSA (Heinrichs, Al-Aali, Lim, & Lim, 2016). Some of the online retailer website are the following:

- Souq.com
- Noon.com
- Jarir.com
- Extra.com
- Namshi.com
- Golden Cent website
- Sheln Website

2.2. Overview of E-Satisfaction

Consumer e-satisfaction is the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm (Manaf, Rachmawati, Witanto, & Nugroho, 2018). In this study, customer satisfaction is considered a positive feeling of customers from online services provided by online shopping website.

Wang et al., (2019) clarified customer satisfaction within an interpretation of their exchange relationships on the market area. Exchange in customer's perception helps changes are made by providers based on customer behavior buying and brand loyalty. They thought that satisfaction generates obstacles which result in shifting to other carriers and brands and poses a competitive advantage to businesses(W. M. Wang, Wang, Barenji, Li, & Tsui, 2019). Tseng, (2017) contended that satisfaction is a reasonable result of purchasing and the usage of goods and services(Tseng, 2017). The result is of value to the merchant as it pertains to article purchasing action. From the circumstance of e-commerce, Moriuchi & Takahashi, (2016) suggested that, as a build, e-satisfaction has gained increasing importance in current marketing literature, as internet fulfilled customers are more inclined to repeat buys from site(Moriuchi & Takahashi, 2016).

2.3. Proposed Model and Relations

Researchers assumed website good information features as environmental stimuli that influence the consumers' psychological processes (that is, satisfaction) and lead their purchase behaviour's(Al-dweeri, Obeidat, Al-dwiry, Alshurideh, & Alhorani, 2017). Orderly website designs attract customers. On the other hand, Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. And same goes for websites services, the more the quality of information in website is good the more the consumers will be happy That's why the researcher is expecting that the good and high quality of information quality plays important roles in increasing the satisfaction of consumers, as this hypothesis is compatible with other

studies hypothesis such as: (Al-dweeri et al., 2017; Mahadin, Akroush, & Bata, 2020; Manaf et al., 2018; Nasution, Fauzi, & Rini, 2019).

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

The high quality of the system can create as high security trusted website that can operate faster and keep all consumers important data safe (Ahmad, Rahman, & Khan, 2017). The researcher is expecting that high and well programmed website system (high quality) will make the consumers more satisfied (Nasution et al., 2019) as this hypothesis is compatible with other studies hypothesis such as: (Ahmad et al., 2017; Mahadin et al., 2020; Manaf et al., 2018; Nasution et al., 2019).

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

Quality of service is critical to the survival and profitability of such providers and also it is a profitable strategy for the them (Kaya, Behraves, Abubakar, Kaya, & Orús, 2019). While Website service quality refers to the consumer's perception of the overall quality of a website and if they will come back use the website again or not after the first experience of using it (Pham, Williamson, & Berry, 2018). The researcher is expecting that high service quality website will make the consumers more satisfied. as this hypothesis is compatible with other studies hypothesis such as: (Al-dweeri et al., 2017; Kaya et al., 2019; Nasution et al., 2019; Pham et al., 2018).

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

Websites Perceived value is the values that is considered and shaped by consumers after experiencing a certain use of the service in websites, and the Perceived value might be vary from one to one based on consumers preferences, that's why the companies or websites must have good quality on order to reflect and get more preferable consumers perceived value (Manaf et al., 2018). The researcher is expecting that positive consumers perceived value about a certain website will make the consumers more satisfied. as this hypothesis is compatible with other studies hypothesis such as: (Berraies, Yahia, & Hannachi, 2017; Sai Vijay, Prashar, & Sahay, 2019; SastryT & Rao, 2017; L. Wang & Prompanyo, 2020).

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

It can be said that several factors such as information richness, visual aspects, colour, service quality, and system quality are stimuli that affect satisfaction states during online shopping. This study considered information quality, ease of use, responsiveness and security as website functionalities section and design/ layout as atmospheric cues. 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: (Abrar, Zaman, & Satti, 2017; Prashar, Sai Vijay, & Parsad, 2017; Sai Vijay et al., 2019; Sreejesh & Abhilash, 2017).

- There is a positive relationship between web atmospheric cues and consumer e-satisfaction.

The proposed model and relations are demonstrated in Figure 1.

Figure 1: Proposed Model and Relations

3. Methodology

This study is a scientific study because there are systematic steps from topic investigation to setting hypothesis to design to data collection till discuss results. In addition, the study is quantitative research because statistical analysis is used to present the findings in numbers and based on approved methods of statistics; the relation discussion is based on multiple regression analysis and the software used is SPSS package. The study is also deductive study because there is previous information of the topic to setup the desired hypothesis then used statistical analysis to prove or reject it.

Survey method in the form of Likert scale questionnaire has been widely used in social science research (Nwankwo, Kanyangale, & Abugu, 2019; Olanmi, 2019; Saeed, 2019). 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-satisfaction as dependent variable. The items imported from different related studies, but adapted to be suitable for the Saudi environment.

- Information Quality - (Chen & Chang, 2018; Hanjaya, Kenny, & Gunawan, 2019)
- System Quality - (Al-Debei, Akroush, & Ashouri, 2015; Khan, Liang, & Shahzad, 2015)
- Service Quality - (Al-Debei et al., 2015; Hanjaya et al., 2019; Khan et al., 2015)
- Atmospheric Cues - (Kim & Shin, 2016; Prashar et al., 2017)

- Perceived Value - (Carlson, O'Cass, & Ahrholdt, 2015; Eid, 2015)
- E-Satisfaction - (Al-dweeri et al., 2017; Ting, Ariff, Zakuan, Sulaiman, & Saman, 2016)

The population is all the Saudi residents who used any of the Saudi online retailer websites. Convenience sampling used to collect data online via using google form and the final dataset used for this study is 212 respondents.

4. Findings and Discussions

4.1. Descriptive Analysis of Respondents' Opinion

The study has six variables and every variable have multiple items (questions). The respondents asked for their opinion against every item in a liker 5 scale. The mean value for every variable is a descriptive of their perception, which has been summarized in Table 1. The perceptions score is within the range of 2.8 (56.7%) for System quality and 3.1 (62.2%) for Information quality. The E-satisfaction score is 3.07 (61.4%) is interpreting a low perception of the variable and shows that customers are not even in a satisfactory level for all the variables.

Variable	Mean	Percentage	Std. Deviation
E-satisfaction (ES)	3.0	61.4	1.02
Information quality (IQ)	3.1	62.2	1.08
System quality (MQ)	2.8	56.7	0.77
Service quality (SQ)	2.9	59.2	0.80
Atmospheric Cues (AC)	2.9	59.2	0.79
Perceived Value (PV)	3.0	60.0	0.98

Table 1: Descriptive Analysis of Respondents' Opinion

4.2. Reliability Assessment

For statistical analysis, the study uses the SPSS software package. For composite reliability, Cronbach's Alpha assessment was performed and the results are summarized in Table 2. The variable has adequate internal consistency if its score is above 0.70. The six proposed variables were at an adequate score and were internally consistent.

Variable	Cronbach's Alpha
E-satisfaction	0.921
Information quality	0.872
System quality	0.765
Service quality	0.772
Atmospheric Cues	0.856
Perceived Value	0.901

Table 2: Composite Reliability Assessment

4.3. Model Assessments of Relations and Predictions

Multiple regression analysis is used to estimate the relations between the five determinants and e-satisfaction. As seen in Table 3, the model has five direct relations. The relation between service quality and e-satisfaction is rejected because the P value score of 0.213 is higher than 0.05 and the T statistics score of 0.476 is less than 1.98. The other four relations are in adequate level and the relations are accepted.

	Path Coefficient	T Statistics	P Value (2 tailed)	Status
(PV) -> (ES)	0.432	11.023	0.00001	Accepted
(IQ) -> (ES)	0.398	10.348	0.00001	Accepted
(MQ) -> (ES)	0.201	3.661	0.00054	Accepted
(AC) -> (ES)	0.163	2.036	0.04854	Accepted
(SQ) -> (ES)	0.028	0.476	0.21342	Rejected

Table 3: Path Coefficients Assessments

5. Discussion

The useable dataset of 212 was analyzed by using SPSS. Descriptive statistics revealed the respondent's opinion and the below average perception of E-satisfaction can be explained when mapped with the regression model. The predictive model shows that four independent variables can explain the variance of E-satisfaction and the precedence of impact scores are (PV) (0.432), (IQ) (0.398), (MQ) (0.201), and then (AC) (0.163). Service quality does not a significant impact on E-satisfaction.

6. Recommendations and Future Studies

The results show a problem in the customers' satisfaction, which must call an attention from the top management and decision makers in the Saudi online retailing market. However, they have to be concern that perceived value have the high impact beside information quality, which mean that they have to develop their processes and practices to make the information more reliable, updated, and complete to improve satisfaction. In addition, system quality and atmospheric

cues is also important and the designers for Saudi websites have to be aware to provide a better design and enjoyment in the websites to improve the customers' experience.

The study results are limited to Saudi market; therefore, future work can be made to replicate the study and doing empirical investigations in different environments to have different comparative results. In addition, service quality is found to be no significant, which can explain the low importance of service quality in online services especially with the technology habits of customers; however, scholars are invited to do extra investigation to explain this rejection.

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