

E-service Quality and Customer Loyalty – An Empirical study from the Indian Context

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Abstract:

The main intention of the research is to study about the relationship between quality of e-service and loyalty of customers towards online store. E-service quality of the research was studied about the information security and confidentiality and website performance. Nowadays, online purchase has become routine activity in everyone lives and there are many factors influencing online purchase namely e-service quality and loyalty. From the outcomes of the research, it was obvious that there is relationship between e-service quality and loyalty towards online store. It was also noticed that there is correlation between information security and confidentiality and loyalty towards online stores. Apart from these, there is correlation between website performance and loyalty towards online stores. It was evident from the analysis that relationship between informational security and confidentiality, website performance strengthened the loyalty of the customer towards online stores.

Keywords: *E-service quality, loyalty, informational security and confidentiality, website performance, online stores.*

1. Introduction:

Fast growth of information technology resulted in cultural shift. Consumers began purchasing through electronic commerce instead of physical shops. Additionally, physical stores were tried to acquire a competitive advantage by adopting online shopping for interact with consumers (Wang et al, 2016, Mutum et al, 2014). To expand trust in online stores, consumers are promoted for adopting online purchasing. Loyal consumers develop lasting profits and revenue for business and minimize the amount linked with acquiring novel consumers (Thaichon et al, 2014 and Yang et al, 2015). For attracting consumers to retain, firms required to make them satisfied by giving most attractive offers and services that could be accomplished through service of high quality (Shan et al, 2012). Thus firms need to develop strategies for compensating for deficient services and remove their restrictions so

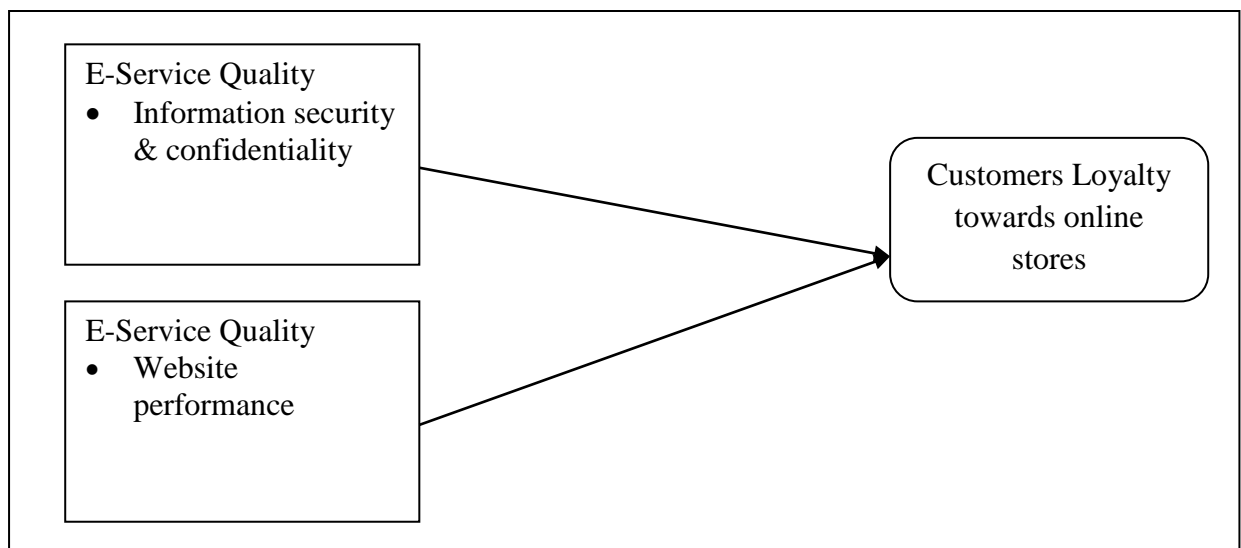
that regardless of receiving poor delivery on few cases, consumers retain with firm. Service quality results in satisfaction of customers and that would leads to repeat business and loyalty (Shafiee et al, 2014, Sur, 2015).

2. Literature Review:

Blut (2016) mentioned that strong association of the dimensions of e-service quality for building the view of overall quality of e-service. Design of the website has huge effect on quality of e-service whereas service of customer has minimal effect. In this research, fulfillment had best effect on quality of e-service. Design of the website and privacy or security had same effect towards quality of e-service (Rita et al, 2019). On the other hand, it was noticed that security was not related to overall quality of e-service (Blut, 2015). Satisfaction of customer and intentions to repurchase was maximized to provide best quality of service. When consumers are fulfilled with goods they purchase, they intend to buy repeatedly from same shop. It was clear that there is optimistic association between satisfaction of customer and intentions to repurchase (Kitapci et al, 2014, Blut et al, 2015 and Pham and Ahammad, 2017). Privacy or security deals with security of payments in credit card and shared information privacy. Website has to highlight security and assure for increasing the credibility of website and quality of service (Wang et al, 2015). It was indicated there is efficient website have to feature security and privacy (Fortes and Rita, 2016). Security and privacy of the website are significant for assessing the quality of service towards online stores (Wang et al, 2016).

2.2 Conceptual Framework:

The following figure illustrates the conceptual framework for the factors driving e-service quality towards customers' loyalty in online stores.



Hypotheses of the Research:

Hypotheses of the research are as follows:

1. Null hypothesis: There is no relationship between e-service quality and customer loyalty towards online stores

Alternate hypothesis: There is relationship between e-service quality and customer loyalty towards online stores

- There is relationship between information security & confidentiality and customer loyalty towards online stores
- There is relationship between website performance and customer loyalty towards online stores

2. Null hypothesis: There is no relationship between the Information security & confidentiality, website performance and loyalty towards online stores

Alternate hypothesis: There is a relationship between the Information security & confidentiality, website performance and loyalty towards online stores

3. Research Methodology:

The main intention of the research is to examine about relationship between e-service quality and loyalty towards online stores. Positivism paradigm was adopted in this research for verifying the hypothesis of the research. It verifies the relationship between information security and confidentiality, website performance and customer loyalty towards online stores. It was appropriate since the research adopted quantitative type of approach to determine the loyalty of customer for online stores. In addition to that, positivism paradigm was used since it would be helpful to measure facts and events as data. Design of the research plays a vital part in carrying out the investigation. Descriptive design was adopted as the research design to gather and present evidence or facts with the help of charts and graphs. It helps for quantitative approach to produce numerical results thus descriptive design was appropriate to be used for acquiring numerical results. Sample size of the research is 250 respondents for assessing the factors influencing e-service quality and loyalty of customers in online stores. Sampling is randomly selected from huge inhabitants based on opportunity and it comes under probability sampling. This particular research adopted the simple random sampling. Data plays a major role in conducting the investigation. It could be collected in two ways namely primary data and secondary data. Primary data are selected from the respondents. Survey was carried out among respondents to understand the relationship between e-service

quality (information security and confidentiality, website performance) and loyalty towards online stores. Secondary data were acquired from existing resources like articles, magazines, internet sources, books, publications from company, government and so on. After collecting the data, it was analyzed with the help of statistical tools. This research makes use of Anova test, regression analysis and SPSS. Validation of the research for quantitative research is validated by reliability and validity. This research is valid and reliable since findings of this research are consistent with prior results. Ethics plays a vital role in carrying out the research. This research followed ethical rules strictly. Data collected in this particular research are used only for academic purposes.

3.2 Reliability and Validity:

3.2.1 Mean median mode and standard deviation:

| | N | | Mean | Median | Mode | Std. Deviation |
|------------------|-------|---------|--------|--------|-------------------|----------------|
| | Valid | Missing | | | | |
| Age | 250 | 0 | 128.08 | 127.50 | 1.00 ^a | 74.36 |
| Gender | 250 | 0 | 21.65 | 22.00 | 22.00 | 2.15 |
| Educated | 250 | 0 | 1.24 | 1.00 | 1.00 | 0.43 |
| Highesteducation | 250 | 0 | 1.07 | 1.00 | 1.00 | 0.25 |
| Occupation | 250 | 0 | 2.21 | 2.00 | 2.00 | 1.00 |
| Income | 250 | 0 | 3.59 | 4.00 | 3.00 | 1.40 |
| Onlinepurchase | 250 | 0 | 2.91 | 3.00 | 3.00 | 0.87 |
| Frequenntos | 250 | 0 | 2.28 | 2.00 | 2.00 | 1.21 |
| ISC1 | 250 | 0 | 3.70 | 4.00 | 4.00 | 1.14 |
| ISC2 | 250 | 0 | 2.76 | 3.00 | 2.00 | 0.84 |
| ISC3 | 250 | 0 | 2.85 | 3.00 | 2.00 | 0.90 |
| ISC4 | 250 | 0 | 2.72 | 3.00 | 2.00 | 0.89 |
| WP1 | 250 | 0 | 3.05 | 3.00 | 4.00 | 0.89 |
| WP2 | 250 | 0 | 2.86 | 3.00 | 3.00 | 0.76 |
| WP3 | 250 | 0 | 2.68 | 2.00 | 2.00 | 0.98 |
| WP4 | 250 | 0 | 3.26 | 3.50 | 4.00 | 0.93 |

| | | | | | | |
|-----------|-----|---|------|------|-------------------|------|
| Loyalty1 | 250 | 0 | 2.58 | 2.00 | 2.00 | 1.03 |
| Loyalty2 | 250 | 0 | 2.72 | 2.00 | 2.00 | 1.02 |
| Loyalty3 | 250 | 0 | 2.83 | 2.80 | 2.50 ^a | 0.79 |
| Loyalty4 | 250 | 0 | 4.02 | 4.00 | 4.00 | 0.73 |
| Loyalty5 | 250 | 0 | 3.98 | 4.00 | 4.00 | 0.72 |
| Loyalty6 | 250 | 0 | 3.97 | 4.00 | 4.00 | 0.74 |
| Satisfied | 250 | 0 | 3.96 | 4.00 | 4.00 | 0.72 |

Table 1: Mean, median, mode and standard deviation

Above table depicts mean, median, mode and standard deviation of constructs. Mean value for age is 128.08. Median value for age is 127.50. Mode value for age is 1.00. Standard deviation for age is 74.36. Mean value for gender is 21.65. Median value for gender is 22.00. Mode value for gender is 22.00. Standard deviation value for gender is 2.15. Mean value for educated is 1.24. Median value for educated is 1.00. Mode value for educated is 1.00. Standard deviation for educated is 0.43. Mean value for highest education is 1.07. Median value for highest education is 1.00. Mode value for highest education is 1.00. Standard deviation value for highest education is 0.25. Mean value for occupation is 2.21. Median value for occupation is 2.00. Mode value for occupation is 2.00. Standard deviation for occupation is 1.00. Mean value for income is 3.59. Median value for income is 3.00. Mode value for income is 3.00. Standard deviation value for income is 1.40. Mean value for online purchase is 2.91. Median value for online purchase is 3.00. Mode value for online purchase is 3.00. Standard deviation for online purchase is 0.87. Mean value for frequenntos is 2.28. Median value for frequenntos is 2.00. Mode value for frequenntos is 2.00. Standard deviation value for frequenntos is 1.21. .

Mean value for ISC1 is 3.70. Median value for ISC1 is 4.00. Mode value for ISC1 is 4.00. Standard deviation for ISC1 is 1.14. Mean value for ISC2 is 2.76. Median value for ISC2 is 3.00. Mode value for ISC2 is 2.00. Standard deviation value for ISC2 is 0.84. Mean value for ISC3 is 2.85. Median value for ISC3 is 3.00. Mode value for ISC3 is 2.00. Standard deviation for ISC3 is 0.90. Mean value for ISC4 is 3.05. Median value for ISC4 is 3.00. Mode value for ISC4 is 2.00. Standard deviation value for ISC4 is 0.89. Mean value for WP1 is 3.05. Median value for WP1 is 3.00. Mode value for WP1 is 4.00. Standard deviation for WP1 is 0.89. Mean value for WP2 is 2.86. Median value for WP2 is 3.00. Mode value for WP2 is 3.00. Standard deviation value for WP2 is 0.76. Mean value for WP3 is 2.68. Median value for

WP3 is 2.00. Mode value for WP3 is 2.00. Standard deviation for WP3 is 0.98. Mean value for WP4 is 3.26. Median value for WP4 is 3.50. Mode value for WP4 is 4.00. Standard deviation value for WP4 is 0.93. Mean value for loyalty1 is 2.58. Median value for loyalty1 is 2.00. Mode value for loyalty1 is 2.00. Standard deviation for loyalty1 is 1.03. Mean value for loyalty2 is 2.72. Median value for loyalty2 is 2.00. Mode value for loyalty2 is 2.00. Standard deviation value for loyalty2 is 1.02. Mean value for loyalty3 is 2.83. Median value for loyalty3 is 2.80. Mode value for loyalty3 is 2.50. Standard deviation for loyalty3 is 0.79. Mean value for loyalty4 is 4.02. Median value for loyalty4 is 4.00. Mode value for loyalty4 is 4.00. Standard deviation value for loyalty4 is 0.73. Mean value for loyalty5 is 3.98. Median value for loyalty5 is 4.00. Mode value for loyalty5 is 4.00. Standard deviation for loyalty5 is 0.72. Mean value for loyalty6 is 3.97. Median value for loyalty6 is 4.00. Mode value for loyalty6 is 4.00. Standard deviation value for loyalty6 is 0.74. Mean value for satisfied is 3.96. Median value for satisfied is 4.00. Mode value for satisfied is 4.00. Standard deviation for satisfied is 0.72.

3.2.2 FREQUENCY

| Age | | | | |
|--------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Below 20 | 1 | .4 | .4 | .4 |
| 20-30 | 1 | .4 | .4 | .8 |
| 30-40 | 1 | .4 | .4 | 1.2 |
| 40 and above | 1 | .4 | .4 | 1.6 |
| 5.00 | 1 | .4 | .4 | 2.0 |
| 6.00 | 1 | .4 | .4 | 2.4 |
| 7.00 | 1 | .4 | .4 | 2.8 |
| 8.00 | 1 | .4 | .4 | 3.2 |
| Valid 9.00 | 1 | .4 | .4 | 3.6 |
| 10.00 | 1 | .4 | .4 | 4.0 |
| 11.00 | 1 | .4 | .4 | 4.4 |
| 12.00 | 1 | .4 | .4 | 4.8 |
| 13.00 | 1 | .4 | .4 | 5.2 |
| 14.00 | 1 | .4 | .4 | 5.6 |
| 15.00 | 1 | .4 | .4 | 6.0 |
| 16.00 | 1 | .4 | .4 | 6.4 |
| 17.00 | 1 | .4 | .4 | 6.8 |

| | | | | |
|-------|---|----|----|------|
| 18.00 | 1 | .4 | .4 | 7.2 |
| 19.00 | 1 | .4 | .4 | 7.6 |
| 20.00 | 1 | .4 | .4 | 8.0 |
| 21.00 | 1 | .4 | .4 | 8.4 |
| 22.00 | 1 | .4 | .4 | 8.8 |
| 23.00 | 1 | .4 | .4 | 9.2 |
| 24.00 | 1 | .4 | .4 | 9.6 |
| 25.00 | 1 | .4 | .4 | 10.0 |
| 26.00 | 1 | .4 | .4 | 10.4 |
| 27.00 | 1 | .4 | .4 | 10.8 |
| 28.00 | 1 | .4 | .4 | 11.2 |
| 29.00 | 1 | .4 | .4 | 11.6 |
| 30.00 | 1 | .4 | .4 | 12.0 |
| 31.00 | 1 | .4 | .4 | 12.4 |
| 32.00 | 1 | .4 | .4 | 12.8 |
| 33.00 | 1 | .4 | .4 | 13.2 |
| 34.00 | 1 | .4 | .4 | 13.6 |
| 35.00 | 1 | .4 | .4 | 14.0 |
| 36.00 | 1 | .4 | .4 | 14.4 |
| 37.00 | 1 | .4 | .4 | 14.8 |
| 38.00 | 1 | .4 | .4 | 15.2 |
| 39.00 | 1 | .4 | .4 | 15.6 |
| 40.00 | 1 | .4 | .4 | 16.0 |
| 41.00 | 1 | .4 | .4 | 16.4 |
| 42.00 | 1 | .4 | .4 | 16.8 |
| 43.00 | 1 | .4 | .4 | 17.2 |
| 44.00 | 1 | .4 | .4 | 17.6 |
| 45.00 | 1 | .4 | .4 | 18.0 |
| 46.00 | 1 | .4 | .4 | 18.4 |
| 47.00 | 1 | .4 | .4 | 18.8 |
| 48.00 | 1 | .4 | .4 | 19.2 |
| 49.00 | 1 | .4 | .4 | 19.6 |
| 50.00 | 1 | .4 | .4 | 20.0 |
| 51.00 | 1 | .4 | .4 | 20.4 |
| 53.00 | 1 | .4 | .4 | 20.8 |
| 54.00 | 1 | .4 | .4 | 21.2 |
| 55.00 | 1 | .4 | .4 | 21.6 |
| 56.00 | 1 | .4 | .4 | 22.0 |

| | | | | |
|-------|---|----|----|------|
| 57.00 | 1 | .4 | .4 | 22.4 |
| 58.00 | 1 | .4 | .4 | 22.8 |
| 59.00 | 1 | .4 | .4 | 23.2 |
| 60.00 | 1 | .4 | .4 | 23.6 |
| 61.00 | 1 | .4 | .4 | 24.0 |
| 62.00 | 1 | .4 | .4 | 24.4 |
| 63.00 | 1 | .4 | .4 | 24.8 |
| 64.00 | 1 | .4 | .4 | 25.2 |
| 65.00 | 1 | .4 | .4 | 25.6 |
| 66.00 | 1 | .4 | .4 | 26.0 |
| 67.00 | 1 | .4 | .4 | 26.4 |
| 68.00 | 1 | .4 | .4 | 26.8 |
| 69.00 | 1 | .4 | .4 | 27.2 |
| 70.00 | 1 | .4 | .4 | 27.6 |
| 71.00 | 1 | .4 | .4 | 28.0 |
| 72.00 | 1 | .4 | .4 | 28.4 |
| 73.00 | 1 | .4 | .4 | 28.8 |
| 74.00 | 1 | .4 | .4 | 29.2 |
| 75.00 | 1 | .4 | .4 | 29.6 |
| 76.00 | 1 | .4 | .4 | 30.0 |
| 77.00 | 1 | .4 | .4 | 30.4 |
| 78.00 | 1 | .4 | .4 | 30.8 |
| 79.00 | 1 | .4 | .4 | 31.2 |
| 80.00 | 1 | .4 | .4 | 31.6 |
| 81.00 | 1 | .4 | .4 | 32.0 |
| 82.00 | 1 | .4 | .4 | 32.4 |
| 83.00 | 1 | .4 | .4 | 32.8 |
| 84.00 | 1 | .4 | .4 | 33.2 |
| 85.00 | 1 | .4 | .4 | 33.6 |
| 86.00 | 1 | .4 | .4 | 34.0 |
| 87.00 | 1 | .4 | .4 | 34.4 |
| 88.00 | 1 | .4 | .4 | 34.8 |
| 89.00 | 1 | .4 | .4 | 35.2 |
| 90.00 | 1 | .4 | .4 | 35.6 |
| 91.00 | 1 | .4 | .4 | 36.0 |
| 92.00 | 1 | .4 | .4 | 36.4 |
| 93.00 | 1 | .4 | .4 | 36.8 |
| 94.00 | 1 | .4 | .4 | 37.2 |

| | | | | |
|--------|---|----|----|------|
| 95.00 | 1 | .4 | .4 | 37.6 |
| 96.00 | 1 | .4 | .4 | 38.0 |
| 98.00 | 1 | .4 | .4 | 38.4 |
| 99.00 | 1 | .4 | .4 | 38.8 |
| 100.00 | 1 | .4 | .4 | 39.2 |
| 101.00 | 1 | .4 | .4 | 39.6 |
| 102.00 | 1 | .4 | .4 | 40.0 |
| 103.00 | 1 | .4 | .4 | 40.4 |
| 104.00 | 1 | .4 | .4 | 40.8 |
| 105.00 | 1 | .4 | .4 | 41.2 |
| 106.00 | 1 | .4 | .4 | 41.6 |
| 107.00 | 1 | .4 | .4 | 42.0 |
| 108.00 | 1 | .4 | .4 | 42.4 |
| 109.00 | 1 | .4 | .4 | 42.8 |
| 110.00 | 1 | .4 | .4 | 43.2 |
| 111.00 | 1 | .4 | .4 | 43.6 |
| 112.00 | 1 | .4 | .4 | 44.0 |
| 113.00 | 1 | .4 | .4 | 44.4 |
| 114.00 | 1 | .4 | .4 | 44.8 |
| 115.00 | 1 | .4 | .4 | 45.2 |
| 116.00 | 1 | .4 | .4 | 45.6 |
| 117.00 | 1 | .4 | .4 | 46.0 |
| 118.00 | 1 | .4 | .4 | 46.4 |
| 119.00 | 1 | .4 | .4 | 46.8 |
| 120.00 | 1 | .4 | .4 | 47.2 |
| 121.00 | 1 | .4 | .4 | 47.6 |
| 122.00 | 1 | .4 | .4 | 48.0 |
| 123.00 | 1 | .4 | .4 | 48.4 |
| 124.00 | 1 | .4 | .4 | 48.8 |
| 125.00 | 1 | .4 | .4 | 49.2 |
| 126.00 | 1 | .4 | .4 | 49.6 |
| 127.00 | 1 | .4 | .4 | 50.0 |
| 128.00 | 1 | .4 | .4 | 50.4 |
| 129.00 | 1 | .4 | .4 | 50.8 |
| 130.00 | 1 | .4 | .4 | 51.2 |
| 131.00 | 1 | .4 | .4 | 51.6 |
| 132.00 | 1 | .4 | .4 | 52.0 |
| 133.00 | 1 | .4 | .4 | 52.4 |

| | | | | |
|--------|---|----|----|------|
| 134.00 | 1 | .4 | .4 | 52.8 |
| 135.00 | 1 | .4 | .4 | 53.2 |
| 136.00 | 1 | .4 | .4 | 53.6 |
| 137.00 | 1 | .4 | .4 | 54.0 |
| 138.00 | 1 | .4 | .4 | 54.4 |
| 139.00 | 1 | .4 | .4 | 54.8 |
| 140.00 | 1 | .4 | .4 | 55.2 |
| 141.00 | 1 | .4 | .4 | 55.6 |
| 143.00 | 1 | .4 | .4 | 56.0 |
| 144.00 | 1 | .4 | .4 | 56.4 |
| 145.00 | 1 | .4 | .4 | 56.8 |
| 146.00 | 1 | .4 | .4 | 57.2 |
| 147.00 | 1 | .4 | .4 | 57.6 |
| 148.00 | 1 | .4 | .4 | 58.0 |
| 149.00 | 1 | .4 | .4 | 58.4 |
| 150.00 | 1 | .4 | .4 | 58.8 |
| 151.00 | 1 | .4 | .4 | 59.2 |
| 152.00 | 1 | .4 | .4 | 59.6 |
| 153.00 | 1 | .4 | .4 | 60.0 |
| 154.00 | 1 | .4 | .4 | 60.4 |
| 155.00 | 1 | .4 | .4 | 60.8 |
| 156.00 | 1 | .4 | .4 | 61.2 |
| 157.00 | 1 | .4 | .4 | 61.6 |
| 158.00 | 1 | .4 | .4 | 62.0 |
| 159.00 | 1 | .4 | .4 | 62.4 |
| 160.00 | 1 | .4 | .4 | 62.8 |
| 161.00 | 1 | .4 | .4 | 63.2 |
| 162.00 | 1 | .4 | .4 | 63.6 |
| 163.00 | 1 | .4 | .4 | 64.0 |
| 164.00 | 1 | .4 | .4 | 64.4 |
| 165.00 | 1 | .4 | .4 | 64.8 |
| 166.00 | 1 | .4 | .4 | 65.2 |
| 167.00 | 1 | .4 | .4 | 65.6 |
| 168.00 | 1 | .4 | .4 | 66.0 |
| 169.00 | 1 | .4 | .4 | 66.4 |
| 170.00 | 1 | .4 | .4 | 66.8 |
| 171.00 | 1 | .4 | .4 | 67.2 |
| 173.00 | 1 | .4 | .4 | 67.6 |

| | | | | |
|--------|---|----|----|------|
| 174.00 | 1 | .4 | .4 | 68.0 |
| 175.00 | 1 | .4 | .4 | 68.4 |
| 176.00 | 1 | .4 | .4 | 68.8 |
| 177.00 | 1 | .4 | .4 | 69.2 |
| 178.00 | 1 | .4 | .4 | 69.6 |
| 179.00 | 1 | .4 | .4 | 70.0 |
| 180.00 | 1 | .4 | .4 | 70.4 |
| 181.00 | 1 | .4 | .4 | 70.8 |
| 182.00 | 1 | .4 | .4 | 71.2 |
| 183.00 | 1 | .4 | .4 | 71.6 |
| 184.00 | 1 | .4 | .4 | 72.0 |
| 185.00 | 1 | .4 | .4 | 72.4 |
| 186.00 | 1 | .4 | .4 | 72.8 |
| 188.00 | 1 | .4 | .4 | 73.2 |
| 189.00 | 1 | .4 | .4 | 73.6 |
| 190.00 | 1 | .4 | .4 | 74.0 |
| 191.00 | 1 | .4 | .4 | 74.4 |
| 192.00 | 1 | .4 | .4 | 74.8 |
| 193.00 | 1 | .4 | .4 | 75.2 |
| 194.00 | 1 | .4 | .4 | 75.6 |
| 195.00 | 1 | .4 | .4 | 76.0 |
| 196.00 | 1 | .4 | .4 | 76.4 |
| 197.00 | 1 | .4 | .4 | 76.8 |
| 198.00 | 1 | .4 | .4 | 77.2 |
| 199.00 | 1 | .4 | .4 | 77.6 |
| 200.00 | 1 | .4 | .4 | 78.0 |
| 201.00 | 1 | .4 | .4 | 78.4 |
| 202.00 | 1 | .4 | .4 | 78.8 |
| 203.00 | 1 | .4 | .4 | 79.2 |
| 204.00 | 1 | .4 | .4 | 79.6 |
| 205.00 | 1 | .4 | .4 | 80.0 |
| 206.00 | 1 | .4 | .4 | 80.4 |
| 207.00 | 1 | .4 | .4 | 80.8 |
| 208.00 | 1 | .4 | .4 | 81.2 |
| 209.00 | 1 | .4 | .4 | 81.6 |
| 210.00 | 1 | .4 | .4 | 82.0 |
| 211.00 | 1 | .4 | .4 | 82.4 |
| 212.00 | 1 | .4 | .4 | 82.8 |

| | | | | |
|--------|---|----|----|------|
| 213.00 | 1 | .4 | .4 | 83.2 |
| 214.00 | 1 | .4 | .4 | 83.6 |
| 215.00 | 1 | .4 | .4 | 84.0 |
| 216.00 | 1 | .4 | .4 | 84.4 |
| 217.00 | 1 | .4 | .4 | 84.8 |
| 218.00 | 1 | .4 | .4 | 85.2 |
| 219.00 | 1 | .4 | .4 | 85.6 |
| 220.00 | 1 | .4 | .4 | 86.0 |
| 221.00 | 1 | .4 | .4 | 86.4 |
| 222.00 | 1 | .4 | .4 | 86.8 |
| 223.00 | 1 | .4 | .4 | 87.2 |
| 224.00 | 1 | .4 | .4 | 87.6 |
| 225.00 | 1 | .4 | .4 | 88.0 |
| 226.00 | 1 | .4 | .4 | 88.4 |
| 227.00 | 1 | .4 | .4 | 88.8 |
| 228.00 | 1 | .4 | .4 | 89.2 |
| 229.00 | 1 | .4 | .4 | 89.6 |
| 230.00 | 1 | .4 | .4 | 90.0 |
| 231.00 | 1 | .4 | .4 | 90.4 |
| 233.00 | 1 | .4 | .4 | 90.8 |
| 234.00 | 1 | .4 | .4 | 91.2 |
| 235.00 | 1 | .4 | .4 | 91.6 |
| 236.00 | 1 | .4 | .4 | 92.0 |
| 237.00 | 1 | .4 | .4 | 92.4 |
| 238.00 | 1 | .4 | .4 | 92.8 |
| 239.00 | 1 | .4 | .4 | 93.2 |
| 240.00 | 1 | .4 | .4 | 93.6 |
| 241.00 | 1 | .4 | .4 | 94.0 |
| 242.00 | 1 | .4 | .4 | 94.4 |
| 243.00 | 1 | .4 | .4 | 94.8 |
| 244.00 | 1 | .4 | .4 | 95.2 |
| 245.00 | 1 | .4 | .4 | 95.6 |
| 246.00 | 1 | .4 | .4 | 96.0 |
| 247.00 | 1 | .4 | .4 | 96.4 |
| 248.00 | 1 | .4 | .4 | 96.8 |
| 249.00 | 1 | .4 | .4 | 97.2 |
| 251.00 | 1 | .4 | .4 | 97.6 |
| 252.00 | 1 | .4 | .4 | 98.0 |

| | | | | |
|--------|-----|-------|-------|-------|
| 253.00 | 1 | .4 | .4 | 98.4 |
| 254.00 | 1 | .4 | .4 | 98.8 |
| 255.00 | 1 | .4 | .4 | 99.2 |
| 256.00 | 1 | .4 | .4 | 99.6 |
| 257.00 | 1 | .4 | .4 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 2: Frequency of age

Table 2 depicts frequency of age

| Gender | | | | |
|-------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 17.00 | 3 | 1.2 | 1.2 | 1.2 |
| 18.00 | 16 | 6.4 | 6.4 | 7.6 |
| 19.00 | 16 | 6.4 | 6.4 | 14.0 |
| 20.00 | 33 | 13.2 | 13.2 | 27.2 |
| 21.00 | 39 | 15.6 | 15.6 | 42.8 |
| 22.00 | 69 | 27.6 | 27.6 | 70.4 |
| 23.00 | 42 | 16.8 | 16.8 | 87.2 |
| Valid 24.00 | 20 | 8.0 | 8.0 | 95.2 |
| 25.00 | 4 | 1.6 | 1.6 | 96.8 |
| 26.00 | 4 | 1.6 | 1.6 | 98.4 |
| 28.00 | 1 | .4 | .4 | 98.8 |
| 29.00 | 1 | .4 | .4 | 99.2 |
| 31.00 | 1 | .4 | .4 | 99.6 |
| 34.00 | 1 | .4 | .4 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 3: Frequency of gender

Table 3 depicts frequency of gender.

| Educated | | | | |
|-----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid Yes | 189 | 75.6 | 75.6 | 75.6 |
| No | 61 | 24.4 | 24.4 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 4: Frequency of Educated

Table 4 depicts frequency of educated. 75.6 percent of the respondents were educated and remaining 24.4 percent of the respondents were not educated.

| Highest education | | | | |
|-------------------|-------------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | High school | 233 | 93.2 | 93.2 |
| | Diploma | 17 | 6.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 |

Table 5: Frequency of Highest education

Table 5 illustrates frequency of highest education. Majority of the respondents (93.2) percent have completed their high school. 6.8 percent of the respondents have completed their diploma.

| Occupation | | | | |
|------------|---------------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | .00 | 7 | 2.8 | 2.8 |
| | Student | 38 | 15.2 | 18.0 |
| | Self employed | 122 | 48.8 | 66.8 |
| | Salaried | 70 | 28.0 | 94.8 |
| | Housewife | 10 | 4.0 | 98.8 |
| | Working | 2 | .8 | 99.6 |
| | 10.00 | 1 | .4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 |

Table 6: Frequency of occupation

Table 6 depicts frequency of occupation. 15.2 percent of the respondents were students. 48.8 percent of the respondents were self-employed. 28 percent of the respondents were salaried. 4 percent of the respondents were house wife. 8 percent of the respondents were working.

| Income | | | | |
|--------|--------------------------------------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Less than 200000 | 12 | 4.8 | 4.8 |
| | Between Rs. 200,000 to Rs. 500,000 | 49 | 19.6 | 24.4 |
| | Between Rs. 500,000 to Rs. 1,000,000 | 63 | 25.2 | 49.6 |

| | | | | |
|-------------------------|-----|-------|-------|-------|
| More than Rs. 1,000,000 | 57 | 22.8 | 22.8 | 72.4 |
| 5.00 | 50 | 20.0 | 20.0 | 92.4 |
| 6.00 | 12 | 4.8 | 4.8 | 97.2 |
| 7.00 | 7 | 2.8 | 2.8 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 7: Frequency of Income

Table 7 depicts frequency of income. 4.8 percent of the respondents income was less than 2, 00,000. 19.6 percent of the respondents' income was between Rs 2, 00,000 to Rs 5, 00,000. 25.2 percent of the respondents' income was between Rs 5, 00,000 to Rs 1,000,000. 22.8 percent of the respondents were above 1,000,000. 20 percent of the respondent' income was 5,000,000. 4.8 percent of the respondent income was 6,000,000. 2.8 percent of respondent income was 7,000,000.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| 0 – 6 months | 9 | 3.6 | 3.6 | 3.6 |
| 6 months – 1 year | 80 | 32.0 | 32.0 | 35.6 |
| Valid 1 – 3 years | 86 | 34.4 | 34.4 | 70.0 |
| 3 and above | 75 | 30.0 | 30.0 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 8: Frequency of Online Purchase

Table 8 depicts frequency of online purchase. 3.6 percent of the respondents made online purchase frequently within 0-6 months. 32 percent of the respondents made online purchase frequently within 6 months-1 year. 34.4 percent of the respondents made online purchase within 1-3 years. 30 percent of the respondents made online purchase within 3 years and above.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------------|-----------|---------|---------------|--------------------|
| Daily | 78 | 31.2 | 31.2 | 31.2 |
| More than two times in a week | 84 | 33.6 | 33.6 | 64.8 |
| Valid Once per week | 48 | 19.2 | 19.2 | 84.0 |
| Once per month | 20 | 8.0 | 8.0 | 92.0 |
| 5.00 | 20 | 8.0 | 8.0 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 9: Frequency of number of frequent purchases

Table 9 depicts frequency of number of frequency purchases. 31.2 percent of the respondents made online purchase daily. 33.6 percent of the respondents made online purchase more than times in a week. 19.2 percent of the respondents made online purchase once per week. 8 percent of the respondents made online purchase once per month.

| ISC1 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SD | 15 | 6.0 | 6.0 |
| | D | 20 | 8.0 | 14.0 |
| | N | 61 | 24.4 | 38.4 |
| | A | 82 | 32.8 | 71.2 |
| | SA | 72 | 28.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 |

Table 10: Frequency of ISC1

Table 10 depicts frequency of ISC1. It explains about standard deviation, deviation, n value, alpha value and standard alpha values.

| ISC2 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SD | 7 | 2.8 | 2.8 |
| | D | 101 | 40.4 | 43.2 |
| | N | 91 | 36.4 | 79.6 |
| | A | 47 | 18.8 | 98.4 |
| | SA | 4 | 1.6 | 100.0 |
| | Total | 250 | 100.0 | 100.0 |

Table 11: Frequency of ISC2

Table 11 illustrates frequency of ISC2. It explains about values, standard deviation, deviation, n value, alpha value and standard alpha values.

| ISC3 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SD | 9 | 3.6 | 3.6 |
| | D | 91 | 36.4 | 40.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| N | 84 | 33.6 | 33.6 | 73.6 |
| A | 61 | 24.4 | 24.4 | 98.0 |
| SA | 5 | 2.0 | 2.0 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 12: Frequency of ISC3

Table 12 illustrates frequency of ISC3. It explains about values, standard deviation, deviation, n value, alpha value and standard alpha values.

| ISC4 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 13 | 5.2 | 5.2 | 5.2 |
| D | 99 | 39.6 | 39.6 | 44.8 |
| N | 89 | 35.6 | 35.6 | 80.4 |
| A | 43 | 17.2 | 17.2 | 97.6 |
| SA | 6 | 2.4 | 2.4 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 13: Frequency of ISC4

Table 13 illustrates frequency of ISC4. It explains about values, standard deviation, deviation, n value, alpha value and standard alpha values.

| WP1 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 7 | 2.8 | 2.8 | 2.8 |
| D | 69 | 27.6 | 27.6 | 30.4 |
| N | 83 | 33.2 | 33.2 | 63.6 |
| A | 87 | 34.8 | 34.8 | 98.4 |
| SA | 4 | 1.6 | 1.6 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 14: Frequency of WP1

Table 14 illustrates frequency of WP1.

| WP2 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 5 | 2.0 | 2.0 | 2.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 1.30 | 2 | .8 | .8 | 2.8 |
| 1.50 | 1 | .4 | .4 | 3.2 |
| 1.80 | 4 | 1.6 | 1.6 | 4.8 |
| D | 48 | 19.2 | 19.2 | 24.0 |
| 2.30 | 13 | 5.2 | 5.2 | 29.2 |
| 2.50 | 26 | 10.4 | 10.4 | 39.6 |
| 2.80 | 14 | 5.6 | 5.6 | 45.2 |
| N | 53 | 21.2 | 21.2 | 66.4 |
| 3.30 | 28 | 11.2 | 11.2 | 77.6 |
| 3.50 | 19 | 7.6 | 7.6 | 85.2 |
| 3.80 | 9 | 3.6 | 3.6 | 88.8 |
| A | 23 | 9.2 | 9.2 | 98.0 |
| 4.30 | 1 | .4 | .4 | 98.4 |
| 4.80 | 1 | .4 | .4 | 98.8 |
| SA | 3 | 1.2 | 1.2 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 15: Frequency of WP2

Table 15 depicts frequency of WP2.

| WP3 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| SD | 22 | 8.8 | 8.8 | 8.8 |
| D | 104 | 41.6 | 41.6 | 50.4 |
| N | 59 | 23.6 | 23.6 | 74.0 |
| A | 62 | 24.8 | 24.8 | 98.8 |
| SA | 3 | 1.2 | 1.2 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 16: Frequency of WP3

Table 16 illustrates frequency of WP3.

| WP4 | | | | |
|-----|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| SD | 6 | 2.4 | 2.4 | 2.4 |
| D | 58 | 23.2 | 23.2 | 25.6 |
| N | 61 | 24.4 | 24.4 | 50.0 |
| A | 116 | 46.4 | 46.4 | 96.4 |

| | | | | |
|-------|-----|-------|-------|-------|
| SA | 9 | 3.6 | 3.6 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 17: Frequency of WP3

Table 17 illustrates frequency of WP3.

| Loyalty1 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 32 | 12.8 | 12.8 | 12.8 |
| D | 102 | 40.8 | 40.8 | 53.6 |
| N | 64 | 25.6 | 25.6 | 79.2 |
| A | 43 | 17.2 | 17.2 | 96.4 |
| SA | 9 | 3.6 | 3.6 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 18: Frequency of loyalty1

Table 18 depicts frequency of loyalty1.

| Loyalty2 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 21 | 8.4 | 8.4 | 8.4 |
| D | 106 | 42.4 | 42.4 | 50.8 |
| N | 50 | 20.0 | 20.0 | 70.8 |
| A | 68 | 27.2 | 27.2 | 98.0 |
| SA | 5 | 2.0 | 2.0 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 19: Frequency of loyalty2

Table 19 depicts frequency of loyalty2.

| Loyalty3 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SD | 3 | 1.2 | 1.2 | 1.2 |
| 1.30 | 6 | 2.4 | 2.4 | 3.6 |
| 1.50 | 9 | 3.6 | 3.6 | 7.2 |
| 1.80 | 13 | 5.2 | 5.2 | 12.4 |
| D | 24 | 9.6 | 9.6 | 22.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 2.30 | 19 | 7.6 | 7.6 | 29.6 |
| 2.50 | 31 | 12.4 | 12.4 | 42.0 |
| 2.80 | 24 | 9.6 | 9.6 | 51.6 |
| N | 31 | 12.4 | 12.4 | 64.0 |
| 3.30 | 25 | 10.0 | 10.0 | 74.0 |
| 3.50 | 24 | 9.6 | 9.6 | 83.6 |
| 3.80 | 18 | 7.2 | 7.2 | 90.8 |
| A | 15 | 6.0 | 6.0 | 96.8 |
| 4.30 | 4 | 1.6 | 1.6 | 98.4 |
| 4.50 | 2 | .8 | .8 | 99.2 |
| 4.80 | 2 | .8 | .8 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 20: Frequency of loyalty3

Table 20 illustrates frequency of loyalty3.

| Loyalty4 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| D | 10 | 4.0 | 4.0 | 4.0 |
| N | 33 | 13.2 | 13.2 | 17.2 |
| Valid A | 148 | 59.2 | 59.2 | 76.4 |
| SA | 59 | 23.6 | 23.6 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 21: Frequency of loyalty4

Table 21 depicts frequency of loyalty4.

| Loyalty5 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| SD | 1 | .4 | .4 | .4 |
| D | 8 | 3.2 | 3.2 | 3.6 |
| Valid N | 37 | 14.8 | 14.8 | 18.4 |
| A | 152 | 60.8 | 60.8 | 79.2 |
| SA | 52 | 20.8 | 20.8 | 100.0 |
| Total | 250 | 100.0 | 100.0 | |

Table 22: Frequency of loyalty5

Table 22 depicts frequency of loyalty5.

| Loyalty6 | | | | |
|----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SD | 1 | .4 | .4 |
| | D | 6 | 2.4 | 2.4 |
| | N | 47 | 18.8 | 18.8 |
| | A | 141 | 56.4 | 56.4 |
| | SA | 55 | 22.0 | 22.0 |
| | Total | 250 | 100.0 | 100.0 |

Table 23: Frequency of loyalty6

Table 23 depicts frequency of loyalty6.

| Satisfied | | | | |
|-----------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | VS | 1 | .4 | .4 |
| | S | 6 | 2.4 | 2.4 |
| | N | 46 | 18.4 | 18.4 |
| | US | 146 | 58.4 | 58.4 |
| | VUS | 51 | 20.4 | 20.4 |
| | Total | 250 | 100.0 | 100.0 |

Table 24: Frequency of satisfied

Table 24 depicts frequency of satisfied. 0.4 percent of the respondents were very satisfied with online purchase. 2.4 percent of the respondents were satisfied with online purchase. 18.4 percent of the respondents were neither satisfied nor unsatisfied with online purchase. 58.4 percent of the respondents were unsatisfied. 20.4 percent of the respondents were very unsatisfied with online purchase.

3.2.3 Reliability

Scale: ISC

| Case Processing Summary | | |
|-----------------------------|-----|-------|
| | N | % |
| Valid | 250 | 100.0 |
| Cases Excluded ^a | 0 | .0 |
| Total | 250 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Above table depicts case processing summary. Number of respondents included in this research is 250.

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .593 | 4 |

Reliability statistics of cronbach's alpha for ISC is 0.593. Number of items in ISC is 4.

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| ISC1 | 3.7040 | 1.14439 | 250 |
| ISC2 | 2.7600 | .84454 | 250 |
| ISC3 | 2.8480 | .90119 | 250 |
| ISC4 | 2.7200 | .89263 | 250 |

Above table illustrates item statistics (mean and standard deviation) for ISC values are as follows. Mean value for ISC1 is 3.7040. Standard deviation for ISC1 is 1.14439. Mean value for ISC2 is 2.7600. Standard deviation for ISC2 is 0.84454. Mean value for ISC3 is 2.8480. Standard deviation for ISC3 is 0.90119. Mean value for ISC4 is 2.7200. Standard deviation for ISC4 is 0.89263.

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| ISC1 | 8.3280 | 5.386 | -.030 | .853 |
| ISC2 | 9.2720 | 3.918 | .570 | .383 |
| ISC3 | 9.1840 | 3.629 | .611 | .334 |
| ISC4 | 9.3120 | 3.774 | .567 | .373 |

This table explains about item-total statistics. It explains about scale mean if item deleted, scale variance if item deleted, corrected item-total correlation and Cronbach's Alpha if item deleted. Scale mean if item deleted for ISC1 is 8.3280. Scale variance if item deleted for ISC1 is 5.386. Corrected item-total correlation for ISC1 is -0.030. Cronbach's Alpha if item deleted for ISC1 is 0.853. Scale mean if item deleted for ISC2 is 9.2720. Scale variance if item deleted for ISC2 is 3.918. Corrected item-total correlation for ISC2 is 0.570. Cronbach's Alpha if item deleted for ISC2 is 0.383. Scale mean if item deleted for ISC3 is 9.1840. Scale variance if item deleted for ISC3 is 3.629. Corrected item-total correlation for ISC3 is 0.611. Cronbach's Alpha if item deleted for ISC1 is 0.334. Scale mean if item deleted for ISC4 is

9.3120. Scale variance if item deleted for ISC4 is 3.774. Corrected item-total correlation for ISC4 is 0.567. Cronbach's Alpha if item deleted for ISC4 is 0.373.

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 12.0320 | 6.537 | 2.55678 | 4 |

This table explains about scale statistics for mean, variance and standard deviation for ISC. Mean value for ISC is 12.0320. Variance value for ISC is 6.537. Standard deviation for ISC is 2.55678.

Scale: WP

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 250 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 250 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Above table explains about case processing summary for website performance (WP).

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .717 | 4 |

Next table explains about reliability statistics of Cronbach's Alpha for WP is 0.717. Number of items in website performance is 4.

| | Mean | Std. Deviation | N |
|-----|--------|----------------|-----|
| WP1 | 3.0480 | .89493 | 250 |
| WP2 | 2.8584 | .75827 | 250 |
| WP3 | 2.6800 | .98258 | 250 |
| WP4 | 3.2560 | .93486 | 250 |

This table explains about mean and standard deviation that is item statistics of WP. Mean value for WP1 is 3.0480. Standard deviation for WP2 is 0.89493. Mean value for WP2 is 2.8584. Standard deviation for WP2 is 0.75827. Mean value for WP3 is 2.6800. Standard

deviation for WP3 is 0.98258. Mean value for WP4 is 3.2560. Standard deviation for WP4 is 0.93486.

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| WP1 | 8.7944 | 4.239 | .520 | .646 |
| WP2 | 8.9840 | 4.466 | .598 | .613 |
| WP3 | 9.1624 | 4.226 | .437 | .702 |
| WP4 | 8.5864 | 4.197 | .492 | .663 |

This table explains about item-total statistics for website performance. It explains about scale mean if item deleted, scale variance if item deleted, corrected item-total correlation and Cronbach's Alpha if item deleted. Scale mean if item deleted for WP1 is 8.7944. Scale variance if item deleted for WP1 is 4.239. Corrected item-total correlation for WP1 is 0.520. Cronbach's Alpha if item deleted for WP1 is 0.646. Scale mean if item deleted for WP2 is 8.9840. Scale variance if item deleted for WP2 is 4.466. Corrected item-total correlation for WP2 is 0.598. Cronbach's Alpha if item deleted for WP2 is 0.613. Scale mean if item deleted for WP3 is 9.1624. Scale variance if item deleted for WP3 is 4.226. Corrected item-total correlation for WP3 is 0.437. Cronbach's Alpha if item deleted for WP3 is 0.702. Scale mean if item deleted for WP4 is 8.5864. Scale variance if item deleted for WP4 is 4.197. Corrected item-total correlation for WP4 is 0.492. Cronbach's Alpha if item deleted for WP4 is 0.663.

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 11.8424 | 6.957 | 2.63752 | 4 |

Above table explains about scale statistics for website performance. Mean value for WP is 11.8424. Variance value for WP is 6.957. Standard deviation for WP is 2.63752. Number of items in website performance is 4.

Scale: LOYALTY

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 250 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 250 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Above table depicts case processing summary for loyalty.

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .798 | 6 |

This table explains about reliability statistics for WP. Cronbach's Alpha value for WP is 0.798.

| | Mean | Std. Deviation | N |
|----------|--------|----------------|-----|
| Loyalty1 | 2.5800 | 1.03143 | 250 |
| Loyalty2 | 2.7200 | 1.01870 | 250 |
| Loyalty3 | 2.8312 | .79080 | 250 |
| Loyalty4 | 4.0240 | .72770 | 250 |
| Loyalty5 | 3.9840 | .72238 | 250 |
| Loyalty6 | 3.9720 | .73579 | 250 |

Above table explains about item statistics for loyalty. Mean value for loyalty1 is 2.5800. Standard deviation for loyalty1 is 1.03143. Mean value for loyalty2 is 2.7200. Standard deviation for loyalty2 is 1.01870. Mean value for loyalty3 is 2.8312. Standard deviation for loyalty3 is 0.79080. Mean value for loyalty4 is 4.0240. Standard deviation for loyalty4 is 0.72770. Mean value for loyalty5 is 3.9840. Standard deviation for loyalty5 is 0.72238. Mean value for loyalty6 is 3.9720. Standard deviation for loyalty6 is 0.73579.

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Loyalty1 | 17.5312 | 8.728 | .512 | .784 |
| Loyalty2 | 17.3912 | 8.534 | .561 | .769 |
| Loyalty3 | 17.2800 | 8.957 | .703 | .734 |
| Loyalty4 | 16.0872 | 9.918 | .537 | .772 |
| Loyalty5 | 16.1272 | 9.797 | .573 | .765 |
| Loyalty6 | 16.1392 | 10.028 | .502 | .779 |

This table explains about item-total statistics for loyalty. It explains about scale mean if item deleted, scale variance if item deleted, corrected item-total correlation and Cronbach's Alpha if item deleted for loyalty. Scale mean if item deleted for loyalty1 is 17.5312. Scale variance

if item deleted for loyalty1 is 8.728. Corrected item-total correlation for loyalty1 is 0.512. Cronbach's Alpha if item deleted for loyalty1 is 0.784. Scale mean if item deleted for loyalty2 is 17.3912. Scale variance if item deleted for loyalty2 is 8.534. Corrected item-total correlation for loyalty2 is 0.561. Cronbach's Alpha if item deleted for loyalty2 is 0.769. Scale mean if item deleted for loyalty3 is 17.2800. Scale variance if item deleted for loyalty3 is 8.957. Corrected item-total correlation for loyalty3 is 0.703. Cronbach's Alpha if item deleted for loyalty3 is 0.734. Scale mean if item deleted for loyalty4 is 16.0872. Scale variance if item deleted for loyalty4 is 9.918. Corrected item-total correlation for loyalty4 is 0.537. Cronbach's Alpha if item deleted for loyalty4 is 0.772. Scale mean if item deleted for loyalty5 is 16.1272. Scale variance if item deleted for loyalty5 is 9.797. Corrected item-total correlation for loyalty5 is 0.573. Cronbach's Alpha if item deleted for loyalty5 is 0.765. Scale mean if item deleted for loyalty6 is 16.1392. Scale variance if item deleted for loyalty6 is 10.028. Corrected item-total correlation for loyalty6 is 0.502. Cronbach's Alpha if item deleted for loyalty6 is 0.779.

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 20.1112 | 12.911 | 3.59314 | 6 |

This table explains about scale statistics for loyalty. Mean value for loyalty is 20.112. Variance value for loyalty is 12.911. Standard deviation value for loyalty is 3.59314. Number of items in the scale statistics is 6.

4. Analysis and Discussion:

Regression analysis:

The first table in the regression analysis is the model summary table.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .361 ^a | .130 | .123 | .59561 |

a. Predictors: (Constant), meanwp, MeanISC

b. Dependent Variable: meanloyalty

The model summary tables provides the R value and the R² Value ,adjusted R² Value .In this model the R value holds in a decent fit of .361 and adjusted R² value is .130 and the adjusted R² Value is found to be .123.

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 13.144 | 2 | 6.572 | 18.526 | .000 ^b |
| | Residual | 87.622 | 247 | .355 | | |
| | Total | 100.767 | 249 | | | |

- a. Dependent Variable: meanloyalty
b. Predictors: (Constant), meanwp, MeanISC

Anova table gives sum of squares, mean square, frequency and significance value for regression and residual. The Anova table provides a significance value.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.990 | .173 | | 17.325 | .000 |
| | MeanISC | .231 | .053 | .275 | 4.325 | .000 |
| | meanwp | .125 | .051 | .156 | 2.448 | .015 |

- a. Dependent Variable: meanloyalty

Above table describes about coefficients (Unstandardized coefficients, standardized coefficients) obtained in this research.

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|--------|----------------|-----|
| Predicted Value | 3.3458 | 4.5977 | 4.0036 | .22976 | 250 |
| Residual | -2.66107 | 1.23583 | .00000 | .59321 | 250 |
| Std. Predicted Value | -2.863 | 2.586 | .000 | 1.000 | 250 |
| Std. Residual | -4.468 | 2.075 | .000 | .996 | 250 |

- a. Dependent Variable: meanloyalty

Above table explains about residuals statistics acquired in this research. This research provides predicted value, residual, standard predicted value and standard residual. Values of mean and standard deviation for predicted value were 4.0036 and 0.22976. Values of mean

and standard deviation for residual were 0.00000 and 0.59321. Values of mean and standard deviation for standard predicted value were 0.000 and 1.000. Values of mean and standard deviation for standard residual were 0.000 and 0.996.

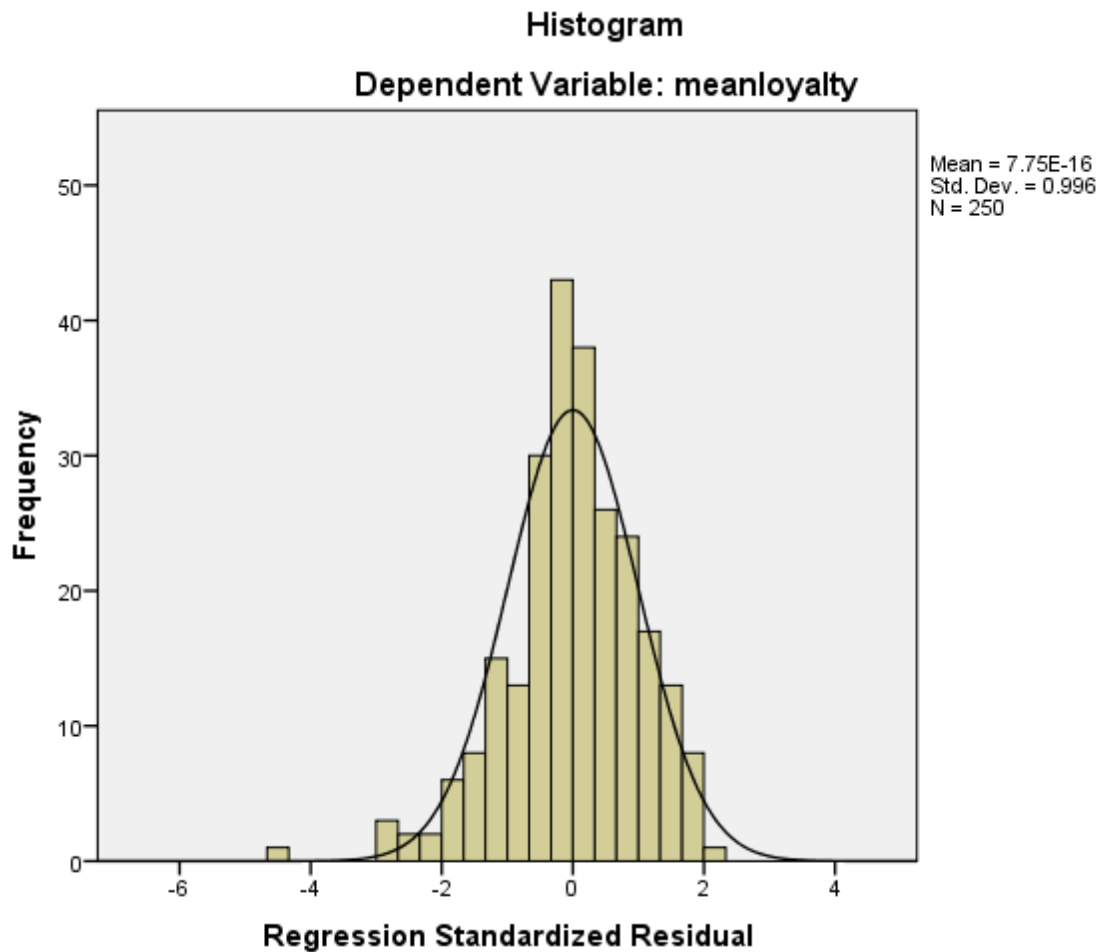


Figure 2: Standardized residual regression

Above figure illustrated standardized residual regression acquired in this research. It was noticed that mean value was 7.75E-16 and standard deviation was 0.996.

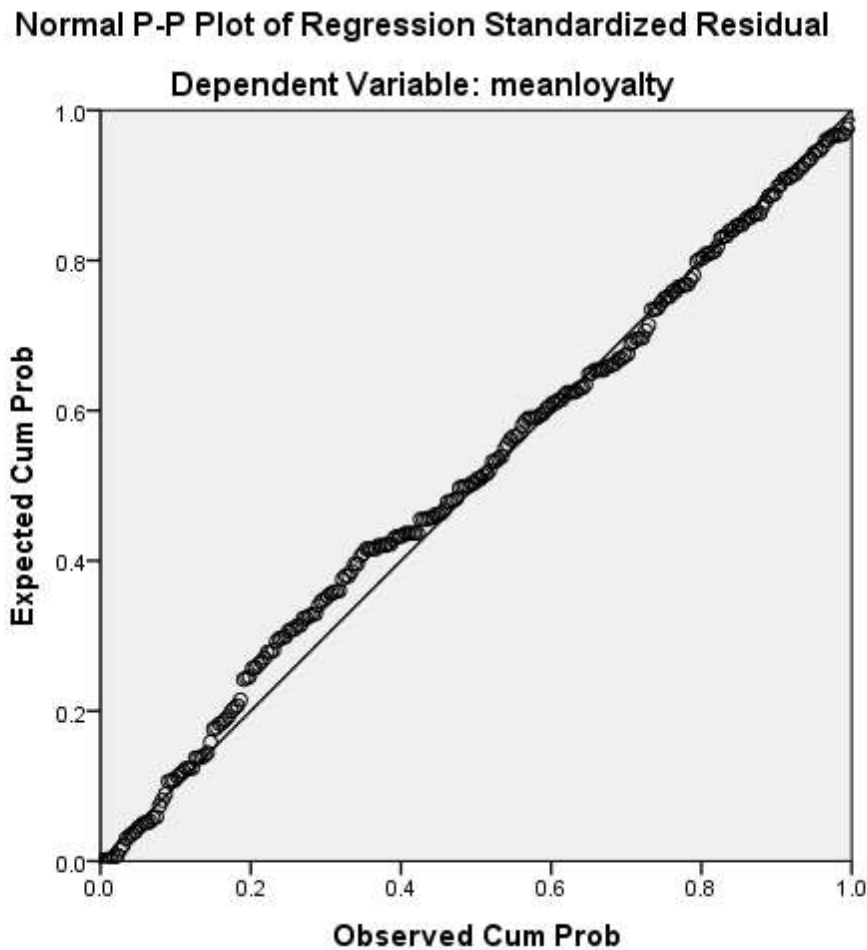


Figure 3: Expected and Observed Cum Prob

Above figure depicts expected and observed cum prob also reveals normal P-Plot of regression standardized residual.

This research carried out a survey was to assess the relationship between e-service quality and loyalty of customer in online stores. Majority of the respondents were educated. Most of the respondents have completed high school. Most of the online purchases are made from self-employed respondents. Income source for majority of the respondents were between Rs 500,000 to Rs 1,000,000. Most of the customers buy products in online stores within 1 to 3 years and next to that, customers buy products in online stores within 6 months to 1 year. Customers frequently purchases products more than two times in a week.

There are many aspects are featured towards impacting consumer to purchase again and again from online stores. E-service quality is important while purchasing a product in online store. Customers must think that every action taken while purchasing a product in online stores must be secure and safe and data provided to website must be very confidential. Apart from

these, online stores must strongly engage to their consumers towards delivering their products at mentioned or assured time and at the same time must protect the information given by the customer from being shared with other websites. Thus information security and confidentiality is important aspect in quality of e-service.

Website performance plays an important role in the quality of e-service. First and foremost website needs to make simpler process of determining any goods on its interface and must permit consumers to function their transaction quickly. At the same time, consumers must believe that website developed for them must be simple and easy to collect or browse data regarding their products. In addition to that, all details regarding the product information has to be described on the website. Performance of the website is important to attract the customer to purchase products repeatedly. Loyalty of the customer is significant for successfully running any kind of business. Loyalty is important for the customer; they would pass only positive information and facts to other people regarding online store and suggest about online store to others. Customers also promote the online stores by posting positive messages and comments.

5. Conclusion and Future work:

The main intention of the research is to study about the relationship between quality of e-service and loyalty of customers towards online store. E-service quality of the research was studied about the information security and confidentiality and website performance. Nowadays, online purchase has become routine activity in everyone lives and there are many factors influencing online purchase namely e-service quality and loyalty. From the outcomes of the research, it was obvious that there is relationship between e-service quality and loyalty towards online store. It was also noticed that there is correlation between information security and confidentiality and loyalty towards online stores. Apart from these, there is correlation between website performance and loyalty towards online stores. It was evident from the analysis that relationship between informational security and confidentiality, website performance strengthened the loyalty of the customer towards online stores. Further, this research may further help academicians and practitioners to know about the significance of relationship between e-service quality and loyalty of customers towards online stores. Present study is not free from limitations. Outcomes of the research are not generalized and adopted across all stores to purchase. This research could be extended in future by identifying verified

hypotheses of present investigation to gather the information and feedback from different group of participants particularly education sector, business field and so on.

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