

E-SERVICE QUALITY FACTORS THAT WEB SITES SHOULD HAVE IN CREATING ELECTRONIC CUSTOMER SATISFACTION: A RESEARCH ON ONLINE (CLOTHING) SHOPPING SITES

Sinem YEYGEL CAKIR

Ege University Faculty of Communication
Associate Professor Dr
sinem.yeygel@ege.edu.tr

Aysen TEMEL EGINLI

Ege University Faculty of Communication
Associate Professor Dr
aysen.temel@ege.edu.tr

—Abstract —

Electronic applications have gained importance in Electronic Customer Relationship Management (CRM) together with integrating information transmission technology with especially marketing function actively and communication's channelling to electronic atmosphere. Together with CRM, especially analytic CRM concept has become in forefront position, it has become a development towards analysing to information gathered with data searching to communicate with customers and create opportunities to companies in addition to gathering information from the customers in companies' favour. That electronic atmosphere has become used actively in Customer Relationship Management strategically as planned, has prepared a background for Electronic Customer Relationship Management/E-CRM concept to come out. Nowadays the companies' being able to succeed in e-shopping applications is closely related to forming customer satisfaction and changing this satisfaction to the constancy. The basis of customer relationship is related to some values that are valid completely in individual relationships. As to those values, they are focused on developing dialogs between the customer and the company and making the customer deserving and important. In this study, the web sites of the internet shopping trademarks as Markafoni, Trendyol, Morhipo, Limango, 1v1y will be examined in the concept of analyse patterns which include the quality factors that web sites

should have in the aspect of creating the customer satisfaction in connection with E-CRM.

Key Words: Electronic Customer Relationship Management (E-CRM), customer satisfaction, internet, online shopping web sites

JEL Classification: M 300

1. INTRODUCTION

With the integration of data communication technology to the business enterprise and marketing functions, all business and communication process have been carried to the electronic atmosphere. Particularly with the development approach of analytic CRM (Customer Relationship Management), beyond the data collecting about the customers, data mining concept that provides possibility to find the opportunity to use that information has gained importance. All those developments have caused Electronic Customer Relationship Management/E-CRM that is a management and determination process based on technologic bases to come out. In this course it is possible to talk about some quality factors that web sites need to have, in terms of providing e-customer satisfaction and forming constant customers.

2. PROVIDING E-CUSTOMER SATISFACTION and the RELATIONSHIP of E-SERVICE QUALITY of WEB SITES

2.1. The Concepts of Electronic Customer Management (E-CRM) and E-Customer Satisfaction

The concept of E-CRM is defined as an approach based on web that combines job functions and target groups and makes the customer relationships contemporary. The companies that have successful E-CRM application create cheaper and more suitable opportunities for the customers in the stage of buying service and products. Thus they make their profits more and their customers more satisfied (Allen, Kania and Yeackel, 2002:247).

E-CRM applications have gained speed with the spread of the internet and that has caused the companies to apply it, too. In this point, the companies have created systems through which they could communicate with their customers directly and make it possible for the customers to act by themselves. The CRM

applications that are made in this way contain the integration of the electronic atmosphere to get the information like buying the product on the phone and watching the cargo position of the product that they bought. E-CRM applications are supported by the multi electronic channels that the customers could reach. For those applications directly permit the customers to accept, they have the feature in which the customer can join the applications personally (Bernett and Kuhn, 2002:92).

The analyses of E-CRM are a process in which the on-line customers' behaviour patterns are determined and analysed for the purpose of gaining and creating loyal customers. It is compulsory for the companies to combine the data that they get from each customer in the every point where they contact with them for the aim of reaching the data that E-CRM applications need and analysing the e-customers' behaviour patterns (Khosrow-Pour, 2004:211-212) and this process would bring the customer satisfaction together with itself. The researches on effective facts over creating customer satisfaction and forming loyal e-customer, has shown that service quality (e- service) that is given on-line, has great importance.

E-customer satisfaction is defined as a sentimental reaction towards the e-service experience. It is possible to meet with many researchers opinions in the literature who have made research on this subject. DeLone ve McLean (1992), states that the system and data quality of the e-service has come to a fore position in the satisfaction of the last user. System quality expresses the technical or engineering performance of e-service. That is determined by reaching the web sites easily and measuring the degree of interaction with the system. The data quality means the quality of the information that is provided by the e-service. Pitt, Watson and Kavan have joined the service quality to this model as another factor that can have an effect on the customer satisfaction. The evaluations of e-service quality contain the concepts of tangibility, reliability, responsiveness, assurance and empathy and it is known that e-service quality has a great effect on the customer satisfaction. (Rodgers, Negash and Suk, 2005:315). As to e-customer satisfaction, it may be defined as positive behaviours that have come out in the result of users' visiting the web sites and doing what they want easily. Even if the customers rarely buy on the internet, they may be regular customers when they meet with a great performance on the cyber markets that might help them develop positive manners (Sohn and Lee 2004:283).

In the E-CRM applications, some factors in terms of creating customer satisfaction and loyalty like customers' perception of security over on-line

applications, given physical advantages, and using easiness and reaching easiness, the degree of reaching easily, interactivity, the options of personification and adaptation, attract attention as e-service quality factors which are effective.

2.2. The Factors in the Web Sites That Form the Quality of E-Service

In the researches in relation to e-customer satisfaction and loyalty, there have happened some different findings that quality which is perceived three-dimensional has some effects over customers' satisfaction and loyalty. The researches show that the quality of system and service has an effect on e-customer satisfaction. When the customers are made satisfied with the e-service, the possibility for them to continue to get the service gets higher. The quality of information is not directly related to the e-customer satisfaction, but it has more effect on the e-customer loyalty. E-customer satisfaction for the customers who have more on-line experience are much more effected by the factors like the quality of the system and service that are needed for the quality of e-service. The findings gotten from the researches state that providing better service and access are needed to increase the degree of e-customer satisfaction and loyalty for the aim of keeping experienced customers in hand. As to satisfy the customers who have less on-line experience, the quality of information is less effective (Rodgers, Negash and Suk, 2005:327-328).

It is suggested that the companies focus on five key points to satisfy on-line customers. The first of those important points is to provide customer service high in quality. Especially company representatives should give the basic information to their customers and answer their questions with the e-business applications and the internet. They should understand their customers' specific needs and have the capacity to handle the problems which may occur, and deal with the customers' complaints with a friendly and sincere manner. As to second point, it is to carry out the service which has great importance for the company, to keep the records of customers without mistakes and to deliver the orders as soon as possible. Third key point in providing customer satisfaction is to provide their good aspects to their customers and to make the products of their own on-line server different from the competitor sites. The other two points are about the safety of web sites and its easiness to be used. The companies should form customer focused web sites that have needed menu options and process. The information and content given on the site about the product should be organized and formed in a good way and reaching that information should not be difficult for the customers. Besides,

the companies should make the customers feel safe when they enter their sites and leave their personal information (Yang and Peterson, 2004:814-815).

One of the models that is related to the definition of on-line service quality is Webb and Webb's B2C (2001) of which target is last users, are the works that they have developed the conceptual model of the factors that are effective on the perception of customers about the web sites. Two quality forms focused on at the model are service quality and information quality. The factors of the quality of service that may effect the service quality of B2C web site mentioned above are schemed in the figure 1.(Webb and Webb, 2004:431). As to the extents of the service quality that are served on the web sites and the contents they express are as how they are summarized mainly in the chart.

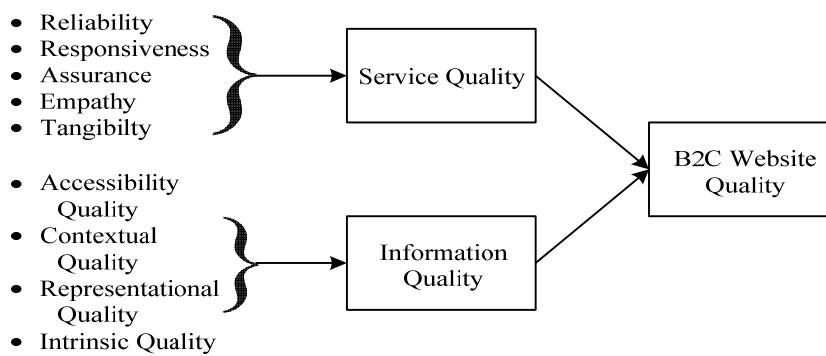


Figure 1: The qualities factors of B2C web sites
Resource: Webb and Webb, 2004:431

<i>E-Service Quality Factors</i>	<i>Contents</i>
Access	Web site is loaded easily and fast, found easily and there are different methods for the connection with the company.
Ease of Navigation	The operation of the site, going around on the site and reaching the information wanted are easy.
Efficiency	The site is organized very well and it is easy to reach the information that is needed.
Customization and Personalization	The site may be regulated according to the preferences of the visitors and adapted.

Security and Privacy	The personnel information is kept in secret and the operations are done by the servers.
Assurance and Trust	The prestige of the site is its image.
Price Knowledge	The comparison of the prices on the site for different brands should be done and the cargo loan should be stated on the site clearly.
Site Aesthetics	The site should be designed in a way that there won't be any difficulty to be loaded and the balance of the text and the graphic should be made perfectly.
Reliability	The site should be used consistently and its records should be reliable.
Flexibility	The site should give selections to the customers. (paying options, the conditions of cargo and refund and the trace of the cargo)

Table 1: E-Service Quality Factors
Resource: Albert, Sanders, 2003: 39

3. The RESEARCH on the ONLINE (CLOTHING) SHOPPING SITES

3.1 The Model and Method of the Research

The descriptive research model is used in this study. The purpose of descriptive research model is to determine the problems in hand and the conditions about them and find the answer of the question of what the condition is. In the descriptive research, it is important to portrait the concept clearly and to be able to reach the synthesis of the fact (Karakaya, Ay, 2007: 58). In the analyses of on-line shopping sites, the method of comparative web sites analyses that Gibson and Ward (2000) have explained in their article of "A Proposed Methodology for Studying the Function and Effectiveness of Party and Candidate Web Sites" and Gibson, Margolis, Resnick and Ward have used in their study of "Election Campaigning On The WWW In The US And The UK: A Comparative Analysis" has been based on. In the research of the web sites in the analyses concept, the features of function and service have been based on and the method of comparative web sites analyses has been carried out (Gibson, Margolis, Resnick, 2003: 68-70).

3.3 The Exemplification of the Research

On-line clothing shopping sites that make the exemplification of the research have been selected considering their places in first 500 sites in Turkey according to the results of monthly traffic evaluation done by Alexa. Thus, the first five of on-line

clothing shopping sites have been examined. According to the order done by Alexa, They are Trendyol (62), Markafoni(63), Limango(159),Morhipho(162), 1v1y (235).

3.4 The Limitations of the Research

Especially having some parts left for the researchers to determine especially in forming sub-criteria about functional features in comparative web analysing method causes the method to have subjective quality and this feature brings the limitation that comes from the system itself out, too.

3.5 The Findings of the Research

In the analysis that has been made for determining its all functional features, the site that has gotten the highest points in terms of providing information to the users has been Markafoni. It is important for the web site to give the enough and right information in terms of content quality and accuracy for providing customer satisfaction. When Markafoni is examined in this context, it is seen that customer support service information that is very important is being given in every level and it is possible for the customers to have on-line access with the customer service. Besides that, it is also seen that the privacy agreement which has importance in terms of on-line procedures together with the security certificate information that the site uses and explanations that is about the site's operational process are given in details, too. It is seen that special opportunities private for the members in terms of information transfer on all web sites analysed are given. It is also discovered that extra information like fashion news or the preferences of the well-known people is also presented on the sites of Markafoni, Limango and 1v1y.

	<i>Information provision</i>	<i>Security</i>	<i>Networking Internal-External</i>	<i>Interactivity</i>	<i>Campaign</i>
Markafoni	31	5	1-1	12	2
Trendyol	27	5	1-1	14	4
1v1y	30	4	1-1	13	3
Morhipo	25	5	1-0	12	4
Limango	25	4	1-1	11	3

Mean	27,6	4,6	1-0,8	12,4	3,2
Numerical value	0-35	0-7	(0-5) – (0-10)	0-n	0-5

Table 2: The Function Characteristics of Web Sites

The security forms an important category in terms of providing the e-customer satisfaction in on-line shopping in the content of all functional features. In the research, it is seen that all web sites have gotten high points in terms of their security features. Markafoni, Trendyol and Morhipo have been seen as the sites that have gotten the highest points in this category. It has been discovered that no sites have had the feature of blocking the operation in this category when the wrong password which has the importance in terms of security is entered. Besides that no signs/warnings have been seen about user's having made a safe exit from his account in the web sites of Limango, Trendyol ve Markafoni. It has been seen that in all sites related to the research in terms of the quality of internal communication, there are connection with the other commercial sites like social nets, banks etc. social social nets. Only in Morhipo's web site, no external communication links have been seen. In this concept, it has been discovered that no web sites examined in this research have links with the the web sites that have not got commercial references. Interactivity has been shown as an important criterion in terms of e-customer satisfaction because of the internet's nature. In this concept, Trendyol one of the sites in the research has gotten the highest score. It is seen that there has been a link in all web sites with the institutional blogs and social nets. In the sites of Trendyol and Markafoni, the opportunity of having communication with the on-line customer representative has been provided. In the concept of feedback index, the criterion of membership cancellation hasn't been seen in Limango and Morhipo web sites. Besides those it has been also discovered that in no web sites included to the research, there haven't been any places where it can be possible to have communications with the members of other sites. In the concept of campaigns, Trendyol and Morhipo have gotten the highest points. Additionally, there have been iphone, ipad, android processors and download processes that could provide short-cut access for desktop and tablet in Limango and Trendyol web sites.

	<i>Görsellik</i>	<i>Erişilebilirlik</i>	<i>Gezilebilirlik</i>	<i>Güncellik</i>
Markafoni	6	4	3	6
Trendyol	2	4	3	6
1v1y	4	4	5	6
Morhipo	4	4	5	6
Limango	2	4	4	6
Mean	3,6	4	4	6
Numerical value	0-6	0-6	0-6	0-6

Table 3: The Delivery Characteristics of Web Sites

When the server properties are examined, all web sites are updated daily in terms of their on-line process properties when considered and all of the web sites are in the first places in google. While Markafoni has gotten the highest points in terms of visuality factor, Limango and Trendyol have gotten the lowest points. It is seen that Markafoni has the properties of activity, sound, video and animations on its site on the web. While in terms of reachability, access is provided in all sites included into the research through the 3G, they don't have the translation ability for foreign languages and options for the people who have vision defects. In terms of the qualities of wandering ability that shows its ease of using, it is seen that there haven't been any site maps except 1v1y. In this concept, it is understood that 1v1y and Morhipo don't have the properties of searcher. Additionally, it has been learnt that all web sites in the research have the traces for wandering that may give ease of using to the users and fast access menu that will make the user do the on-line operation easily

4. CONCLUSION

A customer may have some expectations to feel satisfied when he enters on-line shopping sites. Those may be expressed as comparing different brands' prices and features, reaching the information about the product/service, being able to finish

the shopping process without problems etc. To provide customer satisfaction, people want their personal data kept secured by the sites. After having finished the buying process, they also want on-line trace opportunity through the order trace system. At the same time, when they have any problems about the product/service, they want a customer representative whom they could often reach on-line or on the phone to connect with. To create customer constancy for the shopping sites that can not meet those expectations is impossible. As a result of the examination of the web sites in the research, we can say that tracing on-line process, paying options, fast access, following the process easily are very important for customer satisfaction. Additionally, customer support information and the line of on-line customer support information service are considered as the factors that determine e-service quality, too.

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