ASSESSMENT OF SERVICE QUALITY: A STUDY WITH REFERENCE TO ONLINE SHOPPERS IN ANDHRA PRADESH

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Abstract

In twenty first century it is witnessed an extensive growth of internet based services from small business to multi-organizations that are developing online services. Service quality is the important factor for customer satisfaction. The study begins with the earlier literature review to identify the influential service quality factors that affect customer and to focus on other study area seven e-service quality dimensions. The main objective is to measure the perceived service quality of online shoppers in Andhra Pradesh. This paper attempts to find out the level of perceived service quality among online shoppers in Andhra Pradesh. A total of 240 online customers from 6 districts in Andhra Pradesh. 40 from each district are selected and administered questionnaire to collect the data. For assessing service quality, Statistical techniques viz., correlation and multiple Regression analysis were applied with the help of SPSS (22) for analysis and interpretation

Findings– *Online shopper's perceived services are at moderate level among the components of service quality of the online stores. Online customers are believing that online stores are less in privacy and responsiveness services. Correlation among the online stores service quality determinants. Five service quality dimensions are constituting a positive correlation except privacy and compensation. Service quality components and overall perceived service quality. Having stronger linear relationship between the independent and dependent variables.*

Key words*: online stores, E-service quality, perceived service quality.*

Online Store

An online store front is a web site that enables visitors to find order and pay for products and services. Running a successful store involves getting qualified buyers to visit your store, helping them to understand their problem, giving evidence, you can solve their problem, and making it easy for them to acquire the solution from you.

(Insert Figure 1)

India has come a long way from being a country of wary online shoppers to a country of millions of happy online shoppers. Online shopping is slowly creeping into India. As of now, a large number of people prefer buying everything from groceries to clothes online. Not so long ago, the Indian audience was wary of shopping online owing to potential thefts etc.

There are many online shopping portals out there. However, which one to trust is quite a dilemma[1.]

Service Quality

Introduction

Service quality (SQ), in its contemporary conceptualization, is a difference of perceived expectations (E) of a online service with perceived performance (P), giving rise to the equation SQ=P-E.[2]

Every customer has an ideal expectation of the service they want to receive when they Online store. Service quality measures how well a service is delivered compared to customer expectations. Online Businesses that meet or exceed expectations are considered to have high service quality. You would probably consider this to be high service quality. There are seven dimensions that customers consider when assessing service quality. Let's discuss these dimensions in a little more detail.[3]The SERVQUAL service quality model was developed by a group of American authors, 'Parasu' Parasuraman, Valarie Zeithaml and Len Berry, in 1988. It highlights the main components of high quality service. The SERVQUAL authors originally identified ten elements of service quality, but in later work, these were collapsed into five factors - Reliability, Assurance, Tangibles, Empathy and Responsiveness - that create the acronym RATER.[4]

Review of Literature

1) Zeithaml et al (2001, 2002) [5] developed the e-SERVQUAL to study how customers decide e-service quality. This new model was drawn up through a three stage process involving exploratory focus groups and two phases of empirical data collection and analysis.It contains 7 Dimensions: efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact. The first four dimensions are classified as the core service scale and the later here dimensions are regarded as a recovery scale.

2) OngSoo Ting, Mohd Shoki MdAriff, Norhayati Zakuan, Zuraidah Sulaiman and Muhamad Zameri Mat Saman (2016) [6] in their study "E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia", E-SERVQUAL was integrated with the other e-SQ scales to measure e-SQ of a prominent online retailer in Malaysia. All the dimensions of e-SQ were found to have positive and significant effect on e-Satisfaction of online shoppers. Responsiveness of e-SQ had the strongest impact on e-satisfaction of online shoppers. The shoppers e-Satisfaction was positively and significantly affected their e-Loyalty towards continuous usage of online retailer's website.

4) Tsan-Ming Choi, Pui-Sze Chow, Bowood Kwok, Shuk-Ching Liu, and Bin Shen (2014), [7] in their study on "Service Quality of Online Shopping Platforms: A Case-Based Empirical and Analytical Study "china, this paper focuses on exploring the service quality of an OSP with an aim of revealing customer perceptions of the service quality associated with the provided functions and Investigating their impacts on customer loyalty. the analytical results prove that (i) if the customer loyalty is more positively correlated to the service level, it will lead to a larger optimal service level, and (ii) the optimal service level is independent of the profit target, the source of uncertainty, and the risk preference of the OSP. (Online shopping platforms)

5) Shahryar Sorooshian, Meysam Salimib, Neginsadat Bekheir Niad , Yasha Sazmand Asfaranjanb (2013) [8] in their study on "Customer experience about service quality in online environment- A case of Iran "it was aimed to develop a new framework to illustrate the relationship between service quality and customer experiences in the online environment in Iran. The result of R square of 0.596shows that 59.6% of the customer value is affected by the four identified independent variables.

Moreover, other results in coefficient table showed that Hedonic Experience and Pragmatic Experience in this model have the most and lowest impact respectively.

6) Babak Nemati & Hossein Gazor (2011) [9] web service using SERQUAL system. That efficiency and total online service quality were favorable and other variables including reliability, fulfillment, privacy, responsiveness, compensation and contact were not sufficient level. Future research in designing and improving online stores**.** This paper uses this technique for measuring the quality of Iranian university e-services. The proposed study distributes a standard questionnaire among students who use this service through internet. The results indicate that only efficiency and online service quality in the eservice system are desirable. Managerial implications are represented.

Statement of the Problem

The number of consumers who purchase online is expected to cross 100 million by 2017 end with e-retail market likely jumping 65% on year in 2018, (Source: ASSOCHAM-Resurgent India study). The report added that by the end of 2018, Indian e-retail is expected to touch $17.52 billion. "The total retail sales is growing at an impressive rate of 15%, registering a double-digit growth figure year after (the economic times newspaper-09-01-2017).[10] So rapid increasing of online customers providing a good service quality is a major problem for online stores. Customer satisfaction may decide the success or fail of online business. In order to be survive in the marketplace, online stores necessary to satisfy their customer. Best service quality provided would ensure a high market share and substantial return. Hence an attempt has been made to conduct research on Assessment of service quality a study with reference to online shoppers in Andhra Pradesh.

Objective

The main objective is to measure the perceived service quality of online shoppers in Andhra Pradesh.

Hypotheses

H1: There is no significant difference between Efficiency and overall service quality

H2: There is no significant difference between System Availability and Overall service quality

H3: There is no significant difference between Fulfillment and Overall service quality

H4: There is no significant difference between Privacy and Overall service quality

H5: There is no significant difference between Responsiveness and Overall service quality

H6: There is no significant difference between Compensation and Overall service quality

H7: There is no significant difference between Contact and Overall service qualities

Sampling Design

This paper attempts to find out the level of perceived service quality among online shoppers in Andhra Pradesh. For the purpose of study, Indian online stores are selected using convenience sampling. A total of 240online customers, Andhra Pradesh is one of the twenty-nine states of India. The state Andhra Pradesh has a total of 13 districts, out of 13 district four district selected from Coastal Andhra namely Visakhapatnam, Sri Potti Sri Ramulu, Nellore, East Godavari, Krishna, and two district from Rayalaseema namely Chittoor, Kadapa.40 from each district are selected and administered questionnaire to collect the data. For assessing service quality. I used Zenithal et al (2001, 2002) developed the e-SERVQUAL. It contains 7 Dimensions: efficiency, reliability,

fulfillment, privacy, responsiveness, compensation and contact. The first four dimensions are classified as the core service scale and the later here dimensions are regarded as a recovery scale[7]

The questionnaire consists of 34 questions out of 34 first 5 questions are Demographic. Socio Economic details of respondents and remaining 29 questions are to Assessment of service quality questionnaire are evaluated according to five-point Liker-type scale (Here, 1= Highly dissatisfied, 2= dissatisfied, 3= Neutral, 4= satisfied, and 5= Highly satisfied) and tested with Reliability. The collected data is analyzed both qualitatively and quantitatively. The secondary data was collected from related websites, journals and newspapers. Statistical techniques viz., correlation and multiple Regression analysis were applied with the help of SPSS (22) for analysis and interpretation. (**Insert Table 1)**

Data Analysis and Interpretation
(Insert Table 2)

The respondent profile as displayed in table -1 indicates the online shoppers, Andhra Pradesh Demographic. Socio Economic profile. Majority of respondents are in the age group of 25-30 years (45.83%) between 30-40 (35.83%). 40 above (12.8%), and below 25 (6.25). Majority of respondents were males (66.67%) and (33.39%) are female. Married (66%), education qualification of the respondents were graduate (42.08%), post-graduate (36.67%), Others (9.17%)., inter (7.50%), SSC (4.58%), Majority of the respondents Occupation is employees (58.75%), Business (21.25%), House wife(12.50) and others are (7.50%). Most of the respondents have income 25000-30000 at (45.83%), 10000-25000 (40.00%), Above 1 lacks at (9.17%), and below 10000 (5%).Majority of the respondents shop 1 to 2 in a month (58.33%), 2 to 4 in a month (25.42%),Weekly once (8.75%),Above 4 in a month(7.50%).

(Insert Table 3)

Table-3 shows the Mean and standard deviations of online stores Efficiency. The average mean score of the 6 items is 4.28. This explains that the level of online stores efficiency is high. The mean score for Online store makes it easy to find (3.97) Online store is to get anywhere on the site (4.75), Online store facilitate to complete a order very quickly (4.00), It loads its pages fast (4.50), This site is easy to use (4.19) , This site is well designed (4.25),efficiency have scored below than 5.00. It may be inferred that probably online stores providing efficiency in their services.

(Insert Table 4)

Table-4 shows the Mean and standard deviations of online stores system availability the average mean score of the 4 items is 3.52. The mean score for Online store site is 24/7 available for business (4.25) This site runs right away (2.13), This site does not crash (3.22), Online store Pages do not freeze after I enter my order information (4.50), System Availability have scored below than 4.00.but except site runs right away is not up to the online shoppers expectations. It may be interpreting that online stores providing system availability is probably good.

(Insert Table 5)

Table-5 shows the Mean and standard deviations of online stores Fulfillment. The average mean score of the 5 items is 3.90. This explains that online stores fulfillment is satisfied by online shoppers. The mean score for It delivers orders promptly (3.97) This site makes items available for delivery within a suitable time frame (4.50), It delivers quickly what I order (2.50), It is accurate its offers (3.97), It makes accurate promises about Products delivery (4.66), Fulfillment have scored below than 4.00. It may be inferred that probably online stores meeting the customer's needs.

(Insert Table 6)

Table-6 shows the Mean and standard deviations of online stores Privacy. The average mean score of the 3 items is 2.66.

This shows that online stores privacy is low. The mean score for It secure information about my shopping behavior (3.75) It does not share my personal information with other sites (2.49), This site secure information about my debit/credit Card/net banking (1.75), Privacy have scored below than 3.00. It may be interpreting that online shoppers are felling less privacy in online stores.

(Insert Table 7)

Table-7 shows the Mean and standard deviations of online stores responsiveness. The average mean score of the 4 items is 3. Online shoppers are neutral with online stores responsiveness. It may be interpreting that online shoppers are neutral about online store responsiveness.

(Insert Table 8)

Table-8 shows the Mean and standard deviations of online stores Compensation. The average mean score of the 3 items is 3.83. Online shoppers are satisfied with online stores compensation.

(Insert Table 9)

Table-9 shows the Mean and standard deviations of online stores contact. The average mean score of the 4 items is 4.08. So, it is clear that online shoppers are satisfied with facilities provided by online stores through mail or phone.

(Insert Table 10)

Table 10 shows the Means and Standard Deviations of overall Services perceived by online shoppers provided by online stores. The average overall Services perceived by online shoppers score is 3.61; online shoppers perceived services are moderate level. Among the components of service quality of the online stores. Online customers are believed that online stores are less in privacy and responsiveness services.

Correlation matrix

Pearson's correlation coefficient was used to establish the relationship among online stores service quality determinants.

(Insert Table 11)

The table 11 shows the results of the correlation among the online stores service quality determinants. Five service quality dimensions are constituting a positive correlation except privacy and compensation. The correlation co-efficient .849** proves that there is a strong positive relationship between Contact & System Availability. It is clear that online shoppers who satisfied with contact may satisfy with system availability. The correlation co-efficient -0.006 evidences that there is a negative correlation between compensation, and fulfillment. There is another negative correlation between privacy and fulfillment -0.55.

Regression Analysis

A regression analysis is carried to ascertain the relationship between service quality components and Overall service quality

(Insert Table 12 A, Table 12-B and Table 12-C)

Table-12-C Shows the relationship between service quality components and overall perceived service quality. R Square (Correlation Coefficient) is 0.957 denote there is stronger linear relationship between the independent variables which are Contact, fulfillment, Efficiency, Responsiveness, compensation, Privacy, system availability and the dependent overall perceived service quality. All the predictors such as system availability (0.00), fulfillment (0.00), Privacy (0.00), Responsiveness (0.00), compensation (0.00), Contact (0.00) are significant as the p-value is less than critical value (0.005) so we statistically rejected the alternative hypothesis. but Efficiency, p value (0.185) is more than critical value (0.05). Hence, (H1) are statistically Accepted.

Conclusion

Based on the above analysis and findings online shopper's perceived services are moderate level. Among the components of service quality of the online stores. Online

customers are believed that online stores are less in privacy and responsiveness services. Service quality components and overall perceived service quality. Having stronger linear relationship between the independent and dependent variables.in order to attract more customers and gain more market online stores must improve the services like responsiveness and privacy. Most of the customers are not doing online shopping because of privacy problem.at any circumstances in order to sustain in this competitive business world online stores must meet the customer needs and wants.

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Figure 1

Online Store System Diagram

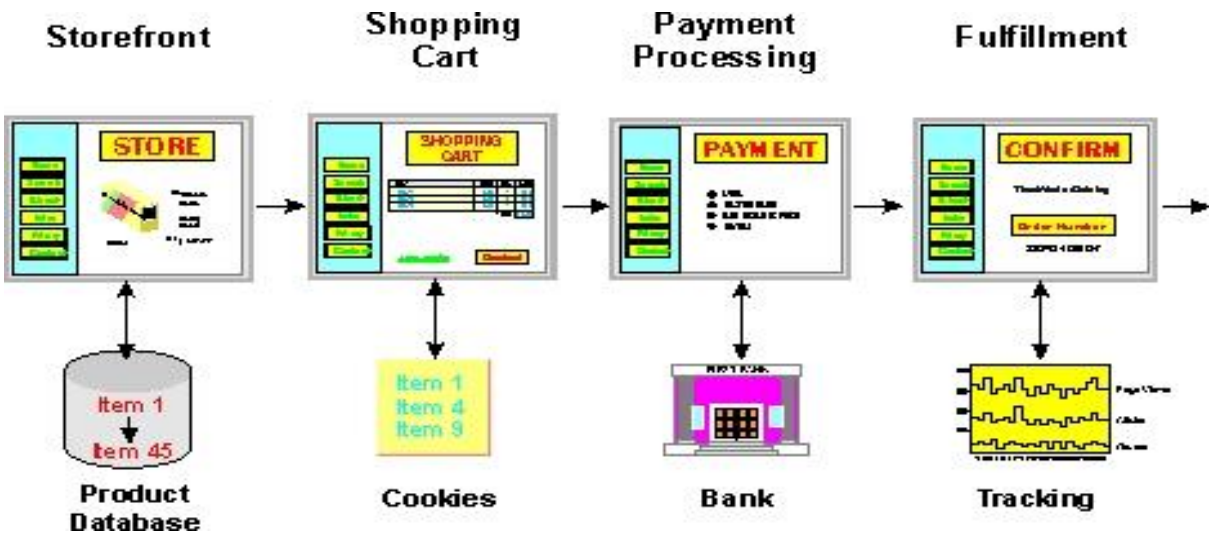

Table-1 - Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.881	29

Table: **2 Demographic, Socio & Economic Details of Respondents**

Demographic Factors	Attributes	Frequency	Percentage
Sex	Male	160	66.67
	Female	80	33.33
	Total	**240**	**100.00**
Age	Below 25	15	6.25
	25-30	110	45.83
	30-40	86	35.83
	40 Above	29	12.08
	Total	**240**	**100.00**
Qualification	SSC	11	4.58
	Inter	18	7.50
	Degree	101	42.08
	P.G	88	36.67
	Others	22	9.17
	Total	**240**	**100.00**
Occupation	Employee	141	58.75
	Business	51	21.25
	House wife	30	12.50
	Others	18	7.50
	Total	**240**	**100.00**
Income	Below 10000	12	5.00
	10000-25000	96	40.00
	25000-50000	110	45.83
	Above 1 Lacks	22	9.17
	Total	**240**	**100.00**
How many times you shop in a month	Weekly once	21	8.75
	1 to 2 in a month	140	58.33
	2 to 4 in a month	61	25.42
	Above 4 in a month	18	7.50
	Total	**240**	**100.00**

Table-3 - Means and Standard Deviations of online stores Efficiency

Efficiency	N	Mini	Max	Mean	Std. Deviation
1.Online store makes it easy to find	240	3	5	3.97	0.73
2.Online store is to get anywhere on the site	240	4	5	4.75	0.43
3.Online store facilitate to complete a order very quickly	240	3	5	4.00	0.71
4.It loads its pages fast	240	4	5	4.50	0.50
5.This site is easy to use	240	2	5	4.19	0.58
6.This site is well designed	240	4	5	4.25	0.43
Average score				**4.28**	**0.56**

Table-4 - Means and Standard Deviations of Online Stores System Availability

System Availability	N	Mini	Max	Mean	Std. Deviation
7.Online store site is 24/7 available for business	240	4	5	4.25	0.43
8.This site runs right away	240	1	4	2.13	0.63
9.This site does not crash	240	2	4	3.22	0.48
10.Online store Pages do not freeze after I enter my order information	240	4	5	4.50	0.50
Average score				3.52	0.51

Table-5 - Means and Standard Deviations of Online Stores Fulfillment

Fulfillment	N	Mini	Max	Mean	Std. Deviation
11.It delivers orders promptly	240	2	5	3.97	0.80
12.This site makes items available for delivery within a suitable time frame	240	4	5	4.50	0.50
13.It delivers quickly what I order	240	1	4	2.50	0.87
14.It is accurate its offers	240	2	5	3.97	0.80
15.It makes accurate promises about Products delivery	240	2	5	4.66	0.64
Average score				3.90	0.72

Table-6 - Means and Standard Deviations of Online Stores Privacy

Privacy	N	Mini	Max	Mean	Std. Deviation
16.It secure information about my shopping behavior	240	3	5	3.75	0.83
17.It does not share my personal information with other sites	240	1	4	2.49	1.12
18.This site secure information about my debit/credit Card/net banking	240	1	3	1.75	0.83
Average score				2.66	0.93

Table-7 - Means and Standard Deviations of Online Stores Responsiveness

Responsiveness	N	Mini	Max	Mean	Std. Deviation
19.This site facilitates with convenient options for returning products	240	4	5	4.25	0.43
20.This site manage product returns well	240	1	3	2.19	0.74
21.This site offers guarantee facility	240	1	3	2.38	0.63
22.Online store customer care solve problems promptly	240	3	3	3.00	0.00
Average score				3	0.45

Table-8 - Means and Standard Deviations of Online Stores Compensation

Compensation	N	Mini	Max	Mean	Std. Deviation
23.This site compensates me for problems it creates	240	1	4	2.45	0.66
24.It compensates me when what I ordered doesn't arrive on time	240	4	5	4.53	0.50
25.It picks up items I want to return from my home or business	240	4	5	4.53	0.50
Average score				3.83	0.55

Table-9 - Means and Standard Deviations of Online Stores Contact

Contact	N	Mini	Max	Mean	Std. Deviation
26.Online Chatting faculty is available	240	3	5	4.25	0.50
27.Availability of toll-free number	240	3	5	4.25	0.50
28.The online store website contains enough company details	240	3	4	3.53	0.50
29.It offers the ability to speak to a live person if there is a problem	240	4	5	4.28	0.45
Average score				4.08	0.49

Table-10 - Means and Standard Deviations of Overall Services Perceived by Online Shoppers Provided by Online Stores

E-service quality dimensions	Mean	Std. Deviation
Efficiency	4.28	0.56
System Availability	3.52	0.51
Fulfillment	3.92	0.72
Privacy	2.66	0.93
Responsiveness	3.00	0.45
Compensation	3.83	0.55
Contact	4.08	0.49
Average score	**3.61**	**0.60**

Table-11 - Correlations

	Efficiency	system availability	fulfillment	Privacy	Responsiveness	compensation	Contact
Efficiency	1	.673**	.263**	.143*	.339**	.084	.328**
		.000	.000	.027	.000	.195	.000
	240	240	240	240	240	240	240
System Availability	.673**	1	.216**	.693**	.730**	.611**	.849**
	.000		.001	.000	.000	.000	.000
	240	240	240	240	240	240	240
fulfillment	.263**	.216**	1	-.055	.000	-.006	.198**
	.000	.001		.394	.995	.922	.002
	240	240	240	240	240	240	240
Privacy	.143*	.693**	**-.055**	1	.651**	.744**	.812**
	.027	.000	.394		.000	.000	.000
	240	240	240	240	240	240	240
Responsiveness	.339**	.730**	.000	.651**	1	.613**	.747**
	.000	.000	.995	.000		.000	.000
	240	240	240	240	240	240	240
compensation	.084	.611**	**-.006**	.744**	.613**	1	.789**
	.195	.000	.922	.000	.000		.000
	240	240	240	240	240	240	240
Contact	.328**	.849**	.198**	.812**	.747**	.789**	1
	.000	.000	.002	.000	.000	.000	
	240	240	240	240	240	240	240

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table- 12-A - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978[a]	.957	.956	.06437

a. Predictors: (Constant), Contact, fulfillment, Efficiency, Responsiveness, compensation, Privacy, system availability

Table- 12-B - ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.579	6	3.597	868.075	.000[b]
	Residual	.965	233	.004		
	Total	22.545	239			

a. Dependent Variable: overall service quality

b. Predictors: (Constant), Contact, fulfillment, Efficiency, Responsiveness, compensation, Privacy, system

Table- 12-C

Coefficients[a]							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypotheses Result
		B	Std. Error	Beta			
1	(Constant)	-1.827	.563		-3.247	.001	
	Efficiency-H1	.101	.076	.122	1.329	.185	Accepted
	System Availability-H2	.947	.132	1.338	7.182	.000	Rejected
	Fulfillment-H3	.063	.008	.129	7.516	.000	Rejected
	Privacy-H4	-.236	.102	-.370	-2.308	.022	Rejected
	Responsiveness-H5	.131	.027	.214	4.933	.000	Rejected
	Compensation-H6	.010.	.000	.-141	1.80	.000	Rejected
	Contact-H7	.257	.041	.673	6.211	.000	Rejected

a. Dependent Variable: overall service quality