

Determining the Influence of the Reliability of Service Quality on Customer Satisfaction: The Case of Libyan E-Commerce Customers

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Abstract

Customer satisfaction is a collective outcome of perception, evaluation, and psychological reaction to the Service quality. Due to the increasing competition of E-commerce business and the high demand of the customers, service quality is the fundamental factor to measure customer's satisfaction within such business. The primarily purpose of this study is to determine the influence of reliability dimension of E-commerce on Libyan customers satisfaction. Required data was collected through customers' survey. For conducting customers' survey likert scale based questionnaire was developed after review of literature. However, customers were selected by random sampling method and a sample size of 384 has been taken. The reliability of construct was tested by using Cronbach's alpha test, using SPSS18. Cronbach's alpha coefficients were calculated 0.8 for the questionnaire survey, Because $\text{Alpha} \geq 0.7$, the reliability of the questionnaire is acceptable. The findings show that there is a very strong relationship between quality of service (Reliability) and customer satisfaction. On the basis of the conclusion made, Reliability E-commerce business was representing the ability of the web site to fulfill orders correctly, deliver promptly, and keep personal information secure. Additionally, E-commerce customers in Libya argued that "reliability dimension" has a direct positive effect on perceived service quality and their satisfaction on E-commerce business within the country. Henceforth, E-commerce business promoters must provide secure online transactions to make customers feel comfortable.

Key words: *Service quality, Reliability Dimension, Customer satisfaction, E-commerce*

1. Introduction

It is well known that, Service quality is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Gerson, 1993). However, Customer satisfaction measurement considered as the

most reliable feedback, providing client' preferences and experiences in an effective, direct, meaningful and objective way. Thus, customer satisfaction considered as a base line standard of performance and a possible standard of excellence for any business. Information technology advances play an important role in social progress and economic growth (Brown & Ulijn, 2004). Information technology also leads to many innovations and new enterprises. Computers and computer networks have drastically increased the amount and speed of information processing. Development of the internet has changed the nature of communication in businesses. It also established a platform for electronic commerce altering merchandising.

Today, with development of information technology and offering Internet services, network management issues and providing optimal service quality are considered as important issues (Gustafsson, 2005). On the other hand, Customer satisfaction is a collective outcome of perception, evaluation, and psychological reaction to the Internet services. Based on the above, Researchers have paid much attention to the close relationship between service quality and customer satisfaction (Parasuraman, Berry, Leonard, Zethaml & Valarie 1988). Oliver (1993) suggests that service quality is a more specific judgment, which can lead to a broad evaluation.

Previously, Parasuraman et al. (1985) identify ten determinants for measuring service quality which are tangibility, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, and understanding/knowledge of customers. Within this research and to understand the customer satisfaction in e-commerce context in the country of Libya, the researcher decided to study the influence of reliability dimension of E-commerce on customer satisfaction in which to have a clear understanding of such relation.

2. Review of past studies

2.1 Service quality

Service quality can be defined as a level of service delivery based on customer perception (Zeithaml et al., 2006). Service quality has an important place in services marketing research (Qu & Sit, 2007; Yee et al., 2009). Research in the service quality area started to grow in 1970s (Akbaba, 2006). The major reason for this was the increasing role of the service sector in the overall economy. In the first decade of the 21st century services accounted for about 80% of gross domestic product (GDP) in the United States. However, the importance of measuring and understanding service quality is important because it is seen as a prerequisite for success in a competitive business environment (Akbaba, 2006). Literature also highlights its role in customer satisfaction and behavioral intentions, Reid & Bojanic, (2009).

2.2 Service quality and customer satisfaction

The relationship between expectation, perceived service quality and customers satisfaction have been investigated in a number of researches (Zeithaml, et al, 1988). They found that, there is very strong relationship between quality of service and customer satisfaction (Parasuraman et al, 1985). Increase in service quality of the banks can satisfy and develop attitudinal loyalty which ultimately retains valued customers (Nadiri, et al 2009). The higher level of perceived service quality results in increased customer satisfaction. When perceived service quality is less than expected service quality customer will be dissatisfied (Jain and Gupta, 2004). According to Cronin and Taylor (1992) satisfaction super ordinate to quality-that quality is one of the service dimensions factored in to customer satisfaction judgment.

2.3 Reliability dimension of E-commerce

According to some empirical studies, reliability is the most important dimension of e-Commerce quality, which is also an important dimension in the SERVQUAL scale. In the

virtual environment, it is vital to make customers to trust that the organization is going to perform what it promises to do. The following attributes in reliability dimension can make customers recognize the consistency and credibility:

1. Accurate delivery service.
2. Complete order service.
3. Company being truthful about its offering.
4. The online service always correct.
5. Keeping service promise.
6. Keeping promotion promise.
7. Accurate online booking records.
8. Website always available.

3. Methodology



Figure1. The conceptual frame work of this study

Since the reliability of E-commerce was introduced as the technical functioning of the site, information that is provided is accurate. Survey was conducted using Likert based questionnaire ranging from 1= Strongly Disagree to 5= Strongly Agree. The data were collected by using questionnaire treatment. Furthermore, the Questionnaire consisted of two parts. Part-one is demographic characteristic of the sample. Part-two consisted of 7 Statements which asked the costumers of E-commerce in Libya to express their level of satisfaction regarding the current reliability of E-commerce business. The customers were selected by random sampling method. In this Study an infinite population size is assumed, by to go with Morgan's table, a sample size of 384 has been taken. The reliability of construct was tested by using Cronbach's alpha test, using SPSS18. Cronbach's alpha coefficients were calculated 0.8 for the questionnaire survey, Because $\text{Alpha} \geq 0.7$, the reliability of the questionnaire is acceptable.

4. Result and Conclusion

On the basis of the analysis made, Reliability was representing the ability of the web site to fulfill orders correctly, deliver promptly, and keep personal information secure. Additionally, E-commerce customers in Libya argued that reliability dimension has a direct positive effect on perceived service quality and their satisfaction on E-commerce business within the country. Henceforth, E-commerce business promoters must provide secure online transactions to make customers feel comfortable.

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