

***E-SERVICE QUALITY AND ITS IMPACT ON USER SATISFACTION AND LOYALTY: A SYSTEMATIC LITERATURE REVIEW***

**KUALITAS LAYANAN ELEKTRONIK DAN DAMPAKNYA TERHADAP KEPUASAN DAN LOYALITAS PENGGUNA: TINJAUAN LITERATUR SISTEMATIS**

**Novriansyah<sup>1\*</sup>, Rhian Indradewa<sup>2</sup>, Dimas Angga Negoro<sup>3</sup>, Muhammad Gunawan Alif<sup>4</sup>**  
Faculty of Economics and Business, Esa Unggul University, Jakarta, Indonesia<sup>1,2,3,4</sup>  
[novriansyah.umj@student.esaunggul.ac.id](mailto:novriansyah.umj@student.esaunggul.ac.id)<sup>1\*</sup>, [rhian.indradewa@esaunggul.ac.id](mailto:rhian.indradewa@esaunggul.ac.id)<sup>2</sup>,  
[dimas.angga@esaunggul.ac.id](mailto:dimas.angga@esaunggul.ac.id)<sup>3</sup>, [alifmgunawan@esaunggul.ac.id](mailto:alifmgunawan@esaunggul.ac.id)<sup>4</sup>

**ABSTRACT**

*This research carries a Systematic Literature Review (SLR) approach to explore the concept of E-Service Quality in various digital service sectors. By following the PRISMA protocol, as many as 53 scientific articles from the Scopus database have been systematically analyzed. The results of the study show that E-Service Quality consists of six main dimensions, namely efficiency, reliability, security, responsiveness, personalization, and service fulfillment, which synergistically shape user perception of digital service quality. However, most studies still address this dimension separately, so the understanding gained tends to be partial and not yet thorough. In addition, the utilization of cutting-edge technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and real-time-based systems is still not optimally integrated within the framework of service quality. This study contributes by mapping various theoretical approaches used, ranging from grand theory, middle-range theory, to applied theory, and identifying the next research direction for the development of user-oriented digital service quality models.*

**Keywords:** *E-Service Quality, User Satisfaction, Digital Loyalty, Technology Integration.*

**ABSTRAK**

Penelitian ini menggunakan pendekatan Systematic Literature Review (SLR) untuk mengeksplorasi konsep Kualitas Layanan Digital (E-Service Quality) di berbagai sektor layanan digital. Dengan mengikuti protokol PRISMA, sebanyak 53 artikel ilmiah dari basis data Scopus telah dianalisis secara sistematis. Hasil penelitian menunjukkan bahwa Kualitas Layanan Digital terdiri dari enam dimensi utama, yaitu efisiensi, keandalan, keamanan, responsivitas, personalisasi, dan pemenuhan layanan, yang secara sinergis membentuk persepsi pengguna terhadap kualitas layanan digital. Namun, sebagian besar penelitian masih membahas dimensi-dimensi ini secara terpisah, sehingga pemahaman yang diperoleh cenderung parsial dan belum menyeluruh. Selain itu, pemanfaatan teknologi mutakhir seperti Kecerdasan Buatan (AI), Internet of Things (IoT), dan sistem berbasis waktu nyata belum terintegrasi secara optimal dalam kerangka kualitas layanan. Studi ini berkontribusi dengan memetakan berbagai pendekatan teoretis yang digunakan, mulai dari teori besar, teori menengah, hingga teori terapan, serta mengidentifikasi arah penelitian selanjutnya untuk pengembangan model kualitas layanan digital yang berorientasi pada pengguna.

**Kata Kunci:** Kualitas Layanan Elektronik, Kepuasan Pengguna, Loyalitas Digital, Integrasi Teknologi.

**INTRODUCTION**

The dynamic development of businesses has pushed customer expectations for digital services to be even higher. In this context, customers not only want service efficiency, but also expect digital experiences that are secure, responsive, and functionally as well as emotionally relevant. This makes E-Service Quality a strategic element in ensuring a superior,

competitive and sustainable digital service experience (Bhattacharya & Mulay, 2024).

According to Ingaldi (2022), E-Service Quality reflects users' perception of the ability of digital systems to meet their needs, through key dimensions such as efficiency, security, responsiveness, and personalization. These dimensions are key indicators in shaping customer

satisfaction, building digital trust, and driving loyalty in various online service contexts (Goutam & Gopalakrishna, 2018).

The transition from conventional services to digital platforms requires service provider organizations to develop systems that are adaptive, responsive, and interactive. Findings from various studies show that digitally designed services are able to effectively increase user satisfaction, strengthen trust in service providers, and create long-term loyalty (Rahman et al., 2022). However, most previous studies still analyze the dimensions of E-Service Quality separately and have not integrated cutting-edge technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and blockchain thoroughly in creating an integrated digital service experience (Iffan et al., 2024).

Based on this background, this study aims to systematically review the literature related to E-Service Quality through the Systematic Literature Review (SLR) approach. The main focus of this research is to identify the latest research trends and patterns, uncover theoretical and practical gaps, and compile scientific contributions in the development of user-centric digital service models. Specifically, this research aims to identify the main dimensions of E-Service Quality currently discussed within the digital service literature. Furthermore, this study seeks to examine the various factors that significantly affect users' perceptions and overall experiences regarding digital services. Ultimately, by synthesizing these elements, the research intends to uncover and highlight the existing research gaps that remain unanswered in previous studies, providing a clear foundation for future investigations.

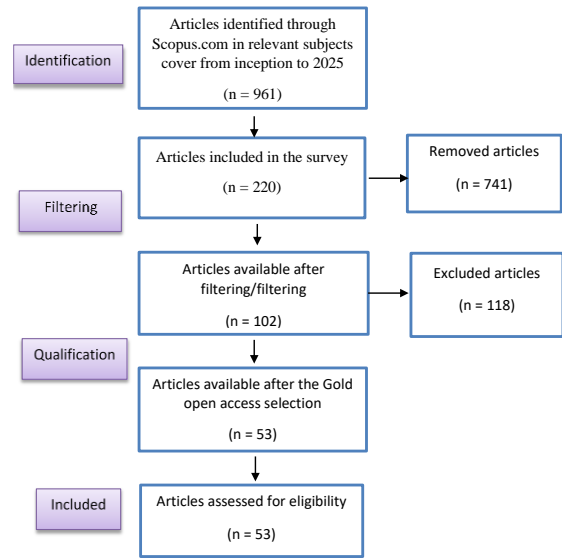
## RESEARCH METHODS

**Customer** This research uses the Systematic Literature Review (SLR) approach, which is a method designed to identify, select, and synthesize literature in a systematic, transparent, and scientifically replicated manner. This approach aims to produce valid and reliable evidence in support of knowledge development in the field of digital services (Irannezhad et al., 2020). In its implementation, the researcher conducts a critical evaluation of the literature relevant to the topic of E-Service Quality, especially on strategic issues such as customer satisfaction, digital loyalty, and technology integration in electronic service systems (Goutam & Gopalakrishna, 2018). This approach allows for the formulation of comprehensive and targeted scientific synthesis.

To ensure the transparency and accountability of the review process, this study adopted the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol as recommended by Moher et al. (2009). This protocol is used to establish a structured review flow and meet high academic standards. The initial process of searching for literature was carried out through the Scopus database using the keywords "e-service quality", "digital service quality", and "customer satisfaction and loyalty". From the initial search results, 961 documents were obtained. Literature selection is carried out through two stages of screening.

The first stage of filtering by subject, which was limited to the field of Business, Management and Accounting, resulted in 102 articles. The second stage screens further based on criteria: scientific articles that have gone through peer-review, are in English, and are available in open

access (open access gold). The final result of this screening was 53 articles that met the inclusion criteria and were used in the main analysis. With this approach, a total of 53 final documents were selected and analyzed in depth. The entire article reflects the latest developments in the literature on E-Service Quality and forms the basis for the preparation of theoretical mapping and future research directions for the development of user-oriented digital service models.



**Figure 1. Article selection process flowchart**

From the above PRISMA approach, a summary of the results of the systematic review of the literature is obtained in the following table:

**Table 1. Summary of Research (Systematic Review of the Literature)**

No.	Article Title	Writer	Journal	Methodology	Article Contents	Theories Used
1	Unlocking repurchase intentions in e-commerce platforms: the impact of e-service quality and gender	(Teo et al., 2025)	Cogent Business Management	Quantitative - Survey	Repurchase intention in e-commerce	E-S-QUAL, TAM
2	Examining the Role of Reputation as a Moderator of E-Service Quality, Trust, and E-Loyalty in Online Travel Services	(O'Connor & Assaker, 2024)	Journal of Theoretical Applied Electronic Commerce Research	Structural Equation Modeling	Trust and e-loyalty in online travel	Trust-Loyalty Model, Reputation Theory
3	Chatbot Service Quality: An Experiment Comparing Two Countries with Different Levels of Digital Literacy	(Vena-Oya et al., 2024)	Tourism and Hospitality	Experimental	Chatbot service quality cross-country	Perceived Service Quality
4	Improving Customer Satisfaction: An Analysis of Indonesia's Railfood App E-	(Lestari & Pradana, 2024)	Journal of Logistic Informatic and Service Science	Case Study	E-service quality in food delivery	SERVQUAL

5	Service Quality The Mediating Roles of Customer Trust and Satisfaction in E-Service Quality and Repurchase Intention Relationship	(Iffan et al., 2024)	Australasian Accounting Business and Finance	Quantitative - SEM	Mediation of trust and satisfaction	Trust- Satisfaction- Loyalty Framework
6	Investigating E- Service Quality, Ease of Use, Trust and Satisfaction in Indonesian E- Commerce Platforms	(Eni et al., 2024)	Journal of Logistic Informatic and Service Science	Survey	Ease of use and trust in Indonesia	TAM, E-SQ
7	Perception of Indian Customers Towards E- Service Quality and Its Effect on Consumer Happiness, Retention, and Loyalty	(Bhattacharya & Mulay, 2024)	Cogent Business & Management	Survey	E-service quality & consumer happiness	Customer Happiness Framework
8	Assessing taxpayers' satisfaction with tax administration e- services	(Hauptman et al., 2024)	Zbornik radova Ekonomskog fakulteta u Rijeci / Proceedings of Rijeka Faculty of Economics	Quantitative	Taxpayer satisfaction in digital service	Service Satisfaction Theory
9	E-Trust and E- Service Quality on E-Loyalty: Role of E- Satisfaction and Customer Privacy	(Rohwiyati et al., 2024)	Journal of Ecohumanism	SEM	E-trust and e- loyalty link	E-Trust Model
10	Sustaining Economic Growth: E- Service Quality's Role in Fostering Customer Loyalty in Nigeria SMEs	(Madueke & Eyupoglu, 2024)	Sustainability	Survey	Loyalty in SMEs via service quality	E-Service Quality Model
11	The Impact Of E-Service Quality on Institutional Excellen Within Abu Dhabi Municipality in UAE	(Alsuwaidi & Sultan, 2023)	International Journal of Professional Business	Survey	Institutional excellence through e- services	SERVQUAL
12	Building E- Loyalty Towards Online	(Mittal & Kaur, 2023)	Asian Academy of Management	SEM	Online food delivery loyalty	Customer Loyalty Model,

	Food Delivery Apps: A Serial-Mediation Model		Journal			Mediation Model
13	Platform-Based Transportation Company in Indonesia: Perspective Brand Switching Behaviour on Generation Z	(Purbohastuti et al., 2023)	Journal of Eastern European and Central Asian Research	Quantitative	Gen Z switching behavior	Perceived Value Theory
14	Smart University Image: Branding Strategy in Private Universities	(Luckyardi et al., 2023)	Journal of Eastern European and Central	Survey	Smart university image and service quality	Brand Image Model, SERVQUAL
15	The mediating role of perceived value on electronic service quality and customer satisfaction: Evidence from Malaysia	(Okour et al., 2023)	Innovative Marketing	SEM	E-service quality and satisfaction in Malaysia	Perceived Value Theory
16	E-service quality and customer loyalty in the e-commerce market, South West, Nigeria: Post-COVID-19	(Ojochide et al., 2023)	Innovative Marketing	Survey	Customer loyalty in e-commerce	E-SQ, Customer Loyalty
17	Innovation marketing management by using negative emotional value and impact of online learning on intention to enrol	(Achmadi & Pramono, 2023)	Journal of Governance & Regulation	Qualitative	Online learning impact	Negative Emotion Theory
18	Using Smart Applications in Delivering Government Services in the UAE: Factors of Adoption and Satisfaction	(Radwan et al., 2023)	International Journal of Service Science, Management, Engineering, and Technology	Survey	Factors affecting adoption and satisfaction	UTAUT
19	Measuring E-Commerce Service Quality for the Adoption of Online Shopping during COVID-19	(Albugami & Zaheer, 2023)	International Journal of Technology	Survey	Consumer behavior during lockdown	UTAUT, E-SQ
20	Relationship between E-Service Quality Dimensions and Online Banking Customer	(Islam et al., 2023)	Banks and Bank Systems	Survey	Satisfaction with digital banking	SERVQUAL, Customer Satisfaction

21	Satisfaction The Impact of E-Service Quality on Institutional Excellence Within Abu Dhabi Municipality	(Alsuwaidi & Sultan, 2023)	International Journal of Professional Business Review	Survey	Impact of E- SQ in public sector UAE	SERVQUAL
22	Effects of Government Electronic Service Quality on Citizen Satisfaction with Integrated Service Delivery in Urban Areas	(Thenmozhi et al., 2022)	International Journal of Public Policy and Administration Research	Survey	E-service quality in urban government services	SERVQUAL, Public Service Theory
23	E-Service Quality Assessment According to Hierarchical Service Quality Models	(Ingaldi, 2022)	Management Systems in Production Engineering	Model Development	E-SQ measurement framework	E-S-QUAL, Hierarchical SQ
24	Value Co- Creation in E- Services: The Case of Websites	(Rodríguez-negrón et al., 2022)	Issues in Information Systems	Case Study	Co-created value in websites	Value Co- Creation Theory
25	Identifying Key Determinants of E-Banking during COVID- 19 in Bangladesh	(Chowdhury et al., 2022)	Banks and Bank Systems	Quantitative	E-SQ during COVID in Bangladesh	UTAUT, E- SQ
26	Examining the effects of electronic service quality on online banking customer satisfaction: Evidence from Zambia	(Mwiya et al., 2022)	Cogent Business & Management	Survey	E-service quality & satisfaction	SERVQUAL
27	A study on impact of online service quality on customer satisfaction in e- retailing business	(Thenmozhi et al., 2022)	Serbian Journal of Management	Survey	Service quality & customer satisfaction	E-S-QUAL
28	Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image	(Syah & Olivia, 2022)	Cogent Business & Management	Survey	Value co- creation and brand image	Value Co- Creation, Brand Theory
29	Improving the Satisfaction and	(Rahman et al., 2022)	Gadjah Mada International	SEM	Innovation and E-SQ in	Innovation Theory, E-SQ

	Loyalty of Online Shopping Customers Based on E-Commerce Innovation and E-Service Quality		Journal of Business		e-commerce	
30	COVID-19 lockdown and the satisfaction with online food delivery providers	(Macías-Rendón et al., 2021)	Estudios Gerenciales	Survey	Satisfaction during lockdown	Service Recovery, E-SQ
31	Identifying the Relationship between Travel Agent's Web Service Quality and E-Brand Reputation	(Phonthanakitithaworn et al., 2021)	Cogent Business & Management	Survey	Web quality and brand reputation	E-Service Quality, Brand Equity
32	The Impact of Online Food Applications during the COVID-19 Pandemic	(Candra et al., 2021)	International Journal of Technology	Survey	Usage and satisfaction from food apps	E-SQ
33	Increase the Influence of Travel Video Bloggers by Using YouTube to Sell Trips Indirectly Through Relationship Marketing	(Guede et al., 2021)	Cuadernos de Gestión	Content Analysis	Blogger influence & relationship marketing	Relationship Marketing
34	Measuring E-Service Quality, Satisfaction, and Loyalty of Customer in the Online Channel of the Modern Retail	(Velooso et al., 2020)	IBIMA Business Review	Survey	Online retail service performance	SERVQUAL, Loyalty Framework
35	Integrated Conceptual Framework to Explain Online Purchasing Intention in E-Commerce	(Kandambi & Wijayanayaka, 2020)	Journal of Internet and e-Business Studies	Conceptual	Model for intention to buy online	Theory of Planned Behavior
36	The Effect of E-Service Quality on Customer Satisfaction and Loyalty	(Juwitasary et al., 2020)	Advances in Science, Technology, and Engineering Systems Management Science Letters	Survey	E-SQ to loyalty path	E-SQ, Loyalty Framework
37	The influence of electronic service quality on relationship quality: Evidence from	(Rahahleh et al., 2020)	Management Science Letters	Survey	Tourism service experience	E-SQ, Relationship Quality

38	tourism industry The service quality and satisfaction of smart policing in the UAE	(Ekaabi et al., 2020)	Cogent Business & Management	Survey	Service quality in public safety	E-SQ, Public Sector
39	A major boost to the website performance of upscale hotels in Vietnam	(Vo et al., 2019)	Management & Marketing	Survey	Hotel website performance	SERVQUAL
40	The mediating role of e-satisfaction on the effect of e-service quality dimensions on e-loyalty: A lesson from Bukalapak.com Indonesia	(Wibowo, 2019)	Humanities and Social Sciences Letters	SEM	E-SQ in Indonesian marketplace	E-SQ, E-Satisfaction
41	Inspecting the Relationship among E-service Quality, E-trust, E-customer Satisfaction and Behavioral Intentions of Online Shopping Customers	(Tran & Vu, 2019)	Global Business & Finance Review	SEM	Online trust and satisfaction	Trust-Satisfaction-Behavior Model
42	Service Quality Dimensions of E-retailing of Islamic Banks and Its Impact on Customer Satisfaction	(Tabash et al., 2019)	Journal of Asian Finance, Economics and Business	Survey	Islamic banking services	SERVQUAL
43	SAIS Service Quality and Student's Satisfaction towards the Implementation of Student Activity Information System	(Humaidi et al., 2019)	Foundations of Management	Survey	SAIS quality and satisfaction	Service Convenience Theory
44	How to manage the online experience concerning transactional and experimental customers: Case of e-fashion sector	(Castro-Lopez et al., 2019)	Journal of Business Economics and Management	Comparative Study	Transactional vs experiential e-service	Consumer Experience Theory
45	Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality	(Goutam & Gopalakrishna, 2018)	Management Science Letters	SEM	Trust and loyalty in e-commerce	Commitment-Trust Theory

46	Model and Commitment-Trust Theory Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery	(Shafiee & Bazargan, 2018)	Journal of Theoretical and Applied Electronic Commerce Research	SEM	E-SQ & service recovery impact	E-Recovery Model
47	The Mediating Effects of Value on Service Quality-Satisfaction Relationship in Malaysian Tourism Industry	(Kwok et al., 2017)	International Journal of Business and Society	SEM	Value mediating E-SQ and satisfaction	Perceived Value
48	Predicting Customer Lifetime Value for Hypermarket Private Label Products	(Lin et al., 2017)	Journal of Business Economics and Management	Predictive Modeling	Hypermarket PL products	CLV Model
49	The Effects of a Coffee Shop Franchise's E-Service Quality on Long-term Orientation, Consumer Commitment, and Satisfaction	(Kim et al., 2017)	Journal of Distribution Science	Survey	Long-term orientation via E-SQ	E-SQ, Consumer Commitment
50	Assessing Service Quality in Online Banking Services	(Akkucuk & Teuman, 2016)	Problems and Perspectives in Management	Survey	E-service in online banking	SERVQUAL
51	The Effect of Culture in Forming E-Loyalty Intentions: A Cross-Cultural Analysis Between Argentina and Spain	(Belanche Gracia et al., 2015)	BRQ Business Research Quarterly	Cross-Cultural Study	Argentina vs Spain comparison	Cultural Theory, E-Loyalty
52	Analysis of E-service Quality through Online Shopping	(Al-Nasser et al., 2015)	Research Journal of Business Management	Survey	Service quality analysis	E-SQ
53	Music records' e-commerce model	(Pabedinskaite & Milišauskas, 2012)	Business: Theory and Practice	Model Design	E-commerce for music records	E-SQ Model

**RESULTS AND DISCUSSIONS**

**Research on E-Service Quality**

The results of this systematic study show that the concept of E-

Service Quality has been widely applied in various sectors of the digital industry. The studies analyzed include public services, e-commerce, transportation,

logistics, financial services, education, and digital governance. This reflects that the quality of digital services is a strategic element that is cross-industry and contributes directly to increasing user satisfaction and strengthening digital loyalty.

Each sector has a different research focus, depending on the characteristics of the service and the expectations of the user. For example, in the e-commerce and digital banking sectors, the dimensions of efficiency and security are more dominant, while in public services and education, reliability and responsiveness are the main concerns. This diversity of contexts confirms the importance of a contextual approach in the measurement and development of E-Service Quality.

The distribution of articles by industry type analyzed in this study is presented in the following Table 2:

**Table 2. Research Areas Related to E-Service Quality**

No	Industry Type	Number of Articles
1	General Digital Services	13
2	E-Commerce dan Retail	10
3	Transportation and Public Services	7
4	Digital Logistics and Supply Chain Services	6
5	Financial Services (E-Banking, Fintech)	6
6	Digital Government and Public Services	4
7	Education and Universities	2
8	Digital Tourism and Culinary	3
9	Others (Fashion, Healthcare, Apps, etc)	2
<b>Total</b>		<b>53</b>

Through the table above, it can be seen that research on E-Service Quality is very relevant in various sectors, ranging from e-commerce, public services, to logistics services and digital supply chain. This confirms that E-Service Quality is an important foundation in ensuring system efficiency, user engagement, and digital

sustainability in various service contexts (Bhattacharya & Mulay, 2024; Rohwiyati et al., 2024).

In general, E-Service Quality plays an important role in shaping the digital service experience that includes the process of user interaction with the system, speed of service, transparency of information, and ease of electronic transactions. This is the reason why dimensions such as efficiency, reliability, and digital security are so dominant in the relevant literature (Luckyardi et al., 2023).

**Dimension E-Service Quality**

The Through this systematic literature review, it was found that E-Service Quality is a multidimensional concept that includes the main elements that shape customer perception of digital service quality. These dimensions are the main indicators in evaluating user satisfaction, loyalty, and trust in digital service systems in various industry sectors.

**Table 3. Dimension E-Service Quality**

No	Dimension	Short Description	Main References
1	Efficiency	Ease and speed of users in completing transactions digitally	(Belanche Gracia et al., 2015; Ingaldi, 2022)
2	Reliability	Consistency of digital services in conveying information and performing functions without interruption	(Lin et al., 2017; Shafiee & Bazargan, 2018)
3	Security & Privacy	Protection of personal data and security of digital transactions	(Thenmozhi et al., 2022) & (Radwan et al., 2023)
4	Pemenuhan Layanan	The system's ability to meet service promises, such as accuracy of information and service time	(Chowdhury et al., 2022) & (Luckyardi et al., 2023)
5	Responsiveness	Speed and	(Rahahleh et al.,

		alertness of the system in responding to user complaints or requests	2020) & (Achmadi & Pramono, 2023)
6	Personalized	The ability of the system to tailor the service to the needs or preferences of the individual user	(Purbohastuti et al., 2023) & (Mittal & Kaur, 2023)

Research shows that the above dimensions contribute synergistically in forming high quality E-Service Quality. Efficiency and reliability are considered the most basic dimensions because they are directly related to the ease of access, process speed, and stability of the digital service system used by customers (Ingaldi, 2022).

However, several dimensions such as personalization and responsiveness are now increasingly important, especially with the growing expectations of users for fast, adaptive, and user-friendly digital services (Shah & Olivia, 2022).

### Research Gaps

Various studies on E-Service Quality have made substantial contributions to increasing user satisfaction, building digital loyalty, and operational efficiency in various service sectors. Nevertheless, the results of this systematic review reveal that there are still a number of research gaps that are important to pay attention to in the next research agenda.

#### 1. Limitations of Holistic Approach Between Dimensions

Most previous studies still analyzed the dimensions of E-Service Quality separately, such as focusing only on the efficiency or security of services in (Islam et al., 2023). This fragmentary approach has not been able to comprehensively explain how interdimensional integration such as personalization, response speed, and

reliability can synergistically shape a comprehensive, user-oriented digital service experience.

#### 2. Lack of Focus on the Developing Context

Most research on E-Service Quality is still dominated by studies in developed countries such as Japan, Europe, and the United States (Bhattacharya & Mulay, 2024; Mittal & Kaur, 2023). However, the context of developing countries, such as Indonesia, which has complexity in digital infrastructure, characteristics of public services, and diverse levels of digital literacy, is still rarely explored in depth. In fact, users' perceptions of service quality are greatly influenced by local geographical, economic, and cultural conditions (Okour et al., 2023).

#### 3. Lack of Exploration of New Technology Integration

Although technologies such as Artificial Intelligence (AI), Blockchain, Internet of Things (IoT), and cloud computing have great potential in improving key dimensions of E-Service Quality, such as real-time personalization, system security, and service transparency (Iffan et al., 2024). There is still little research that systematically and comprehensively explores the integrative impact of these technologies in shaping an adaptive and intelligent digital services ecosystem.

#### 4. Lack of Dynamic Model and Real-Time Monitoring Approach

Most of the existing studies are still static, with a transient survey approach that does not capture the dynamics of user behavior on an ongoing basis. In fact, in a rapidly changing digital context, a longitudinal approach and the use of big data-based analytics technology and artificial

intelligence are needed to monitor service quality in real-time and proactively (Madueke & Eyupoglu, 2024).

**5. Limited Digital Resilience Perspective in Crisis Situations**

Global crises such as the COVID-19 pandemic have become clear evidence of the importance of digital service resilience. Nevertheless, few studies explicitly address how E-Service Quality can serve as a resilient mechanism in the face of major disruptions, such as cyberattacks, sudden changes in user behavior, or extreme spikes in digital traffic (Chowdhury et al., 2022). Further research is needed to explore the role of E-Service Quality in strengthening operational sustainability during times of disruption.

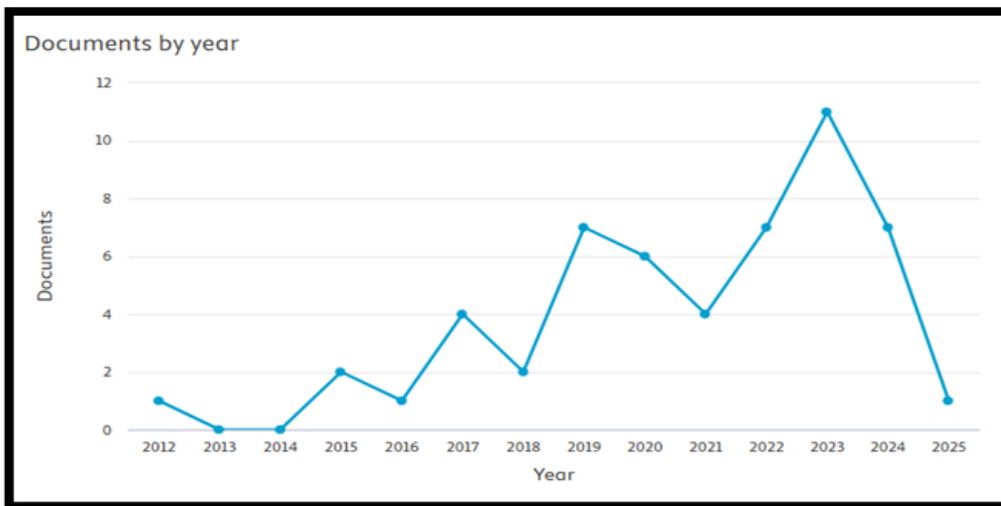
**Article Per Year**

Based on the results of a systematic review of 53 articles analyzed, it was found that studies on E-Service Quality show a consistent

growth trend over the past decade. The earliest relevant publications in this study were recorded in 2012. Since 2016, there has been a significant increase in the number of publications, which coincides with the acceleration of digital transformation in various industrial and public service sectors.

The peak of publication activities was reached in 2023 and 2024, reflecting the increasing academic and practical urgency of digital service quality issues, especially in responding to the dynamics of digitalization after the COVID-19 pandemic. This surge indicates that E-Service Quality has become a strategic topic in the contemporary research agenda. Meanwhile, the relatively low number of publications in the early period reflects that the focus on quality aspects in digital services is still limited before the digitalization era develops massively.

The distribution of the number of articles reviewed per year is shown in **Figure 2** below:



**Figure 2. Document Articles Per Year**

**Country of Origin Research**

Referring to previous findings related to geographical gaps, the distribution of articles in this study

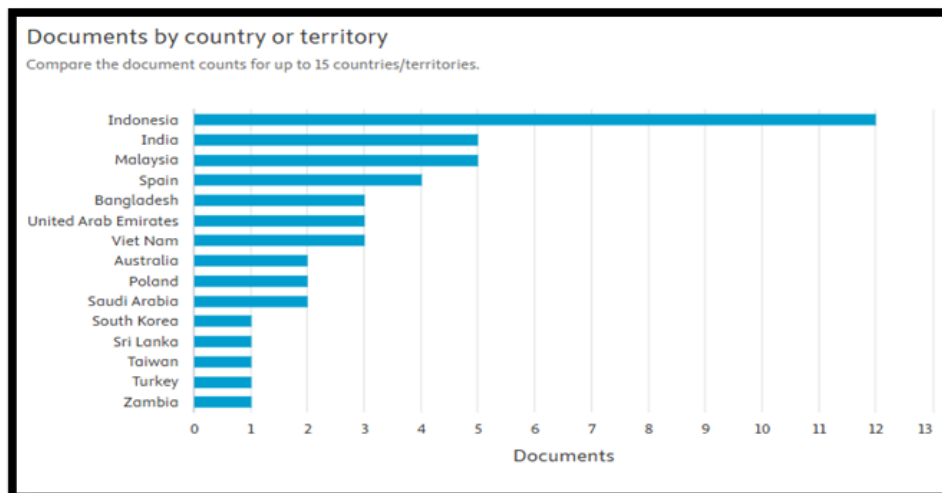
indicates that most of the studies on E-Service Quality come from developing countries. This reflects the increasing global relevance to the issue of digital

service quality, especially in regions with high digitalization growth such as Asia and Africa. Of the 53 articles analyzed, the largest contribution came from Indonesia with a total of 12 articles, confirming Indonesia's position as one of the main contributors in the E-Service Quality literature. India and Malaysia followed with 5 articles each, followed by Spain with 4 articles. Other countries such as Bangladesh, the United Arab Emirates, and Vietnam contributed 3 articles each. Meanwhile, Australia, Poland, and Saudi Arabia were recorded to have contributed 2 articles each. The rest are from various other countries such as South Korea, Sri Lanka, Taiwan, Turkey, and Zambia,

which are collectively classified in the "Other" category.

This distribution shows that the study of E-Service Quality has transcended certain geographical boundaries and is beginning to reflect regional dynamics, especially from regions that are experiencing significant digital acceleration. The fact that developing countries dominate this study shows the local urgency in understanding, measuring, and improving the quality of digital services in accordance with their respective social, cultural, and infrastructure contexts.

The distribution of article contributions by country of origin is shown in the following Figure 3:



**Figure 3. Articles by Country**

### Research Subject

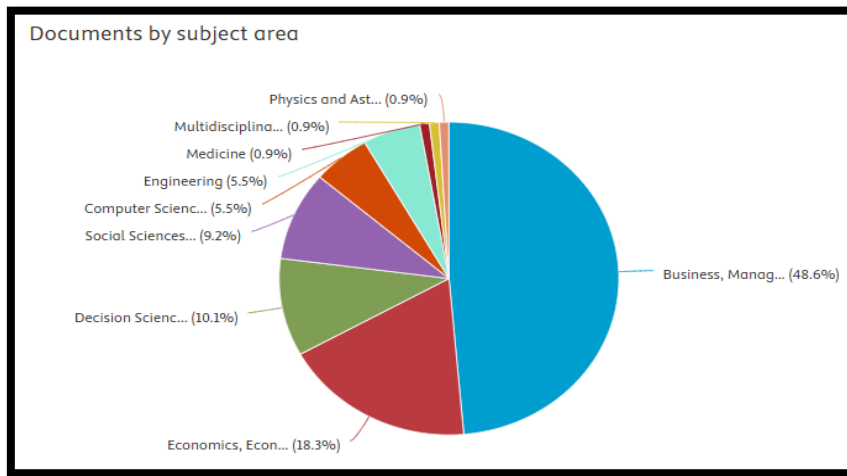
Analysis of the classification of scientific fields from the articles reviewed shows that the topic of E-Service Quality has been widely studied in various disciplines. The largest proportion came from the realm of Business and Management (48.6%), which emphasized that the most dominant E-Service Quality study was associated with strategic issues such as service performance, customer

satisfaction, and the formation of digital loyalty. The contribution from the Economy sector (18.3%) shows that digital services are also seen in terms of market efficiency and economic value generated. Meanwhile, the fields of Decision Science (10.1%) and Social Sciences (9.2%) contributed in terms of developing analytical models, understanding consumer behavior, and data-based approaches in assessing the perception of service quality.

Interestingly, studies from the fields of Engineering, Computer Science, and even Medicine and Multidisciplinary have also enriched the perspective on E-Service Quality. The contributions from these fields reflect that digital services are not only a managerial issue, but also closely related to system design, technological infrastructure, usability, and functionality of services in a more

technical and applicative context. This diversity of disciplines emphasizes the importance of an interdisciplinary approach in evaluating and developing the quality of digital services in an era of complex and ever-evolving technological transformation.

The distribution of these subject fields can be seen in the following Figure 4:



**Figure 4. Articles by Subject**

### Implications For Theory

This Systematic Literature Review study makes a significant contribution to strengthening and developing theoretical frameworks in digital service management, especially in explaining the influence of E-Service Quality on user behavior in the era of digital transformation that continues to grow. The findings of the 53 articles analyzed show that the key dimensions of E-Service Quality namely efficiency, reliability, security, responsiveness, and personalization interact synergistically in shaping the perception of service quality, which in turn impacts user satisfaction and loyalty (Bhattacharya & Mulay, 2024).

The main contribution of this study is to strengthen the validity of the use of the E-S-QUAL model as a

derivative of SERVQUAL, which has long been used as a theoretical foundation in assessing user perceptions of electronic services (Ingaldi, 2022). This model has proven to remain relevant for explaining how efficient systems, reliable information, and data security can shape positive perceptions of quality. In addition, this study also confirms the role of e-satisfaction and e-trust as mediators in the relationship between service quality and user loyalty, referring to the satisfaction-loyalty model that has been consistently adopted in various previous studies (Mwiya et al., 2022). Furthermore, in the context of digital technology adoption, a number of articles also integrate the approach of the Unified Theory of Acceptance and Use of Technology (UTAUT), which

highlights factors such as perceived usefulness, ease of use, and system trust as determinants of the intention to use digital services in a sustainable manner (Albugami & Zaheer, 2023). This approach helps explain the dynamics of digital service acceptance from the perspective of user behavior.

In addition, several studies in this study also show the relevance of the concepts of value co-creation and perceived value, especially in the context of how active engagement between users and service providers can create a more responsive, personalized, and valuable digital experience (Okour et al., 2023). This opens up new space for the development of interactive theory in digital services, which takes into account user engagement as a central component. Thus, the findings of this study not only strengthen the established theoretical framework, but also provide a conceptual foundation for building a more adaptive and contextual model of today's digital dynamics. These theoretical implications are critical to understanding the interaction between technology, quality perceptions, and user behavior in an increasingly complex digital services environment, especially in developing countries facing unique digital transformation challenges.

### **Implications For Managerial**

The findings in this study provide strategic direction that can be leveraged by managers and digital service providers in an effort to improve the quality of technology-based services. The five main dimensions of E-Service Quality, namely efficiency, reliability, security, responsiveness, and personalization, have been proven to play a central role in shaping user perception, increasing satisfaction, and driving loyalty in various service

sectors (Bhattacharya & Mulay, 2024). In practical terms, the implementation of real-time-based service systems, the integration of interactive features supported by artificial intelligence (AI), and the strengthening of data security infrastructure are priority steps to build digital trust and drive operational efficiency simultaneously (Lestari & Pradana, 2024). This approach not only improves the speed and reliability of the service, but also allows for a more adaptive response to customer needs dynamically.

In addition, the use of user data to support service personalization is an important factor in creating relevant, contextual, and sustainable digital experiences (Hauptman et al., 2024). Managers need to leverage data intelligently to shape services that are not generic, but proactively tailored to individual customer preferences. By adopting this findings-based strategy, digital service provider organizations can design systems that are more responsive, flexible, and customer satisfaction-oriented. The E-Service Quality-based approach not only strengthens its competitive position in the era of digital transformation, but also becomes a strategic foundation in building valuable long-term relationships between companies and their users.

### **CONCLUSION AND SUGGESTION**

This Systematic Literature Review research presents a comprehensive mapping of the concept of E-Service Quality in various digital service contexts. Based on an analysis of 53 articles studied, it was found that users' perception of the quality of digital services is consistently shaped by six main dimensions: efficiency, reliability, security and privacy, service fulfillment, personalization, and responsiveness.

Each dimension plays a unique role in shaping the overall user experience. The dimensions of efficiency and reliability serve as the foundation in ensuring smooth interaction and user satisfaction with the service. Meanwhile, personalization and responsiveness are the main drivers in building digital trust and long-term loyalty. However, most previous studies still tend to analyze these dimensions separately, so they have not fully described the synergistic interactions between dimensions in creating a complete and user-oriented service experience.

In the context of faster digital transformation, user interaction is no longer just about functional-transactional aspects, but has shifted to a service experience that is influenced by access speed, data security, and real-time availability of information. Unfortunately, the adoption of cutting-edge technologies such as Artificial Intelligence (AI), Blockchain, and the Internet of Things (IoT) within the framework of E-Service Quality has still not been explored in depth, especially in studies based on local and regional contexts. Therefore, this study emphasizes the importance of developing a holistic and interdisciplinary E-Service Quality model, which not only synergistically integrates key dimensions, but also considers technological dynamics and evolving user needs. This integrated approach is believed to be a strategic foundation in improving operational efficiency while strengthening user loyalty in the modern digital ecosystem that is increasingly complex and competitive.

Further research is recommended to adopt a more comprehensive and integrative approach to all dimensions of E-Service Quality. The focus of

research should not be limited to efficiency or security aspects alone, but also needs to include the synergistic interaction between personalization, reliability, and responsiveness. A comprehensive study will allow for a more complete understanding of how the quality of digital services collectively shapes user satisfaction and loyalty in the context of increasingly complex services and involving various stakeholders.

In addition, future research directions also need to be focused on integrative exploration of the latest digital technologies, such as Artificial Intelligence (AI), blockchain, real-time analytics, and Internet of Things (IoT)-based automated reporting systems. This approach is important to explain how these technologies play a role in creating a smarter, more personalized, and proactive service experience, while supporting the user's rapid and precise decision-making process in a dynamic digital service environment. No less important, expanding geographical coverage is also recommended, especially by directing research focus to the context of developing countries that have unique challenges related to digital infrastructure, cultural preferences, and access to technology. This contextual approach will enrich the understanding of variations in the perception of service quality between regions, and make the research results more applicative, inclusive, and relevant for the development of adaptive digital services policies and strategies.

## REFERENCES

- Achmadi, H., & Pramono, R. (2023). Innovation Marketing Management By Using Negative Emotional Value and Impact of Online Learning on Intention To Enrol. *Journal of Governance and*

- Regulation*, 12(3 Special Issue), 223–231.  
[https://doi.org/10.22495/jgrv12i3s\\_iart4](https://doi.org/10.22495/jgrv12i3s_iart4)
- Akkucuk, U., & Teuman, B. (2016). Assessing service quality in online banking services. *Problems and Perspectives in Management*, 14(2).  
[https://doi.org/10.21511/ppm.14\(2-1\).2016.07](https://doi.org/10.21511/ppm.14(2-1).2016.07)
- Al-Nasser, M., Islam, R., Abidin, I. S. Z., Azam, M., & Prabhakar, C. (2015). *Research Journal of Business Management* (pp. 422–442).
- Albugami, M. A., & Zaheer, A. (2023). Measuring E-Commerce Service Quality for the Adoption of Online Shopping during COVID-19: Applying Unified Theory and Use of Technology Model (UTAUT) Model Approach. *International Journal of Technology*, 14(4), 705–712.  
<https://doi.org/10.14716/ijtech.v14i4.5407>
- Alsuwaidi, S. J., & Sultan, A. A. B. M. (2023). the Impact of E-Service Quality on Institutional Excellence Within Abu Dhabi Municipality in Uae. *International Journal of Professional Business Review*, 8(4), 1–19.  
<https://doi.org/10.26668/businessreview/2023.v8i4.960>
- Belanche Gracia, D., Casaló Ariño, L. V., & Guinalú Blasco, M. (2015). The effect of culture in forming e-loyalty intentions: A cross-cultural analysis between Argentina and Spain. *BRQ Business Research Quarterly*, 18(4), 275–292.  
<https://doi.org/10.1016/j.brq.2015.02.003>
- Bhattacharya, I., & Mulay, R. (2024). Perception of Indian customers towards e-service quality and its effect on consumer happiness, retention, and loyalty. *Cogent Business and Management*, 11(1).  
<https://doi.org/10.1080/23311975.2024.2413374>
- Candra, S., Ayudina, M., & Arashi, M. A. (2021). The Impact of Online Food Applications during the Covid-19 Pandemic. *International Journal of Technology*, 12(3), 472–484.  
<https://doi.org/10.14716/ijtech.v12i3.4195>
- Castro-Lopez, A., Vazquez-Casielles, R., & Puente, J. (2019). How to manage the online experience concerning transactional and experimental customers: Case of e-fashion sector. *Journal of Business Economics and Management*, 20(3), 595–617.  
<https://doi.org/10.3846/jbem.2019.9860>
- Chowdhury, M. S. A., Islam, M. S., Mazumder, M. A., Hoque, S., & Ullah, H. (2022). Identifying key determinants of e-banking during COVID-19 in Bangladesh – Case Study on Chattogram city. *Banks and Bank Systems*, 17(4), 167–179.  
[https://doi.org/10.21511/bbs.17\(4\).2022.14](https://doi.org/10.21511/bbs.17(4).2022.14)
- Ekaabi, M., Khalid, K., & Davidson, R. (2020). The service quality and satisfaction of smart policing in the UAE. *Cogent Business and Management*, 7(1).  
<https://doi.org/10.1080/23311975.2020.1751904>
- Eni, Y., Princes, E., Hidayat, D., Zulaykha, A., & Gunawan, A. (2024). Investigating E-Service Quality, Ease of Use, Trust and Satisfaction in Indonesian E-Commerce Platforms. *Journal of Logistics, Informatics and Service*

- Science*, 11(5), 292–301.  
<https://doi.org/10.33168/jliss.2024.0517>
- Goutam, D., & Gopalakrishna, B. V. (2018). Customer loyalty development in online shopping: An integration of e-service quality model and commitment-trust theory. *Management Science Letters*, 8(11), 1149–1158.  
<https://doi.org/10.5267/j.msl.2018.8.009>
- Guede, J. R. S., Curiel, J. D. E., & Antonovica, A. (2021). Increase the influence of the travel video bloggers by using Youtube to sell trips indirectly through relationship marketing and service quality online. *Cuadernos de Gestion*, 21(1), 75–87.  
<https://doi.org/10.5295/CDG.181019JE>
- Hauptman, L., Vetrih, N., & Kavkler, A. (2024). Assessing taxpayers' satisfaction with tax administration e-services. *Zbornik Radova Ekonomskog Fakulteta u Rijeci / Proceedings of Rijeka Faculty of Economics*, 42(2), 309–331.  
<https://doi.org/10.18045/zbefri.2024.2.7>
- Humaidi, N., Shahrom, M., Jaafar, M. S., & Shariff, S. H. (2019). SAIS Service Quality and Student's Satisfaction towards the Implementation of Student Activity Information System (SAIS): The Moderating Role of SAIS Service Convenience. *Foundations of Management*, 11(1), 155–164.  
<https://doi.org/10.2478/fman-2019-0013>
- Iffan, M., Syafei, M. Y., & Cuong, N. D. (2024). The Mediating Roles of Customer Trust and Satisfaction in E-Service Quality and the Repurchase Intention Relationship. *Australasian Accounting, Business and Finance Journal*, 18(5 Special Issue), 107–129.  
<https://doi.org/10.14453/aabfj.v18i5.07>
- Ingaldi, M. (2022). E-Service Quality Assessment According to Hierarchical Service Quality Models. *Management Systems in Production Engineering*, 30(4), 311–318.  
<https://doi.org/10.2478/mspe-2022-0040>
- Irannezhad, E., Prato, C. G., & Hickman, M. (2020). An intelligent decision support system prototype for hinterland port logistics. *Decision Support Systems*, 130, 113227.  
<https://doi.org/10.1016/j.dss.2019.113227>
- Islam, K. M. A., Islam, S., Karim, M. M., Haque, M. S., & Sultana, T. (2023). Relationship between e-service quality dimensions and online banking customer satisfaction. *Banks and Bank Systems*, 18(1), 174–183.  
[https://doi.org/10.21511/bbs.18\(1\).2023.15](https://doi.org/10.21511/bbs.18(1).2023.15)
- Juwitasary, H., Christian, C., Putra, E. P., Baskara, H., & Firdaus, M. W. (2020). The effect of E-service quality on customer satisfaction and loyalty (case study at E-marketplace XYZ in Indonesia). *Advances in Science, Technology and Engineering Systems*, 5(6), 206–210.  
<https://doi.org/10.25046/aj050624>
- Kandambi, G. P. H., & Wijayanayaka, W. M. J. I. (2020). Integrated Conceptual Framework to Explain Online Purchasing Intention in E-Commerce. *IBIMA Business Review*, 2020.

- <https://doi.org/10.5171/2020.406874>
- Kim, K. S., Cho, S. H., & Kim, S. H. (2017). The effects of a coffee shop Franchise's e-service quality on long-term orientation, consumer commitment and satisfaction. *Journal of Distribution Science*, 15(2), 37–46.  
<https://doi.org/10.15722/jds.15.2.201702.37>
- Kwok, S. Y., Jusoh, A., & Khalifah, Z. (2017). The mediating effects of value on service quality-satisfaction relationship in Malaysian tourism industry. *International Journal of Business and Society*, 18(2), 363–372.  
<https://doi.org/10.33736/ijbs.546.2017>
- Lestari, M. A., & Pradana, M. (2024). Improving Customer Satisfaction: An Analysis of Indonesia's Railfood App E-Service Quality. *Journal of Logistics, Informatics and Service Science*, 11(4), 116–125.  
<https://doi.org/10.33168/jliss.2024.0407>
- Lin, H. H., Li, H. T., Wang, Y. S., Tseng, T. H., Kao, Y. L., & Wu, M. Y. (2017). Predicting customer lifetime value for hypermarket private label products. *Journal of Business Economics and Management*, 18(4), 619–635.  
<https://doi.org/10.3846/16111699.2017.1308879>
- Luckyardi, S., Hurriyati, R., Disman, D., & Dirgantari, P. D. (2023). Smart University Image: Branding Strategy in Private Universities. *Journal of Eastern European and Central Asian Research*, 10(6), 929–939.  
<https://doi.org/10.15549/jeecar.v10i6.1508>
- Macías-Rendón, W., Rodríguez-Morales, K., & Barriga-Medina, H. R. (2021). COVID-19 lockdown and the satisfaction with online food delivery providers. *Estudios Gerenciales*, 37(159), 200–209.  
<https://doi.org/10.18046/j.estger.2021.159.4331>
- Madueke, C. J., & Eyupoglu, S. (2024). Sustaining Economic Growth: E-Service Quality's Role in Fostering Customer Loyalty in Nigeria SMEs. *Sustainability (Switzerland)*, 16(21).  
<https://doi.org/10.3390/su16219175>
- Mittal, E., & Kaur, N. (2023). Building E-Loyalty Towards Online Food Delivery Apps: a Serial-Mediation Model. *Asian Academy of Management Journal*, 28(1), 139–161.  
<https://doi.org/10.21315/aamj2023.28.1.6>
- Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *BMJ (Online)*, 339(7716), 332–336.  
<https://doi.org/10.1136/bmj.b2535>
- Mwiya, B., Katai, M., Bwalya, J., Kayekesi, M., Kaonga, S., Kasanda, E., Munyonzwe, C., Kaulungombe, B., Sakala, E., Muyenga, A., & Mwenya, D. (2022). Examining the effects of electronic service quality on online banking customer satisfaction: Evidence from Zambia. *Cogent Business and Management*, 9(1).  
<https://doi.org/10.1080/23311975.2022.2143017>
- O'Connor, P., & Assaker, G. (2024). Examining the Role of Reputation as a Moderator of E-Service

- Quality, Trust, and E-Loyalty in Online Travel Services. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 3429–3442. <https://doi.org/10.3390/jtaer19040166>
- Ojochide, P. F., Mubo, A. M., Oluwaseyi, P. A., Bunmi, A. S., & Ineba, D. L. (2023). E-service quality and customer loyalty in the e-commerce market, South West, Nigeria: Post-COVID-19. *Innovative Marketing*, 19(3), 114–122. [https://doi.org/10.21511/im.19\(3\).2023.10](https://doi.org/10.21511/im.19(3).2023.10)
- Okour, M. K., Chong, C. W., Okour, S. A., & Abdelfattah, F. (2023). The mediating role of perceived value on electronic service quality and customer satisfaction: Evidence from Malaysia. *Innovative Marketing*, 19(4), 26–39. [https://doi.org/10.21511/im.19\(4\).2023.03](https://doi.org/10.21511/im.19(4).2023.03)
- Pabedinskaite, A., & Milišauskas, P. (2012). Music records' e-commerce model. *Business: Theory and Practice*, 13(2), 160–166. <https://doi.org/10.3846/btp.2012.17>
- Phonthanukitithaworn, C., Naruetharadhol, P., Wongsachia, S., Mahajak, N., & Ketkaew, C. (2021). Identifying the relationship between Travel Agent's Web Service Quality and E-brand Reputation. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1999784>
- Purbohastuti, A. W., Gaffar, V., Disman, D., Furqon, C., & Hassanah, H. (2023). Platform-Based Transportation Company in Indonesia: Perspective Brand Switching Behaviour on Generation Z. *Journal of Eastern European and Central Asian Research*, 10(6), 867–876. <https://doi.org/10.15549/jeecar.v10i6.1507>
- Radwan, A. F., Snoussi, T., Mousa, S. A., & Abdulzaher, M. (2023). Using Smart Applications in Delivering Government Services in the UAE: Factors of Adoption and Satisfaction. *International Journal of Service Science, Management, Engineering, and Technology*, 14(1), 1–15. <https://doi.org/10.4018/IJSSMET.326520>
- Rahahleh, A., Al-Nsour, S., Moflih, M., Alabaddi, Z., Al-Nassar, B., & Al-Nsour, N. (2020). The influence of electronic service quality on relationship quality: Evidence from tourism industry. *Management Science Letters*, 10(12), 2759–2768. <https://doi.org/10.5267/j.msl.2020.4.034>
- Rahman, S., Fadrul, F., Yusrizal, Y., Marlyna, R., & Momin, M. M. (2022). Improving the Satisfaction and Loyalty of Online Shopping Customers Based on E-Commerce Innovation and E-Service Quality. *Gadjah Mada International Journal of Business*, 24(1), 56–81. <https://doi.org/10.22146/gamaijb.58783>
- Rodríguez-negrón, M., Méndez, U. A. G., Ojeda-castro, A., & Méndez, U. A. G. (2022). *Value co-creation in e-services: The case of websites*. 23(4), 218–229.
- Rohwiyati, Haryono, T., Setiawan, A. I., Wahyudi, L., Amperawati, E. D., & Pradianto, M. A. (2024). E-Trust and E-Service Quality on E-Loyalty: Role of E-Satisfaction and Customer Privacy. *Journal of*

- Ecohumanism*, 3(4), 3130–3143.  
<https://doi.org/10.62754/joe.v3i4.3831>
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38.  
<https://doi.org/10.4067/S0718-18762018000100103>
- Syah, T. Y. R., & Olivia, D. (2022). Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality. *Cogent Business and Management*, 9(1).  
<https://doi.org/10.1080/23311975.2022.2065790>
- Tabash, M. I., Albugami, M. A., Salim, M., & Akhtar, A. (2019). Service quality dimensions of E-retailing of Islamic banks and its impact on customer satisfaction: An empirical investigation of Kingdom of Saudi Arabia. *Journal of Asian Finance, Economics and Business*, 6(3), 225–234.  
<https://doi.org/10.13106/jafeb.2019.vol6.no3.225>
- Teo, S. C., Cheng, K. M., & Chow, M. M. (2025). Unlocking repurchase intentions in e-commerce platforms: the impact of e-service quality and gender. *Cogent Business and Management*, 12(1).  
<https://doi.org/10.1080/23311975.2025.2471535>
- Thenmozhi, S. P., Vijayanand, S., & Arumugam, A. (2022). a Study on Impact of Online Service Quality on Customer Satisfaction in E - Retailing Business. *Serbian Journal of Management*, 17(1), 61–71.  
<https://doi.org/10.5937/sjm17-25927>
- Tran, V. D., & Vu, Q. H. (2019). Inspecting the relationship among e-service quality, e-trust, e-customer satisfaction and behavioral intentions of online shopping customers. *Global Business and Finance Review*, 24(3), 29–42.  
<https://doi.org/10.17549/gbfr.2019.24.3.29>
- Veloso, C. M., Magueta, D., Sousa, B. B., & Luís Carvalho, J. (2020). Meassevuring E-service quality, satisfaction and loyalty of customer in the online channel of the modern retail. *IBIMA Business Review*, 2020.  
<https://doi.org/10.5171/2020.531781>
- Vena-Oya, J., Castañeda-García, J. A., & Burys, J. (2024). Chatbot Service Quality: An Experiment Comparing Two Countries with Different Levels of Digital Literacy. *Tourism and Hospitality*, 5(2), 276–289.  
<https://doi.org/10.3390/tourhosp5020018>
- Vo, N. T., Chovancová, M., & Tri, H. T. (2019). A major boost to the website performance of up-scale hotels in Vietnam. *Management and Marketing*, 14(1), 14–30.  
<https://doi.org/10.2478/mmcks-2019-0002>
- Wibowo, H. A. (2019). The mediating role of e-satisfaction on the effect of e-service quality dimensions on e-loyalty: A lesson from Bukalapak.com Indonesia. *Humanities and Social Sciences Letters*, 7(4), 199–203.  
<https://doi.org/10.18488/journal.73.2019.74.199.208>