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The impact of electronic service quality in creating customer value and loyalty

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Abstract

While recent research has focused on the assessment and underlying dimensions of electronic service quality, few studies have focused on examining this relationship with customer loyalty and value. This paper examines the relationship between internet service quality and customer loyalty and value. Banks providing internet services in Saudi Arabia have been chosen for this study. Results based on a survey of internet-banking customers in Saudi Arabia reveal that all the five dimensions, namely, efficiency, system availability, fulfilment, privacy and responsiveness are significant determinants of loyalty to internet-banking users in Saudi Arabia. However, only three dimensions, namely, efficiency, fulfilment and privacy are significant determinants of value to internet-banking users in Saudi Arabia. Managerial implications of the findings are outlined and discussed. Copyright © 2009, Inderscience Publishers.

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