

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**EFFECTS OF SERVICE QUALITY ON CLOTHING E-COMMERCE
CUSTOMER SATISFACTION AND E-BRAND LOYALTY**

MASTER'S THESIS

FATI DJIBRILL HANOUNOU

**Department of Business
Business Administration Program**

AUGUST,2022

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FATI DJIBRILL HANOUNOU
(Y1912.130288)

Department of Business
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Thesis Advisor: Assist. Prof. Dr. Muhammed Talha NARCI

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APPROVAL PAGE

DECLARATION

I hereby declare with respect that the study “Effects of Service Quality On Clothing E-Commerce Customer Satisfaction And E-Brand Loyalty”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Fati Djibrill Hanounou

FOREWORD

I would wish to express my deepest gratitude to my thesis advisor, Dr. Muhammed Talha Narci whose sincerity and encouragement i will be able to always remember . He has been an idea as I hurdled through the trail of this Masters degree. i'm grateful for my parents whose constant love and support keep me motivated and assured . My accomplishments and success are because they believed in me. Deepest because of my siblings and my friends who keep me grounded, remind me of what's important in life, and are always supportive of my adventures. Finally, to my late brother for constantly motivating me, i'm sure he would be happy to be here and see the results of my thesis.

August 2022

FATI DJIBRILL HANOUNOU

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ABSTRACT

With the expansion of technologies and increasing use of internet, the web market is blooming at a clear rate. Online Shopping is now a well known term for the people of all ages. Businesses are constantly trying to seek out new strategies which will help them gain loyal customers, so as to avoid the considerable cost of attracting new customers. The competition among online companies is to extend sale by getting new customers, make their handcart full, and make customers repurchase. to try to this companies got to have a thought on cluster of their target customer and customers' demand. this study seeks to supply a deeper understanding of the brand experience phenomenon in online context by investigating the impact of e-brand experience on e-satisfaction and e-loyalty. This thesis analyzes if service quality has any significant impact on brand loyalty, where customer satisfaction is employed as an indicator for brand loyalty. Additionally, this thesis aims to uncover the influence of service quality on customer satisfaction, and to show the possibility of any significant influence of the quality of service on loyalty to a brand. Finally, it aimed to delve deeper into the association between the various elements that lead to the loyalty of a consumer to a brand.

Keywords: Customer Satisfaction, Brand Loyalty, E-Commerce, E-SERVQUAL

HİZMET KALİTESİNİN GİYİM E TİCARET MÜŞTERİ MEMNUNİYETİ VE E MARKA SADAKATİNE ETKİLERİ

ÖZET

Teknolojilerin genişlemesi ve internet kullanımının artmasıyla birlikte, çevrimiçi pazar fark edilir bir hızla açılıyor. Çevrimiçi Alışveriş artık her yaştan insan için iyi bilinen bir terimdir. İşletmeler, yeni müşteriler çekmenin önemli maliyetlerinden kaçınmak için sürekli olarak sadık müşteriler kazanmalarına yardımcı olabilecek yeni stratejiler bulmaya çalışıyor. Çevrimiçi şirketler arasındaki rekabet, yeni müşteriler kazanarak satışları artırmak, alışveriş sepetini doldurmak ve müşterilerin tekrar satın almasını sağlamaktır. Bunu yapmak için şirketlerin hedef müşteri ve müşteri talebi kümesi hakkında bir fikre sahip olmaları gerekir. Bu çalışma, e-marka deneyiminin e-memnuniyet ve e-sadakat üzerindeki etkisini araştırarak çevrimiçi bağlamda marka deneyimi olgusunun daha derin bir anlayışını sağlamayı amaçlamaktadır. Bu tez, müşteri memnuniyetinin marka sadakati için bir gösterge olarak kullanıldığı durumlarda hizmet kalitesinin marka sadakati üzerinde önemli bir etkisinin olup olmadığını analiz etmektedir. Ayrıca bu tez, hizmet kalitesinin müşteri memnuniyeti üzerindeki etkisini ve hizmet kalitesinin marka sadakati üzerinde önemli bir etkisinin olup olmadığını ölçmeyi amaçlamaktadır. Bu çalışma aynı zamanda bir tüketicinin bir markaya sadık kalmasına neden olan farklı faktörler arasındaki ilişkiyi daha fazla araştırmayı amaçlamaktadır.

Anahtar Kelimeler: Müşteri Memnuniyeti, Marka Sadakati, E-Ticaret, E-SERVQUAL

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ABBREVIATIONS

B2A:	: Business to administration
B2B:	: Business to commercial enterprise
B2C:	: Business to Customer
C2A:	: Consumer to administration
C2B:	: Consumer to commercial enterprise
C2C:	: Consumer to consumer
CEFACT:	: Center for Trade Facilitation
CRM:	: Client Relationship Management
DTC:	: Direct-to-consumer
ECCC:	: Electronic Commerce Coordination Commission
EDI:	: Electronic Data Interchange
PCGDP:	: Per Capita Gross Domestic Product
TBD:	: Turkish Information Science
WOM:	: Word Of Mouth

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I. INTRODUCTION

Businesses round the world hunt for current and innovatory means that to amass additional clients and become additional undefeated monetarily. One amongst the key factors to remain undefeated, a company must have satisfied customers. 96 customers around the world believe that the quality of service is a very important aspect when deciding to stick with a set. Seventieth consumers say they are loyal to Brands because of their quality customer service. Fifty-two of the customers say they need to purchase an additional product from a company simply because they have already experienced excellent service quality from that company (Willot, 2020). These numbers show that many factors such as quality of service, customer satisfaction and overall loyalty range are critical to a company's profitability. Additionally, the ability to acquire and maintain assets such as these remains a key challenge for businesses today, and has been for a long time. Online is that the flourishing marketplace for fashion because the variety of net user will increase yearly. In 2017, the quantity of net users was 3.58 billion globally, a growth from 1,020,000 in 2005. By 2017 March, regarding 731,000,000 net clients were Chinese and 287 million were yankee (Kacen and Lee, 2002: 165). Thus, with the uprising variety of net users, there's a possible on-line fashion market globally. Globally retail e-commerce sales as forecasted to be doubly between 2016 and 2020. A survey on Apr twenty17 disclosed that quite forty p.c of yankee net users look on-line a couple of times monthly and 20 shopped on-line once during a week. Online sales solely in USA are accumulated from 287,000,000,000 in 2014 to 523,000,000,000 in 2020 (Bellenger and Korgaonkar, 1980; 78). Therefore, it's vital to outline the profile of on-line fashion consumers since there's a high on-line garment industry potential globally.

In order to stay customers loyal to a particular whole, a corporation ought to use totally different promoting ways (Aminuddin and Shamsudin, 2020: 1). If customers area unit glad with a particular whole, the corporate won't have a retardant in setting a worth for the product as a result of glad customers area unit willing to get hold of it albeit it's slightly dearly-won because the customers assume that it's

affordable with the nice quality product that the whole area unit commercialism and it can also improve the firm's earnings (Hamzah and Shamsudin, 2020: 1). Past researches (Ahmad et.al., 2020: 1, Nur et.al., 2020: 1) indicates that a whole can stand out from the others as a result of the nice impression given by the glad customers. Organization could haven't to place a great deal of energy to vie with the opposite wholes as a result of their clients have compete the part in creating everybody trust that the brand area unit serving smart product and services by endorsing it to the new clients. What is more, it'll additionally leave organization with an honest whole image from the market regarding the whole. Past analysis additionally highlighted that customers' satisfaction is vital as a result of their loyalty would be a perfect and easiest method to enhance the whole and expand it to an even bigger market (Nurnatasha and Syafiqah 2020: 3). A vital issue that affects clients' selection of shops, and alternative service suppliers, is client service. For instance, many of us like better to back up sure stores, do their banking at a selected establishment, lodge in a particular edifice, erode sure eataries, or carry their garments to a selected storekeeper, etc., supported the amount of client solutions supplied by that institution. This side of client service covers those elements due to the staffs' state of being responsive, friendly, reliable, and prompt. An alternate vital side of client service that influence consumers' decisions of shops and repair suppliers is that the way in which the vendor reacts to client objections. Frequently, customers create their decisions based mostly not solely on the amount of service offered during the sale, however additionally on their feelings of the amount of client service they are expectant of receiving once the sale, ought to a retardant comes up. As an example, several new automotive consumers like better to obtain from a selected franchise as a result of its name for swift, dependable, and gracious service. In the same manner, several customers back up sure retail stores as a result of they recognize that if they come across any issues with a goods the retail merchant can interchange the merchandise or return their cash, without queries. This side of client service is crucial to the prolonged gain of the company. Corporations that create a name for systematically breakdown client protests area unit additional possible to increase client loyalty and furthermore, could lead to the rise of their shares in the marketplace. In opposition, corporations that gets a name for being unable or unwilling to slove the protests of their customer could gradually lose several of their clientele (Jeffrey et. al, 1995: 33).

A. Literature Review

With the irruption of web, the business world has practised a dramatic culture modification. Additional and additional individuals are moving to on-line looking. In 2018, more or less 1.8 billion individuals globally purchase product on-line. in an exceedingly turbulent e-commerce atmosphere, on-line corporations ought Recognizing how to satisfy customers in order to maintain their growth and market share creates greater loyalty, which offers a company the chance to secure sales and better profits in the market (Aaker, 1991: 2). The advent of network technologies makes it possible to extend business activities from the physical world to the virtual home. The conception of web site brands is critical each in theory and much to hold out analysis (Nguyen et.al., 2020: 69). Consumers square measure those that buy product and offerings to fulfill their dreams. The client conduct derives from the selection whether or not, what, when, anywhere and the manner to get product and offerings. Therefore, promoting is in the main interested by the conduct of the subject as a shopper. It have to be taken into notion that dreams rectangular degree a social elegance dynamical all of the time and rectangular degree never glad. Familiarity with consumer's dreams is of quality significance to any company. Smart purchaser pleasure has a sway at the profitableness of almost every commercial enterprise. For instance, as soon as clients apprehend clever product/service, each can usually inform nine to ten individuals. It's calculable that nearly one 1/2 of yankee commercial enterprise is built upon this informal, "word-of-mouth" communication (Reck, 1991: 4). Improvement in purchaser retention with the aid of using even many percentage factors will boom income with the aid of using 25percent or additional (Griffin, 1995: 3). Therefore, agencies that desire to prosper can apprehend the significance of this idea, growing a realistic and relevant operational definition.

A extensive common description of 'delight' is: 'Satisfaction is that the client's response to fulfilment. It's a discernment that service or product function, or the products of provider itself, gave (or is giving) an agreeable stage of usage-associated gratification, in addition to stages of under-or-over fulfilment. In less 'technical' phrases: delight is that the consumer's evaluation of a services or products in phrases of the volume to that that services or products has met his/her goals or expectancies (Gitomer, 1998: 1). Failure to meet goals and expectancies is thought to lead to discontent with the products or provider. Shopper delight may relate to a specific

function or function of a services or products, or otherwise it is going to narrate to the product/provider completely. Generally, it is the delight regarding the provider/product holistically deserving consideration, due to the fact this delight impacts the consumers' destiny searching for and excessive behavior. Nevertheless, it is conjointly important to recognise the elements that make contributions to dissatisfaction. Often, discontent regarding one unique function of a provider (e.g. the unfriendliness of staff) consequences in discontent regarding the provider as a whole, despite the fact that the delight regarding the alternative alternatives is high. There rectangular degree many capacities makes use of of statistics regarding patron delight (Dutka, 1993). Some include:

- a. Client satisfaction results will facilitate to gift this standing of client satisfaction.
- b. Client satisfaction results will facilitate to spot necessary client needs.
- c. Client satisfaction results will facilitate to watch client satisfaction results over time.
- d. Client satisfaction results will facilitate to supply comparisons to different organizations.
- e. Client satisfaction results will facilitate to see the effectiveness of business practices.

Customer expectations could be a live of the client await of the standard of a company's products or offerings. Expectations constitute every preceding intake information, which has a few nonexperiential data like marketing and marketing and viva-voce, and a forecast of the company's cappotential to supply high-satisfactory in the future. Perceived high-satisfactory will be a stay of the customer's evaluation thru latest intake information of the usual of a company's products or offerings. Perceived charge will be a stay of high-satisfactory relative to price paid. Though cost (cost for money) is usually crucial to the customer's preliminary buy, it usually consists of a rather smaller effect on pleasure for repeat purchases. 2 queries stay the perceived cost: common cost given high-satisfactory, common high-satisfactory given cost. Perceived cost is usually entirely essential in the preliminary buy call. Client proceedings rectangular degree measured as a share of respondents United Nations organisation suggest they want complained to a organization immediately more than one service or

product amongst a such time-frame. Satisfaction consists of a poor dating with consumer proceedings, due to the fact the extra happy the purchasers, the much less viable their possibility of complaining. Client loyalty will be a aggregate of the customer's expressed danger to consequently buying again from equal company, and consequently the danger to get a firm's products or offerings at severa cost areas (charge tolerance). Client loyalty is that the crucial a part of the version as it represents an agent for profitableness (Karolina, 2013: 329).

B. Commerce

Commerce refers to any or all the activities round the exchange of products or services for one thing important like currency or, in bartering societies, different merchandise or services, together with the method of obtaining those merchandise from manufacturer to client, and everything in between. What commenced as backbreaking land or ocean journeys with large however valuable merchandise is currently a washine however yet difficult and complex device of overseas exchange. As communications and transportation have advanced over the centuries, a globalized World, entire with worldwide exchange, has emerged. The records of trade is, in lots of ways, a records of the planet. Commerce and worldwide exchange fashioned and had been fashioned with the aid of using earth science, climate, politics, peace, war, fashions, delicacies style, language, then manner greater. From the exchange route, that related China and consequently the location with the middle East and Europe, to the advent of ecommerce, the act of changing one trouble crucial for one greater has had an improbable effect on earth and contrariwise (www.howcommerce.com).

1. The History of Commerce

Advancement of knowledge, exchange and forex is seen advancing over the centuries, beginning with the Bos taurus trade as way back as 10000 B.C., all the high to contemporary world and it's dynamical quicker than ever. Within the first eras of exchange, booth served as a replacement facility. Wherever individuals want to exist among their already decided familial, religious, and/or social communities, exchange introduced individuals (and wares) alongside from manner and wide. This publicity to new cultures, "products," and ideas, all of the tangible and intangible outcomes of the act of trade, mixed the blessings of exchange itself, making its very own specific

etching at the rock of history. From the exchange route, that linked China and consequently the area with the middle East and Europe, to the appearance of e-commerce, the act of replacing one trouble crucial for one extra has had an incredible effect on earth and contrariwise. As exchange and trade evolved, differing styles of trade emerged supported the kind of emptor and consequently the form of trafficker involved in the dealing. These are the six number one commercial enterprise fashions to undergo in thoughts of; Direct-to-consumer (DTC), Business to consumer (B2C), Consumer to consumer (C2C), Business to commercial enterprise (B2B), Consumer to commercial enterprise (C2B), Business to administration (B2A), Consumer to administration (C2A), and Business to consumer (B2C). Trade remain in aspect, the act of exchanging merchandise and services however that exchange is basically only one piece of the puzzle. However, merchandise are transported from origin to destination, wherever they're keep, processes for distribution, and more, are all necessary aspects of commerce. The parts of commerce are; trade, transport, storage and deposition, distribution, promotional material, insurance, communication and banking (www.howcommerce.com).

The web has been creating client authorization since a decennium (Pires et al., 2006: 937). Physical shops are gradually however for sure closing down attributable to e-commerce platforms increasing. In comparison to physical shops, on-line businesses provide ease to clients. From home, clients will simply order their products/services, use their mastercards for payments, and stay till the products are brought home to them. The fast development of data technology semiconductor diode to a beneficial move. In place of physical stores, clients started searching through e-commerce. Physical businesses are trying to achieve the upper hand by positioning e-commerce to align with clients. In online firms, rivals will simply enter the market attributable to little entrance boundaries. Starting with the client angle they need low shift prices to buy from one on-line store to a different. In physical businesses and on-line businesses, client searching expertise influences future client behavior, together with redeem aim, word of mouth (WOM), and intent to buy-back from the store (Chang and Wang, 2011: 341). The largest obstacle for on-line searching is to supply and client satisfaction maintenance. A vital triumph issue to surviving during an intense on-line competition may be a plan aimed at services. A corporation should provide premium quality encounters to its clients, in order that they're going to buy

again and develop loyalty to the business. So as into get high phases of client satisfaction, top quality of service is needed, consequently resulting in pleasant activity prospects. An internet site with sensible structure nature, data value, and the quality of the service of electronics may be vital to e-commerce's victory (Sharma and Lijuan, 2015: 473). Additionally, Gounaris et al. (2010: 150) discovered that the quality of e-service possessed a favorable influence on 3 client intentional attitudes: rebuying intents, web site get back, and WOM. Trust is that the most vital issue to draw in e-commerce patrons as expressed by Chang et al. (2013: 3). Nevertheless, some studies regarding the influence of the quality of service on trust, particularly among the span of on-line business are obtainable.

2. Internet

Beside With the fast development of technology, the web has become an essential part of our daily lives. We tend to instantly track down, notice and share even the best acquaintances through web search engines. Through the abuse of social networks, we tend to share moments of our lives fairly with our social circle and therefore with our favorites and even with the whole world. We have started buying various products and services online, such as a plane ticket, clothes we wear, computers or televisions we use, or maybe a car, property or house. In the last 10 to 15 years, entrepreneurship and grid usage has been growing and developing jerkily both in Turkey and around the world. As the quantity and quality of services provided online is successively increasing, e-commerce is one of the most important development channels. (Sezgin, 2013: 1). According to studies, two out of three young people in Turkey assume that technical devices are a facet of people's social status. In this context, more than half of the young people (53.9%) think that the people of the UN do not seem to mistreat the backward technological devices. Young people are mainly victims of abuse for connecting to social networks (54.7%), reading the news (39.9%) and obtaining information (39.3%) (The report of the Association Turkish Information Science (TBD)). The age at which we tend to grow old in recent years has not only influenced our daily lives, but has also begun to structure all related areas of professional and economic activity. These areas are major changes and they do not occur under total social control or imposition. Although it is only 5 or 10 years since the introduction of the Internet in the Turkish society, the usage of the Internet is becoming more and more widespread with the constant development of the

technological infrastructure for using the Internet in all regions of our country. As good phones begin to be used normally, this trend will only increase. The rapid increase in the number of Internet users in recent years has forced companies in Germany to immerse themselves in the atmosphere of the Internet (www.enderahlatcioglu.com). Along with the development of technologies, information technologies are also being developed side by side. Become Associate in Nursing trade in its title After the advent of the internet, e-commerce has played its part in that evolution and chop-chop has grown and continues to grow. This new structure brought about by technology has given rise to a substitute economy. And this new economy has introduced several ideas like e-commerce, e-government, e-commerce etc. In our life. E-commerce, e-promotion or e-commerce has been accepted as a term denoting and including these developments.

3. E-Commerce

Purchasing, conjointly called e-commerce, points to how e-communications deals with products and services. Though the final masses became aware of e-commerce solely approximately within the last 10yrs, e-commerce's existence is for over 30yrs. 2 simple forms e-commerce are : business to consumer (B2C) and business to business (B2B). In the B2B space, companies do business with their manufacturers, distributors and various affiliates through electronic platforms. In B2C, companies sell goods and services to buyers. Although B2C is best known to the end population, it is B2B really take-over the revenues of e-commerce. E-commerce outdated maybe one in every of the foremost current terms during this on-line age. Though e-commerce was previously viewed merely as Associate in Nursing main road to wealth, it's really remodeled the manner folks conduct business. Associate in Nursing ancient study of on-line commerce can offer understanding to the development of the applying of knowledge and technologies of communications within the business area (Yan and Concetta, 2007: 3). Electronic Commerce: The idea involving commerce in an electronic atmosphere, which particularly arose after the increase in network usage in line with 1995, is known as electronic commerce, or e-commerce for short. CEFACT (United Nations Center for Trade Facilitation and Electronic Commerce) describes it as follows; international organization - CEFACT - is the exchange of structured or unstructured employment information for the exercise of commercial, administrative and consumer activities between manufacturers, buyers and public bodies and various

organizations by electronic means (e-mail and electronic messages, electronic bulletin boards, web technology, good maps, electronic money transfer, electronic knowledge exchange, etc.) (www.muhteva.com, Kırçova, 2000: 6). According to the definition of the World Trade Organization (WTO) electronic commerce is: the pursuit of activities of production, advertising, sale and distribution of goods and services via telecommunications networks (Kırçova, 2000: 6). Ecommerce or e-commerce has become even more popular with today's technologies and the frequent and constant use of these technologies by people. It is presented as an exchange of products or services or perhaps ideas via means such as television, EDI, ATMs, telephone, fax and possibly the Internet, that unit of area used by electronic channels or electronic commerce. E-commerce can be described as "buying and selling products, services and ideas through communication and in particular via the internet". If we tend to explain electronic commerce with a simple definition of the surface entity, we will say that it is a matter of a more recent means, that of communication, that arose with the development of the network. A useful definition of e-commerce is: using the web to exchange value, more specifically orders and payments, between businesses and between businesses and buyers.

Long before we tend to begin carrying portals to our on-line lives all over we tend to went, the net was in its infancy. What was designed to exchange info presently became the Wild West of commerce. Folks knew they may monotonize the net expertise, however the way to do thus wasn't quite clear. The sensible answer, to use the net as a marketplace was still fraught with perils as security protocols had not been designed or were still being developed. Scammers saw the net the maximum amount of a chance (as they still do) as legitimate merchants that created any on-line dealings a chance. On prime of scammers from a world away, the net became a bubble because of prospectors that meant that whereas the technology was advancing speedily, the corporate that you just were hoping to try and do business with was seemingly to be passing. All of this was happening during a matter of solely regarding six years. It had been when the dotcom crash of the first 2000s that individuals took a step back associate degreed accomplished that to possess a thriving on-line business you've got to require strides to become an actual company with infrastructure, a business set up, a secure means that of doing business, and also the ability to scale as additional and additional folks began living life daily on-line. It all started with Amazon and eBay.

Whereas several came before him, Jeff Bezos created one in every of the primary thriving ecommerce businesses. Amazon, supported in 1994, is associate degree exception to the higher than in some ways. First, its origination wasn't long when the net went thought once even in 1995 solely roughly forty million folks had on-line access (compared to two billion folks today), second, they survived the dotcom bust once such stellar firms as Pets.com and lots of of their alternative brethren that were among the 457 dotcoms to travel public in 1999 didn't. Whereas Amazon didn't kick off utterly unhurt, they invested with with wisdom enough and had the foresight to maneuver past their shop beginnings by concentrating on the client expertise (before that was even a thing) and increasing into on-line services for B2B, like AWS, they need catapulted to the layer as so much as firms ar involved. eBay is another on-line marketplace that each started it all and has created it to this day. E-Bay began as an internet auction place in 1995 and by permitting the general public to each sell and get on the location, creating costs cheap and an area for rare things to be found, the location has continued to prove thriving for pretty much twenty-five years currently. These are simply 2 noted samples of the innovation and also the differentiators that it took to achieve success in e-commerce throughout its starting. Whereas actually, these giants don't seem to be alone, they're the best to demonstrate success (www.contentserv.com). E-commerce is single in every of the manners of entrance into the external marketplaces characterised by large development expectations and show an essential role within the group action of each giant, little and medium enterprises because it allows to scale back barriers ensuing from resource constrains of these firms. One in every of the sectors during which on-line commerce has been employed by several organizations as a style of external growth is firm as wear is one in every of the merchandise most often purchased on-line (Marzanna et.al., 2021: 53). Besides, currently, corporation is singular in every of the sectors greatly stricken by the disasters resulting from the COVID 19 pandemic, consistent with BCG's statement (twenty twenty), in 2020, fashion business revenue decreased by about 1/3 (BCG, 2020). Restrictions introduced in several countries during the COVID-19 pandemic have led to an increase in the number of users watching online and divergences in the streaming platforms of various companies in terms of increasing the share of virtual platforms in the industry. Sale. This style is likely to continue, which confirms the value of analyzing the use of different types of e-commerce in the context of corporate collective actions. Additionally, throughout the COVID-19 pandemic, an associate

degree has increased its appeal in marketing through multiple virtual channels (Galhotra and Dewan, 2020:862).

E-commerce as a marketing continues to be gaining importance and is among the vital instruments within entrepreneurs' grasp to internationally grow businesses. It is some path to access a distant marketplace serving to little businesses as well to speed up their external acceleration, whereas lessening the danger related to ancient group action proceeding (Mir-Bernal et al., 2018: 63). For several corporations, e-commerce presents a reasonable worth to enter world marketplace before setting up serious relationships in business, and eases the firm's growth into foreign markets whereas lessening physical responsibilities, info breaches and performance menaces (Guercini et al., 2020:39). E-commerce preparedness and acquisition differ according trade. The style trade is among the foremost industriously retail sectors internationalization and consumer goods|vesture|wear|covering|consumer goods is far and away the foremost in style product bought on-line by world shoppers (Credola and Jin, 2016: 2). Users of clothes, shoes and accessories pay a lot more quantity of cash than the other on-line clients. Yet, several fashion e-sites area units enlightening rather than negotiative, that restricts the probabilities of developing gains. Cross-border e-commerce are often an excellent chance for global brands of fashion to seek out current origins of gains. It doesn't solely reveal current chances on the world marketplace with considerably lesser monetary participation, however can additionally greater gains than within the internal marketplace (Jin and Cedrola, 2016: 5). E-commerce employment allows fashion companies to expand their customer base, extend the scope of brand, and acquire larger display on websites and improves external sales, increase client loyalty and gather elaborated client info (Nauwelaerts and Chakri, 2016: 82). Ecommerce has shown to be an excellent instrument not just for supposed fast fashion retailers/brands, however conjointly for exotic fashion corporations, though the acquisition of this entrance portal within the external marketplaces during this trade was a sluggish method and a few brands' homeowners area unit actively avoiding it. The most issues related to international on-line purchases area unit long shipment chances also huge freight prices, also because the name of international platforms among each consumers and non-consumers (Mir-Bernal et al., 2018: 65).

In recent years on-line web searching is continuously on a rise in the worldwide scale. Because the web grows in range and recognition, lot of users have become at

home with it and embracing it as a means of finding info and searching on-line (4Keisidou et al., 2011: 2; Hill and Beatty, 2011: 3; Farag et al., 2007:). The shoppers presumably to like on-line searching area unit people who worth its accessibility and advantageous (Pate and Adams, 2013). From 2014's 2nd quarter, 198,000,000 U.S. shoppers bought one thing on-line according to the quarterly retail state report of comscore, i.e., seventy-eight of the U.S. populace ages fifteen and higher than created on-line purchases (ComScore, 2014: 9). An anabrandus trend is obvious within the market of Israel too: from 2013's Jan and Gregorian calendar month, eightieth of Israelites made a web transaction (Goldenberg, 2014: 5; MillwardBrown, 2013: 7). Digital commerce has created a swift jump in the latest years. As of 1999, the amount of Israel's e-commerce was solely fifty-five million greenbacks. One decennium after, in 2010, it had been concerning four billion greenbacks.

a. The Infancy of E-Commerce: Before 1995

Electronic data inter-change (EDI) created a platform for e-trade to increase its capabilities, the trade of commercialized firm documents from a computer to an extraordinary at some point of an ordinary structure. EDI emanated in the mid-60s, as soon as groups with transportation and some retail industries have attempted to create "paperless" offices. In the mid-1970s, EDI turned into a formalized one via way of means of the legal Standards Committee of commercial enterprise representatives, and a number of various groups started out to undertake EDI thru the Seventies and Nineteen Eighties. Because the 1st era of Etrade, EDI facilitated groups to trade data, vicinity requests, and behavior digital finances switch thru laptops (Sawanibi, 2001:4). However, the spread of EDI has become slow. During the 90s, however, one hundredth of the groups in Europe and the United States followed the EDI (Timmers, 1999: 7). Massive acquisition costs associated with the complicit EDI community and certain technical issues have limited EDI adoption. Perhaps the most important step came in 1991, however, when NSFNET decided to increase commerce regulations for public use, crowding out e-commerce opportunities.

b. The "Golden Age" of E-Commerce: From 1995 To 1999

During 1995, ANS was sold to Online America, marking "a transition from federally funded backbone infrastructure to full personal operation of the Internet" (Kim, 1998:283). With the end of the NSF subsidies, private companies took over a number one role on the net (Kim, 1998: 283). Industrial use of bed nets gradually

became the dominant pattern of bed net use in the mid-1990s. The term e-commerce became popular in 1995, indicating the rapid development of commercial applications of the net. Amazon.com, the largest online shop in the world, was launched together in 1995. A year later it has grown into a multi-million dollar business with a list of 11 million books searchable by title, author, subject or keyword preferred by publishers and customers. 2 months since the debut of Amazon, eBay, the world's trusted online auction site, launched. In 1996, Dell began selling personal computers to Internet buyers, and in 1997 the industrial domain (.com) replaced the educational domain (.edu) as the most common (Kim, 1998: 284). The internet has become the fastest growing technology in economic history. This amount attracted investors, companies and buyers to e-commerce.

c. The Blow of The .Com Illusion: 2000 - 2001

The "gold rush" of the overdue 90s got hereby describe to be the ".com illusion," and 2000 to 2001 noticed the explosive of that illusion. As of the 10th of March 2000, the NASDAQ; the superior inventory marketplace, dropped 34.2yr, and consequently the inventory marketplace index Composite net Index born fifty-three.6%. This fall swiftly calmed the e-trade manic disorder. Several net corporations had been compelled in cancelling their IPOs, and companies like Boo.com and Fee America should declare financial collapse (Cassidy, 2002: 292-293). According to Forlune magazine, 384 dot-coms were "outperformed" in 2001 (Adams 2004:105). In the access port bay area, 80% of the dot coms went out of business in 2000 and 2001, this trunk rectifier was missing 30000 jobs at once related to the net (Nevaer, 2002: 12). Ironically, no matter the financial disaster of the various net corporations, e-trade income simply inflated in the yr 2000 and 2001. The upward thrust of e-trade income at some stage in the .com fall indicates that albeit e-trade and net corporations possibly puffed up in the 1990s, e-trade itself changed into nonetheless feasible and increasing.

d. E-Commerce Re-Emmergence: 2002 Till Now

E-commerce continued growing irrespective of the burst of the .com illusion. Certain web firms that lived through the 2000 and 2001 fall became terribly eminent. For instance, Amazon's site gained a number of most client satisfaction marks within the retail trade record. E-Bay has vital sales in used cars, that were previously viewed as improper merchandises for on-line marketing. WalMart, biggest front store distributor in the the world, performss all the work with suppliers via a B2B pathway

(The social scientist, 2004: 1).

C. The Past of E-Commerce in Turkey

Internet is one in all the foremost important factors moving the event of electronic commerce. With technology development, businesses have captive their activities from the standard surroundings to the net surroundings. Because of e-commerce, folks have the chance to succeed in the merchandise they need in additional favourable conditions (Bilgihan and Bujisic, 2014: 1). Additionally, factors like the increasing range of smartphones and applications appropriate for mobile devices facilitate access to the net and support the event of e-commerce (Suki, Ramayah and Suki, 2008: 101). E-trade firms have the benefits of being open 24/7 with fewer geographic restrictions and having additional merchandise. However, additionally to those advantages, customers face disadvantages like lack of ability to feel, taste, hear or strive before getting, needing web to buy, risk of exposure to mastercard fraud and delays in product deliveries. (Niranjanamurthy, et.al, 2013: 2361; Barenji, et.al, 2019: 23). Whereas the quantitative relation of e-commerce volume to general exchange Turkey was 9.8 per cent in 2019, it inflated by 5.9 points to a median of 15.7 per cent in twenty-tewnty. E-commerce within the world grew by 18 per cent on AN annual basis and reached four. Three trillion greenbacks in 2020. E-commerce volume in Turkey inflated by 66 per cent compared to 2019 and inflated from 136 billion Turkish lira to 226 billion and two hundred million Turkish liras.

E-commerce is also one of the fastest growing sectors in Turkey and continues to expand. Turkey is perhaps a country of monumental potential, with 83 million, most of them young people, and 62 million internet users. This potential is promising for Turkish e-commerce in the long term. The number of internet users inflated to four dimensions from June 2019 to June 2020. This quota corresponds to 2.4 million people. It can be mentioned that Internet users in the Turkish zone are likely to engage in e-commerce. 81 Internet users between the ages of 16 and 64 visit online shops at least once a month. 63 of them search online at least once a month. The pandemic will further increase these rates and as a result, the e-commerce sector in Turkey has doubled in volume in the first six months of 2020. In 2020, the volume of e-commerce sector in Turkey reached ninety-one ₺.7 billion in the first six months. Although

overall exchanges in Turkey fell by ₺1 billion between 2019 and 2020, e-commerce has doubled, suggesting that shoppers in Turkey are being drawn to new consumption habits. These numbers show that e-commerce websites need to take care of customers' consumption habits. A website called hepsiburada.com is one of the websites with the largest e-commerce market in Turkey. Positioning has been providing online services in Turkey since 2001. It offers its customers more than thirty million goods in forty classes. More than two hundred million visitor spaces are created every month, and Hepsiburada brings Turkish companies, brands and goods to the global market platform through its e-export initiative "Hepsiglobal". It was voted Most Popular Set in 2011, 2012 and 2013 and Ecommerce Site of the Year in 2013. In addition, Hepsiburada is one of the most powerful trading platforms in Turkey. As e-commerce volume increases every day around the world and in Turkey, buyers' perception of quality of service is increasingly crucial for e-commerce sites to retain existing customers, win back lost customers, sell to existing and cross- Deepen selling customers and directs new customers to their website.

A goal of creating an "e-commerce network" and spreading e-commerce in our country, the session of the Higher Committee on Science and Technology (BTYK) on August 25, 1997 approved the establishment of a social entity as defined as well as the coordination obligation. was assigned to the State Secretariat for Foreign Trade with his appointment to the Secretariat. In accordance with this request, in the sixteenth month of the Gregorian calendar in 1998, the first meeting of the Coordination Commission for Electronic Commerce (ETKK) was held, organized under the headquarters of the Undersecretariat for Foreign Trade and with the participation of relevant organizations. and legal, technical and monetary. Response teams were trained under ETKK. The BTYK meeting, held in the second month of the nineteen-ninety eight Gregorian calendar, presented financial, technical and legal reports prepared by the above operational teams and subsequently four key long government responsibilities related to the event of the electronic commerce in our country have shaped our minds.

1. Ensure that the specified technical and physical infrastructure is in place,
2. Form the legal form,
3. Act to promote e-commerce,

4. Ensuring compliance of national policies and practices with international policies (www.ekonomi.gov.tr).

1. The Factors Moving the E-Commerce Volume in Turkey

It is celebrated that many factors will affect e-trade, although these factors may vary from country to country. In particular, it is believed that economic variables and developments within the country's internet infrastructure could have a direct impact on the volume of e-commerce trade. On the other hand, it is believed that the establishment of strong legal regulation that would support e-commerce would increase the degree of e-commerce, the economic crises the country is facing could reduce the degree of e-commerce within the affected countries. Factors changing the volume of e-commerce in Turkey are:

1. Gross Domestic Product per Capita (PCBDP)
2. Reach of internet users
3. Legal regulations (TÜREN et.al., 2011: 7)

D. Brand Experience

Brand Experience is formed once clients apply the whole; check with others regarding the brand, hunt down brand info, advertisements and gatherings, etc (Ambler et al., 2002: 5). Whole expertise isn't associate emotional correlation conception. Experiences are interests, desires, thoughts, and behavioural reactions elicited by whole connected stimulation. Gradually, whole experiences could end in emotional attachments, however feelings are only 1 inner result of stimuli that induce expertise. As a result of whole expertise is different from whole judgement, being involved, attached, and shopper pleasure, whole expertise is additionally analytically and through empirical observation clear-cut from temperament. Shopper pleasure is characterised by triggers and useful effects; it is often thought of the emotive part of being satisfied (Oliver, Rust, and Varki, 1997: 321). In distinction to client pleasure, whole incidents don't happen solely on a single usage; they happen anytime there's an on the spot or indirect interaction with the whole. Moreover, a whole expertise doesn't ought to be shocking; it is often each anticipated and unsurprising (Brakus et al., 2009: 57).

1. E-Brand Experience

Brand Experience are a collection of sensations, feelings, cognitions and behavioural responses that spring to mind by many various stimuli that occur once customers directly or indirectly act with a precise whole (Brakus et al., 2009: 53). It's been planned that brands capable of delivering a novel and distinctive expertise by managing each the practical and emotional parts of the giving (Berry et al., 2002: 87; Haeckel et al., 2003: 20; Morrison and Crane, 2007: 415). labels use their online presence as a point of reference with their customers. The rate of expansion of the virtual market, the topic has attracted the attention of analysts and all experts online (namely e-brand experience) Has show on the begin of this century as a alternative studies space. E- brand experience is coupled to various specific concepts: online purchaser understanding (Rose et al., 2012: 310), net web, website online understanding (Constantinides, 2004: 117; Lin et al., 2008: 45), entire understanding at the online (Ha and Perks, 2005: 440), consumers' online go with the drift understanding (Van Noort et al., 2012: 227), digital experiential selling (Luo et al., 2011: 2175) and online buy understanding (Jin and Park, 2006: 207).

E. Customer Satisfaction

Satisfaction is outlined as associate affectional response to get state of affairs. Satisfaction may be a clear affectional reaction to associate result of a preceding expertise. The satisfaction derived and angle fashioned as a part of a previous expertise then impacts on future purchases, finishing circular design. Satisfaction is discovered to guide to the lengthy merger of correlations. Satisfaction is critical however not spare part of loyalty. Satisfaction is associate precursor of name loyalty, which will increase in satisfaction resulting in will increase in whole loyalty.

Customer satisfaction may be a acclaimed range of analysis in selling and client behavior. Keeping customers happy is one in all the most important values in client Relationship Management (CRM). Metallic element is outlined because the evaluation or analysis of a merchandise or service supported the belief of a private (Anderson, 1998: 6). Essentially, it captivates the divergence of the client prospects for merchandise or services prior to and in the usage stages (Oliver, 1980: 461). Additional Lin (2015: 2255) outlined metallic element as associate affecting and subjective result on client expertise. Despite its definition, metallic element is important for the

profitableness and therefore the success of any business and provides the corporate a bonus against competition. It will be noticed as associate indicator of however a firm are within the close to future. Happy customers are additional enthusiastic to push a firm and interact in additional WOM (Anderson, 1998: 6). Metallic element is additionally thought of a determining element of loyalty that boosts the commitment of clients; improving metallic element may be a prospering preventing business strategy to retain customers. Numerous studies have indicated that top metallic element is absolutely connected with the aim to redeem from a similar physical retail merchant or e-tailers. Researches have tried that top metallic element will increase client holding and expansion and reduces client stir-up (Cina, 1989: 33; Woodruff, 1997: 145; Anderson, 1998: 6; Bayraktar et al., 2012: 101; Nisar and Prabhakar, 2017: 139). Metallic element may be a major challenge in on-line searching, as well. Keeping a client happy is significant for a corporation, additional specific within the e-commerce surroundings wherever unhealthy reviews and comments and E-WOM will simply have an effect on all field. So far, critics, rankings and researches are the fore-front regular means to reach client.

The satisfaction of customers will be characterised as associate intangible, as generally actions to extend metallic element won't get a brief result (e.g. in revenues) and assembling information representational process metallic element could be time overwhelming. However, because of the long benefits, retailers are attempting to make an additional customer-facing connection with their clients to know their innermost wants, delights and aims, gift custom-made resolutions and fulfil them. Client evaluation and studies, are common ways that to point metallic element for a merchandise or good, and are thought of together from simplest techniques to account for metallic element within the Ecommerce surroundings (Anastasia 2022: 3). For existed writing numerous studies exist that checks individual client rankings or researches to evaluate the total satisfaction. As an example, Engler et al. (2015: 115) used 5stars rankings for merchandise of Amazon to look at metallic element, and before and after-buying prospects. While Figler et al. (2011: 151) utilized information gotten from the research of satisfying a client for the movement of zone and use applied mathematics examination to evaluate the metallic element mark. Client on-line critiques, complaints and comments are otherwise to know and study the satisfaction of client (Ho-dac et al., 2013: 40).

F. E-Satisfaction

Being pleased may be an after-effect experience that evaluates the inside condition of the client's emotions regarding prior shopping and events of searching. Activity the level of contentment of shoppers is very important since being satisfied with the delivery offer impacts the client's call to either go on or stop the exploitation the platform (Lin and Sun, 2009: 459). Client satisfaction will be outlined as clients' judgements of a merchandise or offer with respect to their wants and prospects (Oliver, 1980: 460). Being satisfied describes "the consumer's response to the analysis of the perceived discrepancy between previous expectations (or another norm of performance) and therefore the actual performance of the merchandise as perceived when its consumption" (Tse and Tu, 1988: 204). Being satisfied has been felt together effect of pleasurable feelings and psychological feature (Kim, 2005: 49). Within the virtual surroundings, Anderson and Srinivasan (2003: 125) outlined E-satisfaction as "the happiness of the client with regard to his/her previous getting expertise with a given E-commerce business".

The term client gratification plus its value were outlined by Zeithaml et.al. (1996: 31) to attain continual victory of firms within the prolonged, the requirement to stress the satisfaction of client may be a vital thought. Alternatively, satisfaction will be solely acquired once the accomplishment made by firms superceeds client prospects. Client's gratification is essential purpose to be accomplished by most of the organization. Client satisfaction is vital as a result of it displays whether or not the firm is favored by the marketplace. Operational firms in a very lengthy amount is owing to the flexibility to keep up customers loyalty to the whole (Nurnatasha and Syafiqah, 2020: 2). "Customer satisfaction indicates the fulfilment that customers derive from doing business with a firm. In alternative words, it's however happy the shoppers are with their dealing and overall expertise with the company" (A.g.e., 2020: 2). It's for a proven fact that everyone grasp is client plays a crucial role within the business survival and property. While not the client, business wouldn't be operational well. Customer is one in every of the most sources to business revenue. There square measure few details that square measure assist the value of client satisfaction in business. Firstly, client satisfaction is very important in business as a result of maintaining the happy client is cheaper than finding new ones. Happy client can keep continuation on shopping for or mistreatment the merchandise and services by an

organization as a result of they recognize that the corporate serves the shoppers well. As a result, the quantity of recent customers will increase as a result of the nice feedback that are given from the happy customers. It'll value the corporate less particularly within the selling as a result of they are doing not ought to pay additional on searching means that to draw in customers to shop for and use their merchandise or services. In step with Kotler (2017: 205) "Obtaining the eye of prospective customers, gaining their interest and changing them prices up to six times quite retentive existing customers." this can be the reason it's vital to take care of the prevailing clients in firms as a result of it'll keep the business getting in a long-run amount (Affendy et.al, 2016: 2). Client satisfaction can facilitate tons the business to face out of the competition. If a client isn't happy about the merchandise or offers, they'll simply turn to alternative brands which provides a bonus to alternative brands to face enter the marketplace competitiveness (S. Hassan et al., 2019: 3). Lee et.al. (2019: 175) ended this "Although customers won't love organizations if they furnish dangerous service, the competitors can." Competition participants can expect corporations to form incorrect activities that might be established to enter the marketplace and that they can develop their selling plans so as to draw in and achieve additional clients than this firm will. So as to stay the shoppers happy, you have got to form positive that you just offer a superb merchandise and jobs to them and recognize on a way to stand out from the opposite brands (Hamzah and Shamsudin, 2020: 5). What is more, as long as a client is happy with pin-pointed merchandise and offers it'll provides a sensible feeling to the completes and it will prevent the unwanted thinkings regarding the same brand (Ilias and Shamsudin, 2020: 2). Should a selected brand faintly make an unwanted step that don't please the client, they're needing to distribute the dangerous expertise and forfeit dangerous remarks than sensible occurrences regarding the firm to everybody and it'll slowly scale back the complete or business. Most of the folks tend to believe additional on the review instead of trying or experiencing mistreatment the merchandise or services themselves. During this context, losing one client may have an effect on the complete business because the existing or new clients can believe on the reviews created by the unhappy customer (Anouze and Alamro, 2019: 91).

Client gratification is every time hard of among the foremost vital long-run objectives of corporations. The selling idea suggests that a happy client is a prospective repurchasing client in opposition to the dissatisfied clients (Al – Wugayan et al., 2007:

1). Al – Wugayan et al, (2007) conjointly ended that it's usually accepted that satisfaction may be a mental state that results from shopper experiences when consumption. In addition, the fundamental conceptualizations concentrated on each of the 2 aspects: the customers' initial expectations in reference to product attributes and also the customers' perceptions of the merchandise performance in reference to these expectations. Many alternative factors influencing client satisfaction were measured including friendly workers, courteous workers, knowledgeable workers, useful workers, accuracy of request, request timeliness, competitive evaluation, service quality, good value, request clarity and fast services (Hokanson, 1995: 6). In order to achieve the client satisfaction, corporations initially require on perceive to satisfy their client wants and needs (La Barbera and Mazursky, 1983: 4). In line with Kotler (2000: 205) clients' wants illustrate the felt deprivation of a customer. In the meantime, customers' desires portray human wants as formed by cultural and personal temperament. Singh, H. (2006: 7) portrayed that client satisfaction completely affects an organization's profitableness. Hoyer and MacInnis (2001: 4) claimed that happy clients are the inspiration of any self-made business as customer satisfaction results in repeat purchase, whole loyalty, and positive word of mouth. To some extents, the implications of an absence of client satisfaction have been compelled to be thought-about. In line with Hoyer and MacInnis (2001: 4), disgruntled customers will to discontinue getting another job, report to the Company or a third party and/or have bad word of mouth. Summarizing previous analyzes of satisfied and dissatisfied customers, La Barbera and Mazursky (1983: 11) concluded that "satisfaction influences repurchase intentions, while dissatisfaction was seen as the main reason for customer churn or stopping". Additionally, customer satisfaction completely influences and drives customer loyalty and retention. According to Sivadas and Baker-Prewitt (2000: 8), there is a growing recognition that the end result of customer satisfaction activities must be customer loyalty. Anton (1996: 5) also talked about his opinion with this statement: "Satisfaction is entirely related to intentions to buy again, the possibility of recommending a product or service, loyalty and profitability". Apparently, customer loyalty leads to customers being retained to buy or use the goods and services offered by companies again.

G. Loyalty

Loyalty is essentially two-way and supported cooperation. In most cases, loyalty is attributed to individuals, firms and merchandise. Loyalty is that the existence of a positive perspective towards a development (brand, service, shop, or vendor) and its ancillary behavior. Fidelity applies to a robust commitment to repurchase a superior product or service within the future. In order that a similar whole or product is purchased despite the results and potential selling efforts of competitors. Client loyalty may be a vital think about business success in any organization. There's no guarantee that happy customers can obtain from the corporate once more. For this reason, it's become clear these days that client loyalty is considerably a lot of necessary to a company's business success than client satisfaction (Mohsen and Vahid 2022: 2). Loyalty is that the degree to that a shopper exhibits repetitive shopping for behavior. Loyalty to the organization is that the final goal of a corporation that contains a specific product or service. The customer's preference or preference for getting a specific whole on a product shelf is termed whole loyalty. At the start, customers build a check purchase of a product or service with a special whole, and once being happy with it, they require to repeat and continue shopping for a similar whole or whole as a result of they're acquainted and assured thereupon product or service (Sobhani 2016: 173).

Loyalty to on-line stores is inferred from whole loyalty to tangible merchandise. Once there's no commitment of the shop, the buyer can stay incorrectly loyal to the visit or the searching behavior, or the buyer can "repeat the visit behavior by force. Whole loyalty is that the most well-liked response, attitude, and behavior of shoppers regarding bound brands during a product cluster. Loyalty could be a biased shopping for method that begins with a consumer's scientific discipline, that creates a positive angle toward continual searching (Kotler et.al. 2019: 4). Loyalty is associate absolute commitment that a client can still obtain or have an interest during a product/service within the future, leading to future purchases of identical whole or its affiliates, despite any competitors' advertising ways (Oliver 1999: 37). Electronic loyalty (hereafter, e-loyalty) is associate extension of name loyalty from ancient to on-line products/services. E-loyalty is decided expressly by customers' favorable attitudes toward on-line businesses, leading to repurchasing behavior on their websites or through searching apps. Reichheld and Schefter (2000: 107) studied the getting patterns on leading electronic commerce sites and located that e-loyalty and whole

loyalty (in the normal outlets) square measure similar. The definition of e-loyalty comes from the classical client behavior theory and could be a combination of behavior and angle (Valvi and Fragkos 2012: 337). The prosperous on-line business ventures from the unsuccessful ones may be discerned by the repeat purchases from loyal customers. On-line loyalty deals with client's actual rebuying attitude associated it's outlined because the beneficial angle of a client in regards to an on-line business leading to repetitive rebuying attitude (Anderson and Srinivasan 2003: 127).

1. E- Customer Loyalty

Trust could be a condition that includes the temperament to just take an individual's susceptibility however with the prospect that the opposite group can behave honorably (Corritore et al., 2003: 738). Complete trust was outlined because the temperament of the patron to suppose that a complete is reliable with the potential to assist him/her reach his/her preferred goals (Perks, 2005; Marzocchi et al., 2013: 99; Chaudhuri and Holbrook, 2001: 82). High levels of trust within the complete can turn out favorable attitudes towards it. Previous analysis has portrayed that complete trust is amongst the foremost necessary precedents of loyalty of a client and rebuying intent. Customers normally shop labels they rely as a result of they cognition and effective price the brand's responsibility. Trust creates a way of safety and shield that ends up in constructive behaviors in regards to the complete self, stimulating rebuying intents. Similarly, client trust is related to the method of making a positive complete name, that favors loyalty to the complete (Rafael et.al., 2020: 178). Trust is outlined as a client's assured thoughts that he or she will be able to deem the vendor to deliver secure services, whereas a relative price is outlined as client's thoughts of the advantages relished vs the price paid within the preservation of current business correlations (Agustin and Singh, 2005: 13). The trust within the buying complete is also seen as multiplication of its quality, that reciprocally might enhance the client reiterates shopping for behavior. Complete trust is outlined as 'the temperament of the common client to deem the flexibility of the complete to its explicit performance (Chaudhuri and Holbrook, 2001: 82). A trusty complete systematically fulfils its oath useful to customers via the approach the merchandise is made, created, sold-out, serviceable and publicized, and in dangerous situations once some reasonably complete calamity arouses. Trust is important in creating sturdy brand to consumer correlations, and is absolutely associated with complete loyalty. Consumers, develop

trust during a complete supported positive belief relating to their prospects for the attitude of the corporation and therefore the activities of merchandise a complete stand for. Trust portrays accumulative influence of time on loyalty in great participation, top-offering merchandise marketplaces (Chiou and Droge, 2006: 11).

Loyalty, as pointed out by King Oliver (1997: 312), refers to "a deeply command commitment to rebut or re-patronize a most popular product/service systematically within the future, theory inflicting repetitive same-brand or same brand-set buying, despite situational influences and promoting efforts having the potential to cause change behavior" (Chaudhuri and Holbrook, 2001: 83). The client-brand correlation is crucial to the establishment of loyalty. Complete experiences cause complete loyalty, continuous referring of the complete and growing gain for the complete. Complete situations boost loyalty by making passionate correlations via an interesting, captivating and harmonious condition.

Word-of-Mouth (WOM) is outlined as the entire data regarding merchandise, offers, institutions, firms, etc., that may be divided amongst customers (Brown et al., 2005: 128). On-line groups have acquired value in previous years because of the data gotten from them that has influences on the conditions and behaviors of customers. This value started within the sector of free software package (Casalo et al., 2009: 537), then extended to the foremost numerous sectors of action. WOM affects vital problems for brands, like client fulfilment, purchase decision-making and complete awareness. The tools on the market in net a pair of .0 (e.g. online platforms, e-blogs, etc.) have enlarged the influence of WOM by permitting client statements to be simply. Trust affects the person's disposition to interchange data with other people. Trust felt towards the complete inclines group associates to perceive additional integrated and to hold out activities that profit the complete (Rafael et.al., 2020: 183). It's better for the patron to trust the net complete community if they antecedently trustworthy the complete that provides for the group. Here are varied descriptions of client loyalty, and refers to the attitude created by the client, that is named rebuying attitude, thus standing for all the occurrences that clients experienced via the utilization of the merchandise and offers from suppliers. The utilization of loyalty method has tried to extend client retainment phase whereas lowering promoting prices (Stan et al., 2013: 1546). A control of the loyalty of customers with a suit shows their loyalty to this suit (Reichheld, 1996). Total loyalty refers to the degree to which individuals are attached

to a particular suit, as shown by each person's inner attitude, which is reflected in persistent prejudice against a chosen suit, as well as by outwardly demonstrated behavior, such as repeatedly buying alternative suits (Jacoby and Kyner, 1973: 2; Odin et al., 2001: 77). Growing of the net and connected technologies has extended the complete loyalty thought to the net atmosphere and retitled it e-loyalty. Srinivasan and Anderson (2003: 417) known e-loyalty as “a customer’s favorable perspective toward Associate in Nursing electronic business leading to repeat shopping for behavior”. Studies have outlined e-loyalty as a commitment to go back a brand’s web site systematically for searching there on web site while not change to alternative websites (Cyr, 2008:65). In literature, complete loyalty has been divided into 2 categories: activity and psychological feature loyalty (Keller, 1993: 7). Activity loyalty represents repeat getting of a complete (Yang and Peterson, 2004: 808; Lee and Back, 2009: 335; Chahal and Bala, 2010) like quantity of purchases, frequency of purchase and quantity of name change are offered over a amount of your time (Lewis and Soureli, 2006: 18). Activity loyalty alone isn't enough to elucidate however varied shopping for things provoke shopping for identical complete by client. So, behavior should be attended with psychological feature parts. Psychological feature loyalty refers to the consumers’ intention to shop for the complete because the initial alternative (Keller, 1993: 4; Yoo and Donthu, 2001: 3). Another indicator of loyalty is that the customer’s disposition to pay higher value for a complete as compared with another complete giving similar advantages (Aaker, 1996; Chaudhuri and Holbrook, 2001: 85; Srinivasan et al., 2002: 45).

Brand loyalty has been an issue of interest once a company is in operation as it increases the company's profits (Juhl, Kristensen and Østergaard, 2002: 327; Reichheld and Sasser, 1990: 105). The increased profit from total loyalty results from the opportunity to lower promotional prices and increase sales (Reichheld and Sasser, 1990: 107). Because the subject is so broad, total loyalty is often described in different ways. First, Jacoby and Olson (1970) describe the idea of name fidelity, as well as many very different aspects, such as activity responses that are not random, that the behavior occurs over a period of time, also because the psychological factors, such as the type of decision-making that lead to full engagement. Second, Mao (2010: 213) describes total loyalty as when a chosen product or service is desirable to a customer. Furthermore, according to Mao (2010):213, total loyalty is achieved when the

customer speaks highly of that brand, sometimes assuming that the specific brand they are loyal to is superior to alternative brands. Third, Oliver, Rust, and Varki (1997: 321) explain absolute loyalty as a deep commitment to systematically repurchase an identical product or service over time. The authors note that total loyalty also means that the client remains committed to a full practice despite supportive practices and situational influences attempting to persuade the client to change allegiance. On the other hand, Morrison (1989: 90), a Sri Lankan male nurse, argues that there is no absolute definition of the idea of name fidelity, as only the author's imagination limits the number of plausible definitions. The recurring problem in most definitions is that total loyalty can be an idea generated by demonstrating commitment to a chosen product or service over a period of time (Bloemer and Kasper; 1995: 312; Jacoby and Olson, 1970:10; Oliver et al., 1997:311).

Brand loyalty is crucial component for complete and understudied phenomena among students and practitioners thanks to its generalization. It's been treated as attitudinal perspective, behavioral perspective and additionally by haircare each (Eelen, et.al, 2017: 873). Researchers don't seem to be united with a definition of construct and carry on exploring it (Giovanis and Athanasopoulou, 2018: 288). Complete loyalty has been outlined as customers' biasness for specific complete (Nyadzayo and Khajehzadeh, 2016: 265). Complete loyalty could be a topic of discussion from ages. The thought of name loyalty is being mentioned in promoting literature from additional or less ninety years. The term complete insistence was the primary introducing term that was used for loyalty describing the customers' attractiveness towards a particular complete (Copeland, 1923: 283; Dai and Chen, 2017: 87; Mabkhot, Salleh, and Shaari, 2016: 597). The foundations of the thought on loyalty are raised from brand equity that is outlined because the extent to that a client will attach with a brand (Aaker, 1991: 7). The extent of customers' attachment to the complete describes the extent of name loyalty. Complete loyalty categorizes otherwise those customers UN agency show less or no attachment to the brands. Complete loyalty is considered as a key promoting strategy that shows the customers' high level of positive perception of a complete (Ozcifci, 2017: 5). It's a plus for a complete to retain its customers during a long relationship with the complete (Mihaela and Wadim, 2017: 2). Whereas, the explanation is encouraging the purchasers for higher participation in co-production (Kandampully, et.al, 2015: 3). Complete loyalty could

be a key concern in gift thanks to its competitive role in world promoting. Although, complete loyalty is very important for property complete growth during a competitive market setting, however it's additionally vital for robust bonding of name and client relationship (Fatma and Rahman, 2017: 5; Kandampully et al., 2015: 7; Lin, et.al, 2017: 3; Noor, et.al, 2012: 225). Loyalty needs the loyal strength of the client, like memory any complete prices and retentive tower management prices for an extra complete (Ling et al., 2014: 5). Therefore, to boost the complete equity, needs boosting the loyalty (Mishra and Datta, 2011: 38).

H. Service Quality

Idea of service came into our lives from the very first day people began serving one another. From the 1940s, the service sector began to be viewed scientifically as a price research area. Prior to these years, service thinking was represented differently by vastly different segments or individuals. While the economist described service as all activities that do not end in a concrete product, AElfred Marshall described them as the goods that existed after their creation, and Jean-Baptiste Say as all non-productive activities that benefit the product (Bakır , 2017: 33). Parasuraman, Berry and Zeithaml, (1985: 41, 1988: 12) determines 'service quality' because the distinction in how client perceive the present service given a firm and client prospects of fantastic service among that given trade. Consistent with Gronroos (1982: 8), discerned worth of a certain service is that the results of Associate in Nursing analysis method since customers usually create difference with the job they want with vision of the job they have. He highlighted that; once it involves the quality of a service, it's not the particular quality level, however the extent of value the client prospects. Thus, the quality of service relies on the firm's plan, however it desires to be viewed. A customers' view of the quality of service is incredibly a lot of wedged by however the purchaser's area unit neared via, and handled by the front-lines of banks, and employees supports at completely differing experiences with the firm. An equivalent may be used to the corporation. Customers understand services in regards to the service quality and of the general contentment with their expertise. Thus, firms these days acknowledge that they'll view a lot of efficient by distinctive themselves with relevance service quality and improved client satisfaction. The quality of the service includes the result resulting from the production, the way the service is provided and the way it is provided. In

addition, since services have an abstract nursing staff structure, service quality has an abstract nursing staff structure that is judged primarily through perceptions. For this reason, the term perceived quality of service is more commonly used than quality of service. Grönroos (1984: 5) considers perceived service quality as a related analysis in nursing that results from comparing consumers' expectations of the service with the service they value. Therefore, service quality ratings are uniformly formed by comparing a customer's expectation of receiving the service with the service itself (Santos, 2003:9). Today, the service industry is developing rapidly, and the increasing use of the network is also accelerating this development. This example has a semiconductor diode to present knowledge bases on the web (Çelik and Sökmen, 2018a: 76). Companies with solid infrastructures will therefore adapt very easily to the configuration of the network. In this context, a number of services rendered in the real world have started to be made available electronically. Therefore, the provision of services in an electronic framework related to care is referred to as e-service (Bozbay et al., 2016: 21).

1. Quality of Service and Satisfaction of Customers

Lots of studies have grounded the link between quality of service and satisfaction of client. Firms and corporations attempt exhausting to realize increased client pleasing, particularly those firms that think about a semipermanent correlation with clients as associate in Nursing quality. But comprehending the quality of service parts stay to be a topic matter of conversations and debates. Thus, sensed service quality has been wide thought of as Associate in Nursing precedent of satisfied client and former researches have determined its correlation (Naik et.al., 2010: 201; Yee et.al., 2011: 237). But there are existing debates and disunity on the causative corelation of the 2 variants as used in numerous settings. Customer satisfaction is usually outlined because the client post-buying distinction within pre-buying expectation and performance received (Oliver, 1980: 461; Zeithaml et al., 1993: 2). The link between service quality and client satisfaction has been mentioned in varied previous papers throughout the past decade. 1st of all, several researchers gift that service quality has positive connected relationship with client satisfaction. In different words, service quality influence client satisfaction and the other way around client Satisfaction affects quality (Jun and Cai, 2010: 7). There is no doubt that under the

intense competition that prevails in the world today, once a company wants to survive, it must improve the quality of service that will help it gain a unique advantage over its competitors. The quality of service has therefore become one of the most important factors in the satisfaction of the loyal customers of care and the loyal employees in all fields, and banking is no exception. Several students state that superior service leads to customer satisfaction and loyalty to the product or service. A satisfied customer can have the temperament to suggest another person, reduce complaints and the bank can engage in customer loyalty. Also, a satisfied customer is likely to be a loyal customer that the UN agency can offer to the company (Heskett et al., 1997: 121). Significantly, according to Bedi (2010: 13), the value of retaining existing customers by increasing the quality of products and services is estimated to be significantly lower than the value of acquiring new customers.

On the other hand, regarding the relationship between service quality and customer satisfaction in some industries such as banking, some students illustrate that service quality is not related to customer satisfaction in certain circumstances. For example, Parasuraman et al. (1985:13) report that despite the fact that customers were satisfied with a chosen service, they did not assume that it was of first quality. Another researcher also agrees with this idea, Storbacka et al. (1994, p. 24) expressed: "A customer might therefore respond on a form that a selected bank is first quality, although this does not mean that that customer was satisfied with the bank's victimization. Interest rates on loans could also be too high for some alternative reasons or not in line with customer's preferences." Quality of e-services could be a service rendered to customers by sacrificing the Internet. The web-based service makes customers feel more economical in terms of time and value when conducting transactions. The accessibility of knowledge associated with smooth transactions is a way for buyers to interact by providing system facilities and an adequate internet network and ensuring the confidentiality of information. Excellent service quality is the basis for customer satisfaction. Many of us tend to sometimes see a positive correlation between quality of service, satisfaction and loyalty. Thus, the quality of the electronic service provided by the company may or may not satisfy the customer as a customer. The results of the standard services provided by the company affect the level of customer satisfaction (Komara and Ariningrum, 2013). For online businesses, the quality element of online services should be created to create online customer

satisfaction (e-satisfaction) (Widiaputri et al., 2018: 2). Reasoned analysis conducted by Tobagus, (2018: 17) on online store website, online service quality affects online satisfaction. This relationship has proven to be positive and crucial, with the quality of intelligent electronic services having a major impact. This may agree with the analysis performed by Della Prisanti (2017:30), which indicates a positive relationship between online service quality and online satisfaction. The results of the analysis by Widiaputri et al. (2018: 8) about go-ride customers said online service quality has a major impact on online satisfaction.

2. Satisfaction and Loyalty of Customer

Proof portrayed that a major relationship exists between client loyalty and satisfaction (Leninkumar, 2017: 459). Client loyalty is seen a results of client contentment, once clients that possess sensible encounters with the offer of the corporate can still take care of the corporate seeing it from a lower risk view, thus keeping them loyal and logical in making decision. Essentially, several writers have proposed that client satisfaction is one amongst the determinants of the loyalty of client, particularly within the business (Belas and Gabčov., 2016: 133; Coelho and Henseler, 2012: 341). In step with Munari et al. (2013: 141), being loyal and satisfied square measure the parts of final loyalty, and satisfaction is that the place to begin of loyalty. What is more, it is assumed that the link between client satisfaction and client loyalty is not straightforward. Suggestions from Heskett et al. (2008: 125) got wind the importance of companies to extend the amount of client satisfaction if they need to sustain the amount of clients fidelity. There is a positive correlation between customer satisfaction and customer loyalty. Once a customer is happy with a website, they are willing to move the site frequently in the future and become a loyal customer (Fang, Chiu, and Wang, 2011:1). Electronic trust is described because customer trust in online trade channels, online retail failure is caused by a lack of buyer trust in electronic channels, so electronic trust is considered to be a very important variable in loyalty training (Ghane et al., 2011: 3). Supporting the results of the analysis of girls' online research activities conducted by Asih and Pratomo (2018:137), who found that electronic trust has a positive and important outcome for loyalty, the results of this study are consistent with the analysis conducted by Choi and Mai, (2018: 291) on B2C e-commerce in Vietnam, which together indicate that e-trust has a positive and crucial effect on e-loyalty. Hasanudin, et.al., (2017:80) analysis on Java Island e-commerce

service users shows that e-trust has a positive and important outcome for e-loyalty.

3. E-Service Quality And E-Loyalty

Electronic Service Quality is one of the means or techniques for measuring the quality of service of websites supported by users. According to Rowley, quality of electronic service is a related action, effort or performance, the delivery of which is mediated by data technology. The sensitive quality of e-services has supported the mainstream literature that literature's satisfaction with e-media is determined by the perceived standard of e-service quality, which translates into customer satisfaction. Reasonable electronic quality of service is about providing reasonable service so that buyers feel safe and trust the site, which increases customer confidence, since trust is a very important aspect for business customers to keep customers on a website (Berlianto, 2018: 505). This theory supports the analysis performed by Purnamasari (2018:7) showing that online trust mediates the outcome of online service quality to online loyalty. An analysis by Nurayni and Widiartanto (2019:133) showed that there is an indirect result between e-service quality and e-loyalty via e-trust, wherever trust in e-service quality extends the influence of electronic services can. Quality variable affecting e-loyalty.

I. Problem Discussion

1. Effects of Unsatisfied Consumers

Sellers and suppliers ought to support clients that are discontented to hunt re-addressed (i.e. evoke a return, interchange, or fix) so they're going to have an opportunity to solve those issues and keep the clients' business. Sellers and suppliers have to be compelled to perceive that some discontented customers won't offer the vendor an opportunity to remedy the matter, either as a result of they sense that the vendor won't be willing to remedy the matter, or as a result of they're reluctant to complain generally. Instead of request redress, several of those discontented customers can rather leave (i.e. promise not to rebuy there ever) and interact in unwanted spoken attitude (i.e. inform others concerning their unsatisfactory experience). The tip lead to the distributor or offer supplier is lose selling and gains. Seeing that its prices 5x the maximum amount to draw in a replacement client because it will to keep a present client (Jeffrey et.al, 1995: 37), retailers and repair suppliers ought to try to form an

environment that encourages discontented customers to hunt redress. At an equivalent time, discontented customers who request remedy hope to have a good agreement and to be handled politely and honor. Customers who accept such handling, and understand that the right thing is done, are a lot of possible to re-patronize the vendor and will even have interaction in positive spoken behavior, therefore spread kindness on behalf of the vendor. But protestors who understand an absence of right actions are less probable to re-patronize the vendor and will decide to “get even” (Jeffrey et.al, 1995: 37) by participating in negative spoken behavior, warning others to not search there.

2. Frame of Reference

The aim of this part of the thesis is to evaluate if there's a affiliation between the quality of service and whole loyalty, and to uncover that affiliation is created if it does exist. Wherever client satisfaction is known because the link considers the affiliation between the quality of service and whole loyalty. Moreover, the coordinate system can any justify the various sectors in additional depth, so as to supply common understanding in respect to the topic fully. Moreover, the model E-SERVQUAL are any explained and mentioned within the frame of reference so as as an example its perform in addition on give the lector who has a better comprehension of the experience from which this thesis arose. Eventually, the generational component was explored together because it was this differentiating purpose that first interested the researcher. Furthermore, this work aims to learn the impact that service quality has on customer satisfaction, in addition to whether service quality has an important impact on overall loyalty. This study also aims to explore the correlation between the different factors that make a shopper stay true o a label.

3. Service Quality : Research Model

With the advent of e-services, the notion of quality of e-services emerged. Losing customers in e-commerce is easy, but gaining them is extremely difficult. The reason will be that lost customers can quickly communicate between different sites and study the benefits. Customers acquire e-service know-how every day. As customers value their search experience, they consider several factors such as: B. Product offerings, product reviews, making shopping choices, finding and gathering necessary information, customer service, and returning/changing the product (Menon, 2018: 122). This example shows that customers are very quality-conscious. Customers

acquiring expertise in online service quality encourage e-commerce sites to improve their service quality (Çelik, 2009: 99). For this reason, e-commerce sites must respond to the needs of the e-environment, confirm the factors that customers listen to, and provide services accordingly (Faiz, 2018: 68). The conception of servicing was highlighted from the 80s by Churchill and Surprenant (1982: 495) at the side of Parasuraman et al. (1985: 49), who made the client satisfaction theory popular via the performance the business's real delivery of service in alignment with the clients' prospects, as highlighted by the achievement of the value discerned, which connects to the clients' desires and needs at the end their prospects. Service quality is the customer's perception of an organization's ultimate service delivery in a highly semi-permanent environment (Hoffman and Bateson, 2001: 492). Even knowing what quality of service means, the problem is how to live properly when a chosen service is of superior quality, for these are enduring perceptions and terribly subjective perceptions for the individual. In 1985, a quality model for activity services was proposed by Parasuraman, Zeithaml, and Berry, which was further refined in 1988 and again in 1991 through reviews by alternative researchers. The model, called SERVQUAL, measures whether a service is of the highest quality or not supports 5 dimensions; Concreteness, reliability, responsiveness, safety and sympathy, and this by asking the participants twenty-two questions to differentiate the perception and performance of a chosen service (Parasuraman, Berry and Zeithaml, 1991: 437). For example, one in twenty-two questions asks whether a company's employees provide their services at a safe time, which, if positive, would indicate reliability. Wherever reliability is described as the ability to faithfully and accurately perform the secure service (Parasuraman, Zeithaml and Berry, 1988: 30). There are four queries for each dimension, and if they are positive, the goal related to the above dimension in terms of quality of service is met (Parasuraman et al., 1988:21).

SERVQUAL has been used by several researchers and companies to comply with the explicit services standard. However, Robinson (1999:25) re-evaluated SERVQUAL to examine the validity of the established service quality experience models and concluded that it will not be as useful as some had previously assumed. He concluded that SERVQUAL is most applicable to things on the edge of its original environment, the occurrence of which is critical to newer models (Robinson, 1999:26). Despite the criticism, there is an obvious reason why SERVQUAL has been widely

used in many previous analyses. Primarily for its adept ability to provide a basis for activity service quality that could be modified to better reflect the precise circumstances of a selected organization (Parasuraman et al., 1988:30). Measuring quality of service can be an advanced problem that involves considering several factors. SERVQUAL tries to integrate all aspects of a service once the activity has its quality, but has still been criticized to some extent. Therefore, for the purposes of this study, it is necessary to look for an additional, easily measurable problem that can lead to a fully perceived quality of service. Namely the customer satisfaction which can be mentioned below. However, the SERVQUAL dimensions are used in this work to create the muse of experience to create objectively intelligent service expertise in the situations of experience that can be mentioned in the methodology.

a. Origins of Servqual Model

It is mentioned above that the origin of the SERVQUAL model comes from the 1985 study by Parasuraman, ZeithamI and Berry, the Sustained Expectation – Perception Gap Model. In a 1985 paper, Parasuraman, ZeithamI and Berry showed that consumers' perception of quality is an entity influenced by a set of 4 distinct deficiencies occurring in organizations. These service provider-level gaps that can hinder the delivery of services that customers consider to be of the highest quality are:

- Gap 1: Distinguishing between buyer expectations and management's perception of buyer expectations.
- Gap 2: Distinguishing between management's perception of buyer expectations and repair quality specifications.
- Gap 3: Distinguishing between quality of service specifications and actual service provided.
- Gap 4: Distinguishing between service delivery and what is communicated about customer service.
- Gap 5: Differentiation between service expectations and perceived service quality

In the manner of Parasuraman, ZeithamI and Berry (1985: 45), the perceived service quality in the model is outlined by the distinction between expectations and perceptions of buyers, which successively depends on the dimension and direction of

the four deviations in relation to the delivery of service quality on the buyer side. Furthermore, Brown and Bond (1995: 4) argue that the Service Quality Summary, also referred to as the Hope-Understanding Openness Model, is one of the most effectively received and heuristically valuable contributions to the service literature. The model identifies the main discrepancies or gaps related to perceptions of social control over service quality and tasks related to the delivery of services to customers. GAP1, GAP2, GAP3 and GAP4 are known as functions of the method in which the service is provided, while Deviation 5 relates to the customer and is studied in itself as the actuality of service quality (Shahin A., 2006: 6).

b. Applications of Servqual Model

There is no doubt that if a company wants to survive in a very competitive environment, it needs to validate the quality of the products and services it offers on the market. Some companies only offer services, so the quality of services is a very important issue for all these companies. Competing commercial establishments such as stores and grocery stores can sell a good variety of products, and delivery of job can be a crucial part of competitive differentiation. Businesses that only provide services, such as telecom companies, airlines, etc., have something to offer if their quality is not good (Berry, 1986: 3). It is mentioned above that SERVQUAL is a multi-item scale with intelligent reliability and validity, which allows companies to better understand the analysis of customer expectations and perceptions of services and further improve services. Parasuraman et al. (1988) claimed that “SERVQUAL, through its expectation/perception format, provides a basic skeleton that includes statements for each of the 5 dimensions of quality service. The skeleton is adjusted or supplemented as necessary to meet the specific characteristics or analysis needs of a selected organization.” SERVQUAL shows its best score once it is accustomed to further tracking QoS trends along with other types of QoS measurements. In addition, SERVQUAL is used to assess the quality of the company according to the 5 dimensions of services by averaging the discriminating values of the elements that make up the size (Parasuraman et al., 1985: 20). Likewise, the associate degree lives on the service quality in the form of a median value on the 5 dimensions. One of the potential applications of SERVQUAL is to determine the relative importance of the 5 defining dimensions of customers' overall perception of quality. Another application of SERVQUAL is used to categorize a company's customers into multiple perceived

quality segments based on their individual SERVQUAL ratings (Parasuraman et al., 1988:21).

c. Theories and Concept of Servqual Model: Service Quality

Many studies have shown the growing importance of service quality in addressing the service dimensions of the extended product and have engaged with the business and managerial aspects of service quality (Baumann, et al., 2007: 6; Bitner, et al., 1990: 11 ; Boulding et al 1993: 5; Gilbert and Veloutsou 2006: 7; Parasuraman et al 1988, 1990, 1991, 1993; Robledo 2001: 12). However, because of the immateriality of services, it is more difficult to live with service quality than with commodity quality (Gronroos, 1982: 9). For this reason, while companies recognize that it is more difficult to understand, customers understand the service and appreciate the quality of the service (Zeithaml, 1981: 17). According to Lewis and Booms (1983:13), service quality depends on the extent to which the level of service provided meets customer expectations. Offering quality service means meeting customer expectations on the same basis. Parasuraman et al. (1985, 1988) also shared the opinion of Lewis and Booms (1983: 11) in stating: "Perceptions of service quality result from a comparison of customer expectations with actual service performance". To demonstrate the point of the statement, Parasuraman et al. (1985, 1988) provided the SERVQUAL scale for service quality activities. Cronin et al. (1992:15) summarized four completely different measurement models for quality of service, these square measures SERVQUAL, SERVPERF, weighted SERVQUAL and weighted SEVPERF. However, SERVPERF was considered the most efficient of the 4 models. In addition, Martilla et al. (1977: 8) performed an importance and performance analysis, which was considered another measure of service quality.

d. Electronic Service Quality (E-Servqual)

This thesis examines a diversified-item scale (E-Servqual) for measure the quality of service given by on-line sites to clients. The fundamental E-Servqual scale created within the analysis could be a twenty-two-point scale with 4 dimensions: Performance, Fulfillment, System Availability and Privacy. Although the Internet is not viewed as the revolution originally envisioned, it remains a crucial channel for marketing most goods and services. Companies like Amazon sell products and services only through internet channels, and almost all companies root internet channels for pre-sales data (autos), other ways to buy products (retailers like GAP, Talbot's and

Eddie Bauer), approaches to expanding services (industrial products) and ways to attract time-conscious and demanding buyers (online banking). For these channels to work, buyers must perceive them as efficient and economical. Although low score and internet presence were originally seen as success factors, service quality issues have come to the fore. As soon as buyers were unable to carry out transactions, products were not delivered on time or at least e-mails were not answered and desired data could not be retrieved, the functionality of Internet channels was at risk. Commercial build-up and tutoring undoubtedly demonstrate a general lack of adequate quality in the services delivered over the network (Ahmad 2002:25; Lennon and Harris 2002:38; LoCascio 2000:1; Pastore 2001:1). This disadvantage persists (Cox 2002:1; Gaudin 2003:1; Internet News Bureau 2003:1). If buyers are to trust Internet portals, companies should shift the focus of online business from e-commerce, procedures to e-services; all characters and events that occur before, within, and at the end. To provide the highest quality of service, managers of Internet-based businesses must first understand how shoppers understand and measure online customer service. Although there are many other types of websites, the analysis presented in this article only focuses on online search pages. The article does not cover individual sites such as online newspapers, portals, free transfer sites, customer-to-customer sites such as eBay or Topica, sites that are link collections, or job sites such as Monster.com that are used for functions other than There are online searches powered by advertisers.

e. Why E-SQ?

In depth knowledge of the research handling populace-tech connections show that client analysis of latest techs could be a clear-cut method. For example, results of an intensive qualitative study of however clients move with, and measure, tech-grounded product Mick and Fournier (1995) recommend that the satisfaction of a client with those products includes an extremely complicated, semipermanent technique; the method may completely differ through several client stratas; and satisfaction in such contexts isn't invariably a perform of prior usage comparison models. Additional important qualitative research by identical writers (Mick and Fournier 1998: 47), who specializes in human's reactions to technology, suggests that technology can trigger both positive and negative feelings at the same time. Furthermore, various analyzes each with qualitative and empirical parts show that customers' propensity to adopt new technologies (i.e. their technology readiness) depends on the relative dominance of

positive and negative feelings in their beliefs (Parasuraman 2000: 307). Previous studies specializing in particular technologies have also shown that consumer beliefs and responses to the technology in question vary and are absolutely related to acceptance (Cowles 1989:85; Cowles and Crooner 1990:40 Dabholkar 1996:40; Eastlick 1996: 106). Various analyzes show that perceived quality and ease of use are significantly related to self-reported (Davis 1989: 39) and actual (Szajna 1996: 87) use of technology. Taken together, the results of these studies indicate significant differences in technology acceptance and usage among customers who review their technological beliefs and recommend that similar differences may exist in the critical processes used in e-SQ assessment. In other words, customer-specific attributes (e.g., technology readiness) can influence, for example, the attributes customers need for a perfect website, as well as performance levels that can signal an e-SQ. superiority.

Overall. Providing sensible product and facilities is vital to stay the client satisfy. Client satisfaction plays a very valuable part as they assist firm to perform the works swimmingly in an exceedingly lengthy amount of your period. Satisfaction of client in obtaining correct product and offers will lead corporations in obtaining a correct profit and it will offer the firm a chance to expand globally.

J. Hypotheses Formulation

Based on the examination of previous literature, these hypotheses were constructed:

H₁: SERVQUAL has a positive effect on customer satisfaction

H₂: SERVQUAL has a positive effect on brand loyalty

H₃: Customer satisfaction has a good influence on brand loyalty

H₄: There is a relationship within loyalty to a brand and the satisfaction of a customer.

The first 3 hypotheses of this work were primarily put together to support the claims of previous studies regarding the relationship between service quality, customer satisfaction and absolute loyalty. Especially when customers are happy with their purchase, that satisfaction can lead to full loyalty. Second, if a company offers an excellent quality of service, that quality can also lead to complete loyalty. The fourth

hypothesis was recently put forward because it had not yet been tested in this type of staging. This is where the idea is created that younger participants, Gen Y Bliss, are not penalized by poor quality of service to the same extent as older participants, Gen X Bliss. This implies that there is a generational difference in quality service and its relation to absolute loyalty.

K. Research Model

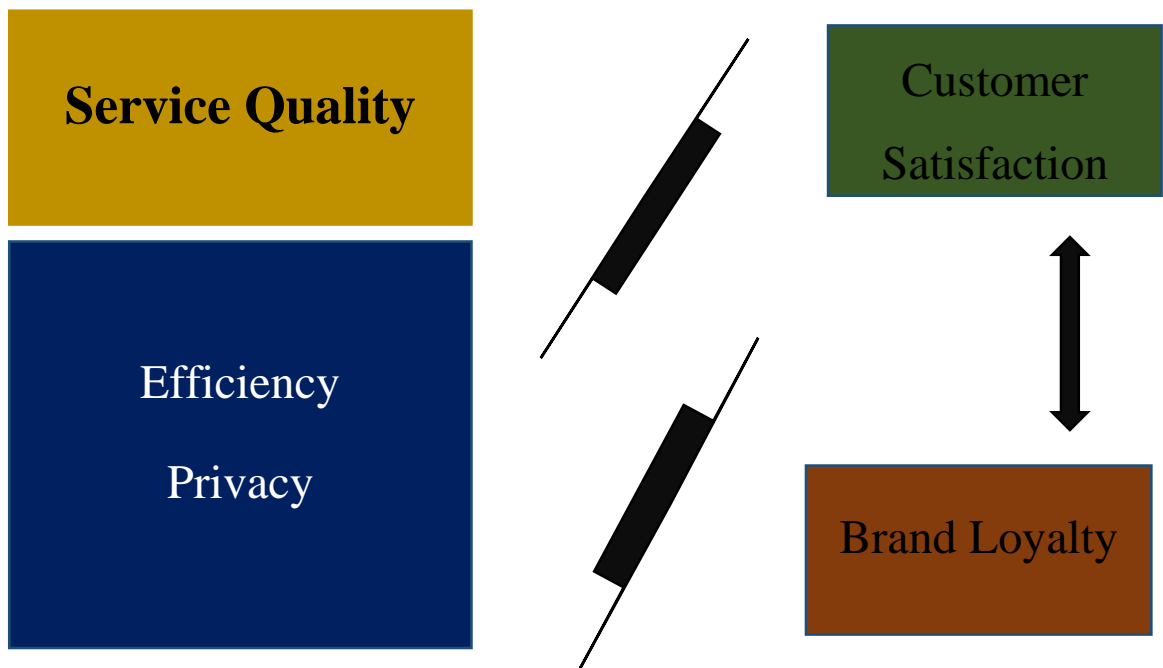


Figure 1 Research Model

II. METHODS

A cross-sectional study will be carried out based on a survey that will run between the November to December 2021 within the population located in Istanbul (Turkey). The population will include students, residents and business owners in Istanbul (Turkey). This study attempts to determine how service quality affects customer satisfaction and whether service quality affects brand loyalty.

A. Methodology

The main question that the study will answer concerns the relationship between service quality and brand loyalty and whether the generational characteristics parameter has an impact on participants' satisfaction with the service provided to them. Data from primary and secondary sources are used to answer the hypotheses. Primary data is collected quantitatively through an experiment, while secondary data is collected through empirical articles, mainly found online. The research problem is theoretical in nature as it examines a relationship between three factors; Service Quality, Customer Satisfaction and Brand Loyalty (McCombes, 2020). In fact, the method must consider parameters such as age and be able to generalize the results on a larger scale, more specifically to the population. A quantitative method will therefore be best suited to answer the hypotheses.

B. Ethical Considerations

In order to conduct the research, authorizations were gotten from the Istanbul Aydin University Ethics Committee and the Graduate Institute in writing. By introducing herself to the students participating in the research, the researcher clarified the reason for the examination/study verbally and in and in writing and obtained verbal consent from the participants.

C. Measurements

Study Constructs Measurements

E-S-QUAL participants rate site activity for each scale element using a 5-point scale (1=strongly disagree, 5=strongly agree). The following items are stratified by proportion for easier analysis; They appear randomly in the poll.

E-S-QUAL	EXPRESSION					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	This brand makes it easy to find what I need.					
2	It makes it easy to get anywhere on the brand.					
3	It enables me to complete a transaction quickly.					
4	Information about this brand is well organized.					
5	It loads its pages fast.					
6	This brand is easy to access.					
7	This brand enables me to get on to it quickly.					
8	This brand is well organized.					
9	It protects information about my Web-shopping behavior.					
10	It does not share my personal information with other sites.					
11	This brand protects information about my credit card.					

D. Data Collection

This thesis will use the E-S-QUAL Scale which is a Likert-type scale format for collecting responses (Parasuraman et. al. 2005: 11). The survey is composed of 11 items with 5-point scales ranging from 1 (strongly disagree) to 5 (strongly agree). The E-S-QUAL Scale will have 11 items on 2 proportions, which will be named and described as follows:

1. **Efficiency:** The ease and speed of accessing and using the site.

2. **Privacy:** The extent to which the site is secured and guides customer information.

Moreover, the survey will be written in Turkish and English in order to avoid any possible language barriers that might occur due to a lack of English proficiency among the participants. Since the study will be conducted in Turkey, the majority of the respondents' native language is Turkish. Therefore, by writing the experiment in Turkish and English, the rate at which the participants will properly understand the questions is most likely significantly higher.

E. The Participants

The experiment will be sent to 385 participants in total, who will be divided into two groups based on age. The reason for that choice is to create a clearer difference in the different age-groups, since it is assumed that participants too close in age might answer too similarly. The research population of the people who live in Istanbul is 4,638,000, therefore, the research sample size will be 384 participants (www.tuik.gov.tr).

F. Limitations of The Study

This thesis has a range of limitations. Firstly, regarding the sampling method, due to the participants of the experiment being chosen out of convenience, the geographical spread of the participants is fairly narrow. This might result in the study not being able to represent the entirety of Turkey. Secondly, the authors recognize that language barriers may be present limiting the reach out to study participants.

III. RESULTS AND FINDINGS

Table 1. Distribution of Participants on Demographic Features

Variables	Groups	Frequency (n)	Percentage (%)
Gender	Male	251	62.0
	Female	154	38.0
Age	18-23	58	14.3
	24-29	198	48.9
	30-35	90	22.2
	36-41	29	7.2
	42 above	30	7.4
Marital Status	Single	291	71.9
	Married	114	28.1
Household	.00	3	.7
Income	Less than 2000 TL	72	17.8
	2001-3000 TL	47	11.6
	3001-4000 TL	122	30.1
	4001-5000 TL	48	11.9
	5001-6000 TL	24	5.9
	6001 TL and More	86	21.2
Occupation	High school student	3	.7
	College student	18	4.4
	University student	152	37.5
	Self employed	84	20.7
	Employed	108	26.7
	Retired	10	2.5
	Unemployed	7	1.7
	Others	23	5.7

Table 1 represents the distribution of some social demographic data of all respondents. On Gender, the male was 62% (251) and the female was 38% (154). Regarding the matrimonial status, most respondents were single 291 (71.9%), and 114 (28.1%) were married. The highest age frequency was 198(48.9%) for the 24-29yrs age group while the lowest frequency was for the 36-41yrs age group 29(7.2%). The monthly income table (before taxes), 122(30.1%) respondents earned between 3001-4000TL, while 24(5.9%) earned between 5001-6000 TL. Regarding the profession most of the respondents were university students 152(37.5%) while the least 3 (0.7%) were high school students.

Table 2. Distribution of the Economic Situation Sociodemographic Characteristics

Variables	Groups	n	%
Do you shop online?	Yes	366	90.4
	No	39	9.6
Do you shop clothes &/or footwears online?	Yes	351	86.7
	No	54	13.3
How often do you shop clothes online?	Weekly	37	9.1
	Sometimes in a month	181	44.7
	Sometimes every six months	102	25.2
	Someone once a year or less often	59	14.6
	I do not shop clothes online	26	6.4
How do you most often shop your clothes and/or footwear?	The physical store	101	24.9
	On the Internet	96	23.7
	The same in physically store and online	206	50.9
	I do not shop clothes and/or footwear online	2	.5

In Table 2, a great majority of respondents said yes to shopping online 366(90.4%) while 39 (9.6%) said no. Most of the respondents said yes to shopping clothes and/or footwears online 351 (86.7%) while 54 (13.3%) said no. When asked how often they shopped online, the highest number of respondents 181(44.7%) chose “sometimes in a month” while only 26(6.4%) respondents claimed that they “do not shop clothes online”. From the findings of “How do you most often shop your clothes and/or footwear?”, 206(50.9%), claimed “physical store and online”, 101(24.9%) chose “the physical store”, 96(23.7%) chose “on the internet” and 2 (0.5%) chose “I do not shop online”.

Table 3. Reliability Tests of The Scales

Variables	Reliability Statistics	
	Cronbach's Alpha	N of Items
E-Servqual	.957	11
Customer Satisfaction	.966	21
Brand Loyalty	.964	14

Table 3 shows the reliability test results of research variables. When we look at the Cronbach’s Alpha values, all variables are reliable ($\alpha > 0.7$). Especially the customer satisfaction has the highest Cronbach’s Alpha value ($\alpha = .966$).

Table 4. Correlation Analyses

		E Servqual Mean	Efficiency Mean	Privacy Mean	Customer Satisfaction Mean	Brand Loyalty Mean
E Servqual Mean	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	405				
Efficiency Mean	Pearson Correlation	.980**	1			
	Sig. (2-tailed)	.000				
	N	405	405			
Privacy Mean	Pearson Correlation	.881**	.769**	1		
	Sig. (2-tailed)	.000	.000			
	N	405	405	405		
Customer Satisfaction Mean	Pearson Correlation	.776**	.732**	.752**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	405	405	405	405	
Brand Loyalty Mean	Pearson Correlation	.699**	.671**	.651**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	405	405	405	405	405

According to Table 4 correlation table, because of the significant values ($p < 0.05$) we can understand that there are relationships between variables. When we look at the Correlation values, the highest value belongs to relationship between E-Servqual and Efficiency variables ($r = .980$). On the other hand, the lowest value belongs to relationship between Brand Loyalty and Privacy variables ($r = .651$). Across variables, most correlations are also significant. Correlation is significant at the 0.01 level (2-tailed).

Regression analysis is to explain the relationship between the dependent variable and the independent variable(s) that are thought to have an effect on the dependent variable with a model. Multiple regression analysis was applied to examine the effect of e-service quality and customer satisfaction on the brand loyalty. In the multiple regression analysis with more than one independent variable, the significance level is expected to be less than .05 in order to establish the regression model properly

in statistical terms (Gurbuz and Sahin, 2014: 271). According to the ANOVA test result in Table 5, it is seen that the significance level is less than 5% (sig. = .000 <.05) and according to the regression analysis result in Table 6.

Table 5. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.507	2	74.753	272.142	.000 ^b
	Residual	110.423	402	.275		
	Total	259.930	404			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Customer_Satisfaction, E_Servqual_Mean

Table 6. Regression Analyses

Dependent Variable	Brand Loyalty				
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
E-Servqual	.346	.053	.338	6.560	.000
Customer Satisfaction	.506	.056	.465	9.027	.000
	R=.758 - R ² =.575				

According to the regression analysis results, R² value that expresses as explanatory power of the model is .575, so independent variables in the model explain 57.5% of the variance of the dependent variable and this ratio can be accepted as high. In regression analysis, Beta values show the contribution of independent variables to explain the dependent variable. E-Service Quality and Customer Satisfaction have positive contribution to brand loyalty; contribution of E-Servqual to brand loyalty is 33.8% and contribution of customer satisfaction to brand loyalty is 46.5%. Therefore, if e-service quality and customer satisfaction values increase, then brand loyalty will increase as well. H₁(SERVQUAL has a positive effect on customer satisfaction) and H₂(SERVQUAL has a positive effect on brand loyalty) are positive.

Table 7. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.566	1	132.566	610.397	.000 ^b
	Residual	87.523	403	.217		
	Total	220.089	404			

a. Dependent Variable: Customer_Satisfaction_Mean

b. Predictors: (Constant), E_Servqual_Mean

Table 8. Regression Analyses

Dependent Variable Independent Variables	Brand Loyalty		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	.901	.111		8.090	.000
E_Servqual_Mean	.730	.030	.776	24.706	.000
R=.776 - R ² =.602					

According to the regression analysis results, R² value that expresses as explanatory power of the model is .602, so independent variable in the model explains 60.2% of the variance of the dependent variable and this ratio can be accepted as high. In regression analysis, Beta value shows the contribution of independent variable to explain the dependent variable. E-Service Quality has positive contribution to brand loyalty; contribution of E-Servqual to brand loyalty is 77.6%. Therefore, if e-service quality value increases, then brand loyalty will increase as well. So H₂(SERVQUAL has a positive effect on brand loyalty) is positive.

IV. DISCUSSION

Businesses have begun out to perform their industrial competitors in digital environments with the emergence of digital commerce. The diversification of the products/offerings provided to purchasers withinside the digital surroundings and the growth withinside the quantity of organizations on this discipline make it crucial to supply pleasant carrier. Thanks to technology, purchasers can examine the product/carrier they buy from any enterprise in digital surroundings with every other enterprise, and in the event that they do now no longer locate it pleasant, they should buy carrier from every other enterprise. That is why it will become crucial for organizations to offer offerings with the aid of using satisfying the necessities of the digital surroundings and with the aid of using figuring out what elements' purchasers pay interest to (Faiz, 2018: 7). The pleasant factors sought with the aid of using the purchasers withinside the offerings furnished in conventional environments fluctuate from the pleasant knowledge of the purchasers in on-line environments. For this reason, it's miles vital to degree the pleasant of the carrier that organizations offer at the internet.

Electronic trade (e-trade) refers back to the procedure of wearing out commercial enterprise among firms and clients the usage of digital medium along with internet. Companies are significantly the usage of this income path to take part with their competition withinside the e-commerce marketplace. Business to Customer (B2C) is amongst the characters of operation in e-trade. According to Turban, et.al (2009: 5), B2C describes e-commerce version wherein companies promote to person consumers. The B2C on line marketplace has been developing hastily during the last numerous years and clients are more and more more desired on line buying. Electronic carrier first-rate (e-SQ) is more and more more vital in influencing purchaser opinions and judgments concerning the first-rate of e-carrier transport withinside the digital marketplace. Online buying in B2C entails on line consumers getting access to the web vendors' web sites to buy a product; consequently, the quantity to which their desires are fulfilled is vital (Ong et.al., 2016: 8). In regards to Anderson and Srinivasan (2003:

4), e-pride is defined because the satisfaction of the purchaser that arise from his/her in advance actual shopping for enjoy with a positive digital trade company. It changed into empirically mounted that the human associated elements of perceived carrier first-rate (trustworthiness, resilience, warranty and empathy), has a more effect on purchaser pride than that of the non-human associated elements of perceived carrier first-rate (tangibles, carrier capabilities and price) on Customer Satisfaction (Rahman et.al 2022: 6).

As e-commerce websites are growing daily, customers can effortlessly navigate e-commerce websites, locate the goods they want and carry out their transactions quickly. A great majority of respondents said yes to shopping online 366(90.4%) while 39 (9.6%) said no. Also, due to the fact e-commerce websites are more and more comparable and meet precise standards, a consumer who makes use of an e-commerce website online can effortlessly locate what he/she is searching out while he/she enters some other e-commerce website online. These elements display that the performance measurement does now no longer have an effect on e-pride (Çelik 2021: 21). The correlation between brand loyalty and customer satisfaction is significant at the 0.01 level. The privateness measurement is ready defensive non-public records, storing credit score card records, and preserving the behaviour styles inside web website online. Privacy has constantly been a crucial detail in influencing patron behaviour. In unsure surroundings along with Internet-primarily based totally e-commerce transactions, the problem of privateness turns into even greater critical. The key to achievement in e-commerce websites relies upon on clients' feeling secure at the same time as buying. Therefore, E-commerce websites must specify what records is gathered from customers and the way these records might be used withinside the scope in their privateness policies. Also, previous consent must be acquired from the clients for capability non-public information transfers, and a way to touch the patron for applicable records sharing must be declared. The pattern of this examine is the clients of hepsiburada.com. Table 1,2,3 represents the distribution of some social demographic data of all respondents. On Gender, the male was 62% (251) and the female was 38% (154). Regarding the matrimonial status, most respondents were single 291 (71.9%), and 114 (28.1%) were married. The highest age frequency was 198(48.9%) for the 24-29yrs age group while the lowest frequency was for the 36-41yrs age group 29(7.2%). The findings display that the web website online satisfied

its customers that they may absolutely defend purchaser records via way of means of imparting dependable surroundings and that the records acquired will stay confidential. Users who're satisfied of this said that the privateness measurement does now no longer have an effect on e-pride (Çelik 2021: 23).

In current years, carrier high-satisfactory and e-carrier high-satisfactory have turn out to be one of the maximum vital studies regions in advertising due to their considerable effect on a firm monetary performance. When asked how often they shopped online, the highest number of respondents 181(44.7%) chose “sometimes in a month” while only 26(6.4%) respondents claimed that they “do not shop clothes online”. The high-satisfactory of digital offerings is shaped with the aid of using 5 dimensions, specifically privateness, resilience, usability, trustworthiness, and effectiveness. These 5 dimensions concurrently form carrier high-satisfactory in order that it may be measured and used to evaluate its impact on consumer pleasure and consumer loyalty (Luh et.al., 2022: 9). It seems that once the pandemic, clients had been more and more more the usage of on-line systems for getting items and offerings (Zygiaris et.al., 2022: 3). Customers understand the carrier high-satisfactory as a primary carrier expectation and could now no longer endure the greater price for this criterion. Precisely, the expertise approximately the clients’ view regarding carrier high-satisfactory may be utilized by businesses as a device to enhance their consumer offerings.

The Zygiaris et.al., (2022: 7) of this study imply a robust affiliation among SERVQUAL dimensions and perceived carrier high-satisfactory. The observation suggests that brand satisfaction has high quality results on brand pleasure, accept as true with and loyalty. Brand satisfaction creates and develops accept as true with-primarily based totally courting platform among brand and consumer. Brand reports rise up in a whole lot of settings while clients seek for, keep for, and eat brands. As Azize et.al (2011: 4) effects show, brand pleasure has an extensively high quality have an impact on label fidelity. Satisfaction with the favored brand is one of the indicators of loyalty to a brand. A customer who trusts withinside the brand is extra inclined to stay unswerving to it, to pay a top rate rate for it, to shop for new merchandise added beneathneath it withinside the current and in new categories, and to percentage a few statistics approximately his or her desires, wants, and attitudes (Chaudhuri and Holbrook, 2001: 2). In mild of the above, the remaining seller's intention in brand-

courting improvement is a consumer who's unswerving toward the brand. Website layout and security/privateness had nearly the identical effect on e-carrier high-satisfactory. Customer pleasure and consumer accept as true with regarded because the results of standard e-carrier high-satisfactory withinside the model. The effects of this observe confirmed that e-carrier high-satisfactory had a high-quality effect on consumer pleasure. The majority of studies accomplished approximately e-carrier high-satisfactory states that consumer pleasure are principle indicator impacting on e-carrier high-satisfactory. It helps the concept that there may be a considerable courting among e-carrier high-satisfactory and consumer pleasure (Kitapci et al., 2014: 8). E-brand high-satisfactory additionally had a high-quality effect on consumer accept as true with. The higher the e-carrier high-satisfactory of a company, the better the consumer accept as true with. Providing properly carrier high-satisfactory complements consumer pleasure and consumer accept as true with. This end result is aligned with preceding research carried out with the aid of using Wu et al. (2010: 9; 2018: 11). The research determined that consumer pleasure had a high-quality effect on redeem purpose, WOM, plus placement revisit.

V. CONCLUSION AND PROPOSALS

E-commerce is digital trade wherein shopping for and promoting sports are finished thru a digital network. Good carrier high-satisfactory can appeal to clients to make purchases on-line. Low high-satisfactory will motive consumer dissatisfaction. Efforts to enhance the carrier high-satisfactory device may be plenty extra powerful for enterprise survival. The development efforts will make purchasers extra dependable to the enterprise. In short, it may be stated that once carrier to purchasers is precise, it'll result in consumer delight and is predicted to shape purchaser loyalty to merchandise or offerings. The findings provide perception for managers to higher apprehend how eservice high-satisfactory is shaped and the way essential every characteristic and measurement of e-carrier high-satisfactory is to make certain consumer delight and agree with, which in the long run can assist to preserve on-line clients. Managers can enhance the carrier high-satisfactory of on-line shops primarily based totally at the outcomes of this studies and integrate it with the current marketplace trends. Managers must cautiously keep in mind the attributes of e-carrier high-satisfactory to increase their on-line shops. To offer advanced carrier high-satisfactory, agencies must offer a great web site design that includes enough data, visibly attractive content, clean to make payments, clean to examine text, provide a few reductions with advert, also short loading capacity. Beyond that, agencies need to make certain the timeliness of shipping and make certain the clients' facts safety and privacy. Managers must consciousness on web site design, safety/privacy, and achievement. Managers can rent an internet site fashion dressmaker to create appealing websites. Since achievement had the very best effect on usual carrier high-satisfactory, managers need to ensure that the goods are introduced in precise situation and in the proposed period. Having partnerships with numerous shipping carrier offerings and allowing clients select which they need is probably a very pleasant thought. Maintainers must input into concord with shipping offerings if merchandise are damaged in the course of the shipping, determine which birthday birthday celebration must be answerable for damage, so it does now no longer damage consumer delight

and agree with. Since consumer delight and consumer agree with appreciably have an effect on consumer behavior, managers must contain it into their advertising and marketing strategy. Online shops normally have comments functions on their websites. An enterprise can give a boost to WOM motion through providing “percentage comments to buddies” functions. After clients obtain the coolest they ordered, they could write comments on the net keep internet site. Moreover, delight is an essential component withinside the eyes of purchasers as clients will now no longer be dependable to the net store until they're happy first. Customers have the choice to percentage they enjoy without forgetting their buddies as WOM motion. Small rewards like unique reductions withinside the subsequent buy will inspire clients to unfold their shopping for enjoy to others, that could deliver extra ability clients to go to an enterprise's on-line keep. The results of this thesis demonstrate that the hypotheses were all positive.

H₁: SERVQUAL positively influence on the satisfaction of customer

H₂: SERVQUAL has a positive effect on brand loyalty

H₃: Customer satisfaction has a good influence on loyalty to a brand

H₄: There is a relationship within loyalty to a brand and the satisfaction of a customer.

Regardless of the impressive upward thrust and decline of Internet businesses, e-commerce has validated non-stop boom in sales. E-commerce has great implications for the businesses and clients concerned in addition to society at large. For businesses, e-commerce can enhance performance and productivity. Furthermore, e-commerce permits personnel to have extra get entry to to statistics and offerings, that can assist to keep a healthful company culture. For clients, e-commerce presents a completely handy manner to handle many styles of enterprise 24-7. For the community, e-commerce can assist to boost up their monetary boom and opportunities, however on the equal time might also additionally pose demanding situations and issues in phrases of watching and privateness. The collapse of the .com illusion might also additionally genuinely have delivered approximately a extra balanced and continuous technique to e-trade. However, as e-commerce grows, we can maintain to witness adjustments withinside the manner human beings Shape organisations, transactions and communication by radically rethinking the problems of time and

space in monetary activity. These findings endorse to the web keep corporations the want to offer fine of e-offerings that fulfill the expectancies of clients. Online keep corporations additionally want to take interest to the size of e-provider fine that are essential from clients' factor of view as now no longer all dimensions are essential. Online keep corporations have to decide and consciousness in this essential element in constructing their competitiveness. This locating is delivered to the advanced expertise of e-provider fine and truely contributed to the sensible factors of on-line corporations. Nowadays, businesses must take motion in line with the desires of the purchasers, now no longer their very own desires. Companies must try this so as to benefit extra purchaser and live competitive. This scenario presents the purchasers with exclusive options even as making their choices, making it less difficult to assess the options, to look and make a desire to attain all styles of statistics approximately the desired product or provider. Today, with the improvement of technology, diverse social media and verbal exchange tools, client attention approximately services and products and the extent of client statistics approximately those services and products have extended considerably. Therefore, entrepreneurs have to intently screen variations in shopping conduct of purchasers and form their advertising and marketing techniques accordingly. Many elements can have an effect on the client's desire approximately the product and/or provider. Product fine, brand attention, perceived price, provider fine etc. Factors together with can have an effect on each the shopping conduct of the client and the hobby and notion of the product. The truth that the loyalty of the purchaser is affected definitely or negatively in line with the perceived price of the brand is a trouble that corporations have to consciousness on sensitively.

Proposals

The globalizing economic system affords extra possibilities for e-commerce. The international Internet populace is extra diverse than ever before. Any of the maximum influential monetary paperwork in this era, vast studies will retain to awareness on Ecommerce. Past and monetary research will take a look at the effect of the growing of the facilities, technology, planss, and law of on-line commerce. With the fast improvement of world e-commerce, destiny studies will don't forget implications of improvements in international telecommunications, cell communications in addition to the have an impact on of cross-cultural content material and practices. In general, those findings need to be replicated with one-of-a-kind

product classes and brands. Also, the existing take a look at did now no longer take a look at private elements, involvements of a brand, brand institutions and personality of the brand. Finally, we nonetheless want to increase an extra unique information of the connection among brand loyalty and different dating advertising associated variables. Further studies need to awareness at the antecedents and long-time period effects of brand experiences.

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APPENDIX

APPENDIX A Questionnaire

APPENDIX B Ethical Approval Form

APPENDIX A Questionnaire

QUESTIONNAIRE

Dear Participant,

I am a master's student in the department of business administration, Istanbul Aydin University. The aim of this questionnaire is to determine the effects of service quality on clothing e-commerce customer satisfaction and e-brand loyalty. This questionnaire is for survey purpose only. Kindly note that your participation in this study is voluntary and any information in connection with this study that can be identified with you remains confidential and anonymous.

Thank you for your participation.

Fati Djibrill

1. Gender: Male Female
2. Age: 18-23 24-24 30-35 36-41 42 above
3. Marital Status: Single Married
4. Do you shop online? Yes No
5. Do you shop clothes and/or footwear online? Yes No
6. How often do you shop clothes online?
 - Weekly
 - Sometime in the month
 - Sometime every six months
 - Someone once a year or less often
 - I do not shop clothes online
 - Other
7. How do you most often shop your clothes and/or footwear?
 - The physical store
 - On the Internet

- The same in physically store and online
 - I do not shop clothes and/or footwear online
 - Other
8. Which are your favorite clothes fashion provider online?
.....
9. What is your monthly income (before taxes)?
- Less than 2000tl
 - 2,001-3,000tl
 - 3,001-4,000tl
 - 4,001-5,000tl
 - 5,001-6,000tl
 - 6,001 or more
 - Other
10. What is your occupation?
- High school student
 - College student
 - University student
 - Self-employed
 - Employed
 - Pensioners
 - Unemployed
 - Other

Sevgili Katılımcı,

İstanbul Aydın Üniversitesi işletme bölümünde yüksek lisans öğrencisiyim. Bu

anketin amacı, hizmet kalitesinin giyim e-ticaret müşteri memnuniyeti ve e-marka sadakati üzerindeki etkilerini belirlemektir. Bu anket sadece anket amaçlıdır. Bu çalışmaya katılımınızın gönüllülük esasına dayalı olduğunu ve bu çalışmayla bağlantılı olarak sizinle özdeşleştirilebilecek her türlü bilginin gizli ve anonim kalacağını lütfen unutmayın.

Katıldığımız için teşekkürler.

Fati Djibrill

1. Cinsiyet: Erkek Kadın
2. Yaş: 18-23 24-24 30-35 36-41 42

above

3. Medeni Durum: Bekar Evli

4. İnternette alışveriş yapıyor musunuz? Evet Hayır

5. İnternette kıyafet ve/veya ayakkabı alışverişi yapıyor musunuz?
Evet Hayır

6. İnternette ne sıklıkla kıyafet alışverişi yaparsınız?

- Haftalık
- Ayda bir zaman
- Altı ayda bir
- Yılda bir veya daha az sıklıkta biri
- İnternette kıyafet alışverişi yapmıyorum
- Başka

7. Giysi ve/veya ayakkabı alışverişinizi en sık nasıl yaparsınız?

- Fiziksel mağaza
- İnternette
- Fiziksel mağazada ve çevrimiçi ortamda aynı
- İnternette kıyafet ve/veya ayakkabı alışverişi yapmıyorum
- Başka

8. İnternette en sevdiğiniz kıyafet moda sağlayıcısı hangisi?

.....
9. Aylık geliriniz (vergiler hariç) nedir?

- 2000tl'den az
- 2.001-3,000tl
- 3.001-4.000tl
- 4.001-5.000tl
- 5,001-6,000tl
- 6.001 veya daha fazla
- Başka

10. Mesleğiniz nedir?

- Lise öğrencisi
- Kolej öğrencisi
- Üniversite öğrencisi
- Serbest meslek
- Çalışan
- Emekliler
- İşsiz
- Başka

En sevdiğiniz çevrimiçi moda markasını göz önünde bulundurarak aşağıdaki soruları

E-S-QUAL	IFADE	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1	Bu marka, ihtiyacım olanı bulmayı kolaylaştırıyor.					
2	Marka üzerinde herhangi bir yere ulaşmayı kolaylaştırır.					
3	Bir işlemi hızlı bir şekilde tamamlamamı sağlıyor.					
4	Bu marka hakkındaki bilgiler iyi organize edilmiştir.					
5	Sayfalarımı hızlı yükler.					
6	Bu markaya erişim kolaydır.					
7	Bu marka hızlı bir şekilde başlamamı sağlıyor					
8	Bu marka iyi organize edilmiştir.					
9	Web alışveriş davranışım hakkındaki bilgileri korur.					
10	Kişisel bilgilerimi başka sitelerle paylaşmaz.					
11	Bu marka, kredi kartımla ilgili bilgileri korur.					

E-Hizmet Kalitesi Ölçeği Soruları

Kaynak: Parasuraman et al (2005)

With your favorite online fashion brand in mind, read the following questions carefully and select the option that best applies to you, thanks!

E-Service Quality Scale Questions

E-S-QUAL	EXPRESSION	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1-8	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
9-11	20					
	21					
	22					

Kaynak: Parasuraman et al (2005)

Müşteri Memnuniyeti ve Marka Sadakatiyle İlgili Sorular

		Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
1	Bu markanın ürünlerinin çekiciliği benim için önemlidir.					
2	Bu markanın kullandığı malzemelerin kalitesi benim için önemlidir.					
3	Bu markanın ürünleri her zaman beklentilerimi karşılıyor.					
4	Bu markanın ürün çeşitliliği harika.					
5	Bu markanın online mağazasında gerçekten çok eğleniyorum.					
6	Bu markanın çevrimiçi mağazasında alışveriş yapmak benim için zaman ayırmaya değer.					
7	Bu markanın duygulara hitap eden bir marka olması benim için önemli.					
8	Online giyim alışverişinin yaşam tarzımı değiştirdiğini ve yaşam tarzımın ayrılmaz bir parçası haline geldiğini düşünüyorum.					
9	Bu markanın çevrimiçi mağazasının kendine özgü bir konsepti olması benim için önemli.					
10	Bu markanın ürünleriyle ilgili reklamları bu markaların ürünlerine olan ilgimi artırıyor.					
11	İnternette giyim alışverişi benim için vakit geçirmek için gerçekten önemli bir aktivite.					
12	Giyim ürünleri için online alışverişi zaman kaybı olarak görmüyorum.					
13	Bu markanın ilgimi çeken çeşitli defileler veya tasarım yarışmaları yapması hoşuma gidiyor.					
14	Giyim ürünleri için alışveriş yaparken birçok düşünceye sahip olabilirim.					
15	Bu markanın defilelerinden topladığım yaratıcı fikirlere değer veriyorum.					
16	Moda ve giyim ile ilgili en son haberleri internette takip ediyorum.					
17	Giyim markalarının gerçekleştirdiği sosyal sorumluluk projelerinden keyif alıyorum.					
18	En sevdiğim giyim markalarıyla ilgilenen insanlarla alışveriş yaptığımda, kendimi onlara çok yakın hissediyorum.					
19	Bu markanın hayırsever faaliyetlerinden ve kar amacı gütmeyen kuruluşlarla olan ilişkilerinden keyif alıyorum.					

20	Bu markanın defileleri veya ürün seminerleri, sosyal çevrem ve diğer müşterilerle ilişkiler kurmama yardımcı oluyor.					
21	Sevdiğim giyim markaları beni bir ailenin veya grubun parçası gibi hissettiriyor.					
22	Bu markaya kendimi çok sadık hissediyorum.					
23	Bu markayı başkalarına ve arkadaşlarıma tavsiye ederim.					
24	Bu markayla yaşadığım deneyimler gelecekte de aynı etkileşimi istememe neden oluyor.					
25	Bu marka ile özdeşleşiyorum.					
26	Halihazırda sevdiğim giyim markalarının ürünlerini bulamayınca bulana kadar ararım.					
27	Kıyafet alırken ürünün markasına bakarım. Marka benim için önemlidir.					
28	Kıyafet alırken tanınmış markalı ürünleri almayı tercih ederim.					
29	Çevrimiçi mağazada aradığım ürünün stoğu yoksa, markanın ürünü yeniden stoklamasını beklemeyi tercih ederim.					
30	Giyim markalarının popülaritesi tercihimde büyük rol oynuyor.					
31	Bu markanın her zaman ilkelerine bağlı kaldığını düşünüyorum.					
32	Bu markanın her zaman tutarlı olduğunu düşünüyorum.					
33	Bu marka diğer tüm markalardan farklıdır.					
34	Bu marka kendini diğer markalardan açıkça ayırıyor.					
35	Bu marka benzersiz bir izlenim bırakıyor.					

Muhammed Furkan Tan 2019.

Questions on Customer Satisfaction & Brand Loyalty

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The attractiveness of the products of this brand is important to me.					
2	The quality of the materials used by this brand is important to me.					
3	The products of this brand always match my expectations.					
4	The product variety of this brand is great.					
5	I really have fun shopping in the online store of this brand.					
6	Shopping in the online store of this brand is worth my time.					
7	It is important for me that this brand is a brand that appeals to emotions.					
8	I think online shopping for clothing has changed my lifestyle and has become an integral part of my lifestyle.					
9	It is important for me that the online store of this brand have their own unique concept.					
10	The advertisements of this brand about its products increase my interest in the products of these brands.					
11	Online shopping for clothing is a really important activity for me to spend my time on.					
12	I do not consider online shopping for clothing items a waste of time.					
13	I like that this brand does various fashion shows or design competitions that catch my attention.					
14	I can have many thoughts when shopping for clothing items.					
15	I value the creative ideas I gather from the fashion shows of this brand.					
16	I follow the latest news about fashion and clothing online.					
17	I enjoy social responsibility projects carried out by clothing brands.					
18	When I shop with people who are interested in my favorite clothing brands, I feel very close to them.					
19	I enjoy this brand's philanthropic activities and relationships with non-profit organizations.					

20	This brand's fashion shows or product seminars help me establish relationships with my social circle and other customers.					
21	Clothing brands I love make me feel like part of a family or group.					
22	I feel very loyal to this brand.					
23	I would recommend this brand to others and friends.					
24	My experiences with this brand make me want the same interaction in the future.					
25	I identify with this brand.					
26	When I can't find the products of the clothing brands I currently love, I search until I find them.					
27	When buying clothes, I look at the brand of the product. Brand is important to me.					
28	When buying clothes, I prefer to buy well-known branded products.					
29	If there is no stock of the item I am looking for in the online store, I prefer to wait for the brand to restock the item.					
30	The popularity of clothing brands plays a big role in my preference.					
31	I think that this brand always sticks to their principles.					
32	I think this brand is always consistent.					
33	This brand is different from all other brands.					
34	This brand clearly distinguishes itself from other brands.					
35	This brand makes a unique impression.					

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APPENDIX B Ethical Approval Form

Evrak Tarih ve Sayısı: 25.04.2022-48757



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-48757
Konu : Etik Onayı Hk.

25.04.2022

Sayın FATİ DJIBRILL HANOUNOU

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 21.04.2022 tarihli ve 2022/07 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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Adres : Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Künçikçekmece / İSTANBUL

Telefon : 444 1 428

Web : <http://www.aydin.edu.tr/>

Keş Adresi : iau.yazisleri@iau.hs03.kep.tr

Bilgi için : Hicran DEMİR
Unvanı : Yazı İşleri Uzmanı



RESUME

Name Surname: Fati Djibrill Hanounou

Education:

2015-2019 institute of management, BBA

2012-2015 Bedir college,high school diploma

Work Experience:

2019-2020 Manager intern, NGO

2018-2019 translator and interpretor, world bank Niger

2017... Human resources intern, ecowas Nigeria

Languages:

-french: Native Language

-English: Advanced

-wolof: Intermediate

Skills:

-Communication, Teamwork, Problem Solving, Flexibility, Creativity

- Computer skills (Microsoft Office) and others