

Shopping Guarantee and Customer E-Loyalty: A Case Study of the Shopee Guarantee

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ABSTRACT

In order to maintain their advantage in the market, the vast majority of businesses now sell their products digitally. Customers' shopping habits have been affected, which has had a ripple effect on the retail landscape around the world. E-commerce has, however, given rise to several issues, such as online purchasing fraud, which has the potential to damage customer loyalty. As a consequence of this, providing after-sales assurances is a great strategy for developing customer loyalty. This is due to the fact that all companies want their customers to be pleased with the products or services they purchase from them. The purpose of this study is to investigate the relationship between E-service quality and E-recovery in terms of the loyalty of customers who utilised shopping guarantees. A web-based questionnaire was used to collect data. The survey was completed by three hundred sixty-two (362) Shopee customers who had previously made use of the Shopee guarantee. According to the findings, there is a significant relationship between E-service quality and E-recovery with customer E-loyalty. This study shows that shopping guarantees can increase consumer loyalty because they directly impact the long-term sustainability of the supply chain. It is suggested that online shopping platforms companies consider offering shopping guarantees to increase customer loyalty among online shoppers and bring in more customers.

Keywords: Customer Loyalty, E-service Quality, E-recovery, Online Shopping, Shopping Guarantee

1. INTRODUCTION

The COVID-19 pandemic has resulted in a dramatic increase in E-commerce, altering the way businesses operate. Most companies go digital to market their product to sustain their business. It has also influenced consumer purchasing habits, altering the retail landscape. In particular, a high number of parcels increases; thus, the demand for efficient logistics movement is also escalating (Kee et al., 2021). Southeast Asia is expected to reach \$174 billion in Gross Merchandise Value (GMV) by the end of 2021, as retailers benefit from an increase in E-commerce orders. By 2025, the digital economy in this region is predicted to rise to \$360 billion, surpassing the previous forecast of \$300 billion (Google et al., 2021). As a result, online shopping platforms play vital roles in ensuring that people continue to complete their daily activities even during the pandemic. It's safe to say that E-commerce has positively impacted customer purchasing behaviour. Like anything else, the world of online shopping has its drawbacks. There are still a few issues customers have to deal with when shopping online, despite the best efforts of E-commerce companies. The issues that arise with E-commerce include security, trust, reputation, legal framework, payment systems, advertising, and online catalogues (Othman et al., 2019). The majority of the common issues are related to customer service.

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Shopping fraud frequently starts with phoney websites, mobile apps, or social media advertisements that look like well-known stores and have URLs that are easily confused with those of legitimate retailers (Amin, 2021). It attracts customers with well-liked products at lower prices, free shipping, and next-day delivery. However, goods that are not delivered by the payment deadline (Mokhsin et al., 2018). Customers will be displeased if their personal information is used without their consent. Customers are also concerned about security when sending credit card information on the internet and would be irritated by spam emails and newsletters. In terms of quality, the issue arises when the website is unable to deliver the information that the customer sought (Chakraborty et al., 2022). Poor quality products and late deliveries also have an impact on customer satisfaction (Camilleri, 2021). In relation to the preceding discussion, the Malaysian Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) received 186 complaints about courier services from January to June 30, 2021. The consumer claimed a total loss of RM97,008.92 through the complaint. Customers did not receive the products they ordered in 94 cases, with the most common complaints being missing shipments (33), damaged goods (14), and goods in different packages than expected (KKMM, 2021). Additionally, there were 8,162 online shopping reported fraud cases from January to October 2021, an increase from 5,846 in 2020 and 3,512 in 2019 (Irwan, 2021).

E-commerce company such as Shopee takes this issue seriously and will not tolerate any fraudulent activity on their platform. This fraudulent account will be banned indefinitely. The fraudster's account will be closed within 24 hours (Amin, 2021). Shopee also established a special anti-fraud team that conducts daily searches for suspicious activity and listings of suspect products or accounts. This is one example of an E-commerce company's method of dealing with online shopping fraud cases. There are also other approaches to ensure security and develop trust and loyalty among online shopping customers (Juwaini et al., 2022). The E-commerce company can establish trust in online settings to encourage customers to shop. Loyal customers generate long-term revenue and profits for a company while lowering the costs of acquiring new customers (Cachero-Martínez & Vázquez-Casielles, 2021). To entice customers to return, the company must keep them satisfied by providing appealing services and offers, which can be accomplished by providing high-quality service. Furthermore, businesses must devise strategies to compensate for deficient services and eliminate flaws so that customers remain loyal to the company despite receiving poor service on occasion. According to studies, quality of service leads to customer satisfaction (Khan et al., 2019), which leads to loyalty and repeat business (Camilleri, 2021). This study is intended to investigate the relationship between E-service quality and E-recovery with customers' e-loyalty who used shopping guarantees. The paper is organised as follows: after introducing the problem, a review of the literature on customer E-loyalty, E-service quality, and E-recovery is presented. Following that, the methodological approach and data collection are discussed, followed by the data analysis outcomes. Finally, conclusions on customer E-loyalty are formed, along with a discussion of how the results may benefit stakeholders.

2. LITERATURE REVIEW

2.1 Customer E-loyalty

The importance of customer loyalty in E-commerce businesses cannot be overstated. Customer loyalty is becoming increasingly harder to create in the present competitive E-commerce market. Many online shopping platforms are available, and buyers may evaluate businesses' products and price levels more transparently (Stouthuysen et al., 2018). Nonetheless, customer loyalty is frequently viewed as one of the most important consequences of a good customer relationship management programme (Nasir et al., 2021). Thus, understanding customer loyalty and how to influence it is critical in the retail context, where customers purchase regularly (Durmuş et al., 2013). For both short-term and long-term success and growth, customer loyalty is essential. Customer loyalty refers to a customer's attachment to the products and services provided by a business (Khan, 2013). Customers who are loyal to a brand do so because they have a positive

view of the company and do it regularly (Coelho et al., 2018)). As long as they get the same high-quality product or service, customers are willing to pay a higher price. A loyal customer will not be swayed by competing products or services (Al-Adwan et al., 2020). In the same way, the concept of E-loyalty in the field of E-commerce consists of attitudes and behaviours. E-loyalty is defined as consumers' good opinion toward an E-service retailer's (Rodríguez et al., 2020). This mindset leads to positive recurring behaviours such as visiting the website and making purchases. The term customer E-loyalty will be used in the following section of this study as it associates with online customer loyalty. Loyalty can be classified into four types: true loyalty, fake loyalty, potential loyalty, and no loyalty based on the strength of the relationship between personal attitude and repurchase behaviour (Khan, 2013). True loyalty is a desire that manifests itself in actual behaviour for a specific product, brand, service, or store amid a larger field of possibilities (Wettstein et al., 2011). True loyalty can be expressed by example: a customer who has purchased goods or services for more than three months. They can be considered true loyal customers. It is far easier to keep customers that are truly devoted. It is also possible that this is enough to meet today's high-quality standards.

False loyalty, on the other hand, is widespread. False customer loyalty can be caused by several factors, including the lack of alternatives, the high cost of switching, and the fact that customers may be unwilling to leave because of price reductions, discounts, or rebate programmes (Upamannyu et al., 2015). Potential loyalty, or latent loyalty, is the third type of loyalty. Customers with latent or potential loyalty have a favourable opinion and attitude toward a specific provider or product. In its final form, a consumer who has little or no loyalty exhibits a poor attitude toward the company and has no desire to return (Khan, 2013). They are unable to commit to specific items or services for various reasons, including their natural tendency to try new things and their importance placed on price rather than quality. In E-commerce, the supply chain is still primarily responsible for providing businesses with the basic flow of goods and services, from raw materials to finished goods delivered to customers (Lahkani et al., 2020). Customers are more likely to return when they have a positive experience, demonstrating that logistics as a part of the supply chain process is more important than it appears and may even be the key to establishing customer loyalty (Ambrož & Lotrič, 2009). As E-commerce and contract warehousing become more popular, customer expectations of merchants are changing. One noticeable difference is the expectation of two-day shipping. For E-commerce stores, fast shipment correlates to consumer E-loyalty, resulting in higher client retention. Another aspect of the supply chain that influences customer E-loyalty is efficiency. A well-functioning logistics aids in meeting customer expectations by allowing for cost-cutting measures. Prices are reduced at both the merchant and customer levels. It also increases transportation speeds, resulting in faster inventory turnover (Han & Xie, 2019).

However, when customers couldn't find their favourite items at their preferred retailer, they changed their purchasing habits. As such, they will try a new brand or purchase from a different retailer via online shopping (Sundström & Hjelm-Lidholm, 2020). The responsibility is on logisticians and E-retailers to get their last-mile capabilities right or face the consequences; delivery could greatly affect the online shopping experience, ultimately redefining loyalty. As a result, reverse logistics, which refers to supply chain activities such as upstream product returns and product reprocessing and remanufacturing, are needed. Reverse logistics is defined as "the planning, implementation, and control of the efficient, cost-effective movement of raw materials, in-process inventory, finished goods, and related information from the point of consumption to the point of origin and the point of value creation or proper disposal" (Jalil, 2019). When a customer requests a return, online retailers must organise, retrieve, and evaluate the outcome of the returned product before shipping replacement items to the customer. Significant differences between the actual product and product descriptions, as well as human errors by online sellers or delivery personnel, can all result in product returns. Customers may choose to return or exchange a product if they are dissatisfied with it (Rintamäki et al., 2021). Thus, reverse logistics

has emerged as a significant issue in E-commerce in recent years because it can generate revenue while satisfying online customers, and indirectly increase customer E-loyalty.

2.2 Shopping Guarantee

Shopping guarantees are an after-sales service that aims to keep customers loyal to their preferred online shopping platform (Nasir et al., 2021). After-sales guarantees are an effective strategy for gaining customer loyalty because all organisations want their customers to be satisfied with the products or services they receive, which leads them to remain loyal and thus, sustain the overall supply chain of businesses. The guarantee is an assurance with a specific time frame for the product or services provided. On the other hand, the warranty is the written formal guarantee provided by the seller to their customers. When purchasing products or services, guarantees ensure the customer's confidence and trust. Shopping guarantees are further subdivided into two categories: E-recovery and E-service quality. E-recovery is a company's response to a service failure to alleviate dissatisfaction and, ultimately, retain customers, in which a company must find ways to make unhappy customers happy. Meanwhile, the customer's happiness and loyalty influenced the quality of the E-service. Customers may choose to return or exchange a product if they are dissatisfied with it (Rintamäki et al., 2021).

2.3 Shopping Guarantee Feature

There are two main features of a shopping guarantee. First, E-service quality consists of two components which are information security and website performance. E-service Quality can be defined as total customer perceptions or evaluations of the online marketplace's electronic service experience (Santos, 2003), while E-recovery refer to company's response to a service failure in order to reduce customer dissatisfaction and, retain them (Shafiee & Bazargan, 2018). The second feature, E-recovery, has three components; responsiveness, compensation, and contact.

2.3.1 E-Service Quality

2.3.1.1 Information security and confidentiality

According to Blut et al. (2015), information security and confidentiality can be defined as the security of credit card payments and the private information disclosed before and after purchases. When buyers buy goods through an online shopping platform, they need to give their private information, such as complete name, address, and credit card information, to facilitate the payment process (Rita et al., 2019). Customers are constantly concerned about the website's ability to safeguard them from fraud following a transaction. Moreover, privacy with E-service quality includes assurances for online shopping platforms not to disclose any information about customers with other sites and the promise and accuracy of the delivery time for the purchase to reach customers Durmuş et al. (2013). Therefore, information security and confidentiality in the quality of E-services are critical in online buying.

2.3.1.2 Website performance

The second component of E-service quality is website performance. As cited by Rita et al. (2019), a good website must highlight usability by having a good design, providing a strong brand image, and attracting customers to use it. According to Candiwan and Wibisono's (2021) research, nearly half of online users expect a website to load in about 2 seconds; if the website takes longer, the user will leave the site. With the help of modern technology, websites now are also equipped with live-chat customer support features services. This feature will allow customers to interact with the operators regarding the problems customers face (Zehir & Narçkara, 2016). According to Lv, Jin and Huang (2018), the use of live chat features has helped online shopping platforms to generate greater revenue with an increase of 100% to 300%. This is due to customers feeling more appreciated when their inquiries are answered instantly. On top of that, website

performance also consists of how fast and easy the website is to find what the customers need (Shafiee & Bazargan, 2018). Thus, it is safe to say that website performance plays an important role in E-service quality and customer loyalty, especially for online shopping.

2.3.2 E-Recovery

2.3.2.1 Responsiveness

According to Shafiee and Bazargan (2018), responsiveness in service is the enthusiasm to assist customers who are experiencing problems and can provide answers to those difficulties. It refers to how quickly the online shopping platform or the seller can respond to a customer's issue with appropriate information and action to please the customer. They indicated that responsiveness in E-recovery can also depend on how responsive the online shopping platform is to offering adequate guarantees, handling returned items by customers, and even providing a good remedy if any unsuccessful transactions occur. Furthermore, timeliness in E-recovery seeks to prevent any future problems that may compromise customers' loyalty to a single online buying platform (Shafiee & Bazargan, 2018). Being responsive is a strong company strategy where it demonstrates the company's responsibility to maintain track of client problems even if they are unable to remedy the problem at the moment. If the company is responsive, the consumer will be satisfied and return to do business with the same company (Sharma et al., 2021).

2.3.2.2 Compensation

According to Durmus et al. (2013), compensation is frequently given when orders do not arrive at the expected time, a problem with the goods supplied by the online platform, etc. Shafiee and Bazargan (2018) stated that compensation also includes obtaining the things that consumers need to return because the product may have faults or was incorrect from their home or workplace since it is part of their job to compensate customers due to the problem they caused. The customer can receive compensation from the company to help alleviate the customer's dissatisfaction, strengthening the customer's loyalty and repurchase plan with the company (Momotaz & Hasan, 2018). Its purpose is to limit negative experiences that customers have with service providers. Compensation will restore or improve the relationship between client and seller (Shafiee & Bazargan, 2018).

2.3.2.3 Contact

Contact is the final component of E-recovery. Contact, in general, can be defined as the connection or interaction that occurs between people and consists of connection or communication (Shafiee & Bazargan, 2018). On the other hand, a contact centre is a unit handling customer relation. There are numerous benefits to having an effective contact centre. Among the benefits are increased customer satisfaction and the ability to persuade customers to purchase a product or service (Camilleri, 2021). The contact centre is where all customer interactions will be managed through various communication channels such as messaging, email, and media communication. With the help of current technology, contact centres can now keep all of the information provided by consumers in a cloud-based solution, making problem-solving easier (Wu et al., 2018). According to Durmus et al. (2013), contact in online purchasing platforms should always be online and available since it should provide the ability to communicate with people whenever an issue arises. Suppose an online shopping platform can give a better contact centre. In that case, it will undoubtedly increase the flexibility and dynamic contact between customers and sellers, resulting in a more seamless purchasing experience that will add to their commitment to online shopping platforms.

2.4 The Relationship between Shopping Guarantee and Customer E-Loyalty

According to Stouthuysen et al. (2018), a shopping guarantee will improve customers' online shopping experiences, leading to their E-loyalty. By providing guarantees to its customers, the company demonstrates its confidence in its product and service quality. Convincing first-time

buyers via online shopping platforms may be difficult, but offering guarantees will persuade them to trust the company. The main goal of providing a good service guarantee is not to entice customers to return the product; rather, it is to reduce customers' doubt about making a purchase, which will directly help improve their loyalty to the brand (Bilgihan, 2016). Furthermore, when online vendors promote specific shopping guarantees that cover privacy protection, warranty features, return policies, and money guarantees, customers are more likely to trust the seller who will influence their purchasing and trust in the e-shopping platform (Stouthuysen et al., 2018). Customers will most likely never return to the platform if it cannot guarantee their safety. If an online store can provide a specific guarantee and positive customer feedback to first-time buyers, they will trust the platform. On the other hand, a specific guarantee is far more trustworthy than customer reviews on the online platform because the proficiency trust in the online shopping platform is higher than customer reviews (Stouthuysen et al., 2018). Additionally, improving operation and service regarding the service guarantee will help increase brand loyalty and help spread good word-of-mouth, which will help the business better (Zafer, 2021).

2.5 Research Framework and Hypotheses

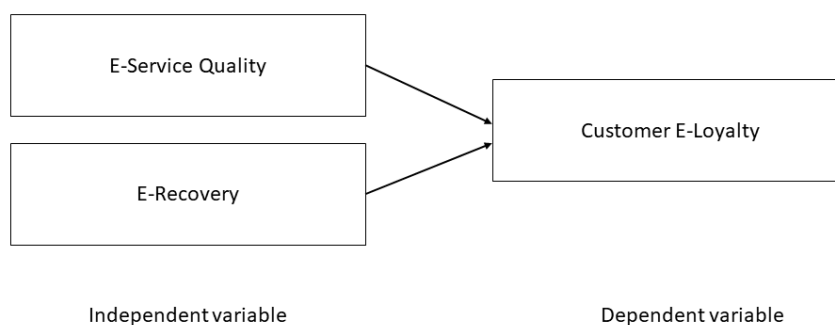


Figure 1. Research Framework

This study adapted the model proposed by Shafiee and Bazargan (2018). This study investigates the relationship between E-service quality and E-recovery with customer E-loyalty who used shopping guarantees. Customer perceptions of the online shopping system versus offline methods, including the effectiveness and efficiency of services, the time required by customers when shopping online versus offline, and customer perceptions regarding the appearance of a friendly design and being able to attract the customer to shop online versus offline, all influence the success of electronic services (Chakraborty et al., 2022). One of the primary entrepreneurial goals is to improve the quality of E-services. Thus, high levels of E-service quality have been linked to better and more efficient customer relations, a greater ability to attract potential customers, increased competitiveness, and higher long-term profit levels for businesses (Zehir & Narcıkara, 2016). It also proved that providing high-quality service increases customer loyalty and retention (Parasuraman et al., 1985). Online buyers are no longer willing to engage in lengthy searches. They are willing to pay a premium when purchasing from E-retailers with whom they have had a positive experience (Cachero-Martínez & Vázquez-Casielles, 2021).

Regardless of the organisation's other efforts to build long-term relationships with its customers' loyalty, service failures and subsequent customer satisfaction service recovery efforts can have a significant impact on an organisation as well as the quality of the relationship with the organisation. Companies must discover solutions to satisfy unsatisfied customers. The minor and inefficient process simply leads to customer frustration. Furthermore, it may cause customers to spread unfavourable word of mouth, exposing the organisation's flaws to competitors (Rintamäki

et al., 2021). Furthermore, when requested to submit feedback immediately following a poor service encounter, most customers provide very low ratings (Nunkoo et al., 2020). The benefits of rapid service recovery include increased customer happiness and loyalty, lower customer churn, and the finding of critical information that can be used in continuous improvement programmes (Durmuş et al., 2013). A successful recovery strategy may have good customer satisfaction and loyalty while also boosting bottom-line performance by offering retention, meeting expectations, and repeat buys intents, resulting in trust and commitment in the brand and organisation (Cachero-Martínez & Vázquez-Casielles, 2021). If issues are not addressed promptly, they might have a negative impact on the long-term relationship with customers.

Based on the preceding, this study depicts the research model depicted in Figure 1 and suggests the following hypotheses:

H₁: E-service quality positively affects customer E-loyalty.

H₂: E-recovery positively affects customer E-loyalty.

3. METHODS

This study utilised a quantitative design with hypothesis testing to accomplish the research purpose. This hypothesis testing technique enables the researcher to investigate the association between the quality of E-services and E-recovery and customer E-loyalty.

3.1 Research Focus

In Malaysia, there are several online shopping platforms such as Lazada, Shopee, Zalora, etc. As for this study, the researcher only focuses on Shopee online shopping platform. Shopee offered a Shopee Guarantee as an approach to retain customers and improve the online shopping experience. Furthermore, statistics showed that Shopee led the Malaysian E-commerce market as the most clicked E-commerce site in the country in the second quarter of 2021, followed by Lazada and PG Mall. Shopee was the leading online shopping platform in Malaysia and Southeast Asia, with approximately 54 million clicks (Muller, 2021).

3.2 Sampling Approach and Sample Size

This study employed a multistage one-level sampling strategy. The researchers began with cluster sampling and then moved on to purposive sampling. The questionnaire was completed by Malaysian Shopee users who have used Shopee Guarantee and reside in Peninsular Malaysia. In the first step, Peninsular Malaysia has divided into four zones: The Northern zone, the East Coast zone, the Central Zone, and the Southern zone, all of which use Shopee Guarantee features. Perlis, Kedah, Penang, and Perak make up the northern zone. Kelantan, Terengganu, and Pahang make up the East Coast zone. The Central Zone consists of Selangor, the federal territories of Kuala Lumpur and Putrajaya, and the Southern Zone of Negeri Sembilan, Malacca, and Johor. In the second step, the survey was distributed through social media. The Shopee users who received the survey could participate and complete it. The survey has been designed with filter question, so that, those who have not used Shopee Guarantee will be excluded from the survey. This study's sample focuses on Shopee users who use the Shopee Guarantee features. The questionnaire was completed by 362 Shopee Guarantee users from all four zones (refer Table 2).

3.3 Questionnaire

The survey is divided into eight sections. There were filtered questions at the beginning of the survey. First - 'Have you ever used Shopee Guarantee before?' If the respondent said yes, they would continue to fill out the survey. If the answer is 'no', the respondent will go directly to the thank you page and submit the survey. After the filter questions, the first section was for demographic, sections two and three were for the E-service quality items (i.e., information

security and website performance), sections four through six were for E-recovery items (i.e., responsiveness, compensation, and contact), and the final section was customer E-loyalty. The questions of customer E-loyalty, E-service quality and E-recovery were adapted from Durmuş et al. (2013). It was designed in a five-point Likert scale format and dichotomous scale for the demographic section.

Table 1. Reliability Analysis

Variables	Number of items	Cronbach's Alpha	Remarks
E-Service quality	13	0.98	Acceptable
E-Recovery	12	0.96	Acceptable
Customer e-loyalty	3	0.93	Acceptable

The results of the data reliability analysis are shown in Table 1. E-service quality has a Cronbach's alpha of 0.98, while E-recovery has a Cronbach's alpha of 0.96. Then there's the e-loyalty 0.93 Cronbach's value. Because all the Cronbach's values are greater than 0.7, the questionnaire designed for this study is considered reliable and acceptable.

3.4 Data Collection Procedure

After receiving feedback from pilot participants (n=10), minor changes were made to the survey (i.e., language and the use of words). The final version of the survey was then distributed. The researchers use the Google form method to collect data and share the link through social media platforms like WhatsApp, Facebook, and Instagram.

3.5 Data Analysis

The results were analysed using the SPSS Version 28.0. The data was checked for entry accuracy and missing values before being analysed. The data were visually examined. There was no indication of a missing value. Furthermore, because this survey includes filter questions at the beginning, some data were discarded because participants did not use the Shopee Guarantee. Only 362 questionnaires were used (i.e., reliability analysis, descriptive analysis, and regression analysis) for the analysis.

4. RESULTS AND DISCUSSIONS

4.1 Respondents' Profile

Table 2 shows that out of 362 respondents, 42.3% (153), or 153 men, and 57.7% (209), or 209 women, completed the survey. The largest age group of respondents was between 21 and 30 years old, accounting for 61. %, followed by 31-40 years old (17.4%), under 20 years old (11.9 %), and those aged 41 and up (11.9%) (10.4%). In terms of ethnicity, Malays make up the largest group (38.1%), while others (9.9%) make up the smallest. The majority of those polled said they had used Shopee Guarantee one or two times (59.1%). Some of the respondents (29.8%) said they had used Shopee Guarantee three to four times, while others said they had used it more than five times.

Table 2. Respondents' Profile

Variables	n=362	%
Gender		
Men	153	42.3
Women	209	57.7
Age		
Less than 20 years old	43	11.9

Variables	n=362	%
20-30 years old	224	61.9
31-40 years old	63	17.4
41 years old and above	32	8.8
Ethnicity		
Malay	138	38.1
Chinese	116	32.0
Indian	72	19.9
Others	36	10
Zones		
Northern region	95	26.2
Central region	77	21.3
Southern region	92	25.4
East Coast region	98	27.1
Shopee guarantee usage		
1-2 times	214	59.1
3-4 times	108	29.8
5 times and above	40	11.0

4.2 Correlation Analysis

Correlation analysis was performed to identify potential connections between variables and investigate the relationship between variables – see Table 3.

Table 3. Correlation Analysis

		Customer E-loyalty	E-service quality	E-recovery
Customer E-loyalty	<i>Pearson Correlation</i>	1	0.923**	0.899**
	<i>Sig(2-tailed)</i>			

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation between E-service quality (IV1) and customer E-loyalty (DV) was 0.923. It had a value of 0.899 for E-recovery (IV2) and customer E-loyalty (DV). Customer E-loyalty and the quality of E-services have a strong and positive relationship in both variables. The coefficient "r" value represents the power and influence of the relationship between variables. Both E-service quality and E-recovery have a strong influence on the dependent variable. It demonstrates that E-loyalty has been affected by E-service quality and E-recovery.

4.3 Hypotheses Testing

Multiple regression analysis was performed to test the hypotheses, H₁: E-service quality positively affects customer E-loyalty.; and H₂: E-recovery positively affects customer E-loyalty.

Table 4. Multiple Linear Regression Analysis: Model Summary^b

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.929 ^a	.864	.863	.228

a. Predictors: (Constant), E-service quality, E-recovery

b. Dependent variable: customer E-loyalty

Table 5. Multiple Linear Regression Analysis: ANOVA^a

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	117.713	2	58.857	1137.122	<.001 ^b
	Residual	18.582	359	.052		
	Total	136.295	361			

a. Dependent variable: customer E-loyalty

b. Predictors: (Constant), E-service quality, E-recovery

The multiple regression model with the two predictor variables produced $R^2=.864$, $F(2, 359)$, $MS= 58.857$, $p<.001$, as shown in Tables 4 and 5. With an R^2 of .864, two predictor variables account for 86.4% of the variance in customer E-loyalty. There was 13.6% of the influence may come from other variables. All predictor variables were positively significant with customers' E-loyalty: E-service quality ($\beta=.645$, $p<0.001$) and E-recovery ($\beta=.298$, $p<.001$). As a result, H_1 and H_2 have been accepted. Each predictor variable has a statistically significant relationship with the dependent variable. Thus, it can be concluded that the E-services quality and E-recovery significantly influence a customer's E-loyalty.

Table 6. Multiple Linear Regression Analysis: Coefficients^a

Model		Unstandardised coefficients		Standardised coefficients	t	Sig.
		Beta	Std. error	Beta		
1	(Constant)	.264	.089		2.955	.003
	E-service quality	.663	.055	.645	12.088	<.001
	E-recovery	.288	.052	.298	5.590	<.001

Dependent variable: customer E-loyalty

A second regression analysis was performed to determine which components of E-services quality and E-recovery influence customer E-loyalty.

Table 7. Multiple Linear Regression Analysis: Model Summary^b

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.932 ^a	.869	.867	.224

a. Predictors: (Constant), contact, compensation, information security, responsiveness, web performance

b. Dependent variable: customer E-loyalty

Table 8. Multiple Linear Regression Analysis: Anova^a

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	118.400	2	23.680	471.089	<.001 ^b
	Residual	17.895	356	.050		
	Total	136.295	361			

a. Dependent variable: customer E-loyalty

b. Predictors: (Constant), contact, compensation, information security, responsiveness, web performance

Table 9. Multiple Linear Regression Analysis: Coefficients^a

Model		Unstandardised coefficients		Standardised coefficients	t	Sig.
		Beta	Std. error	Beta		
1	(Constant)	.236	.089		2.667	.008
	Information security	.369	.055	.368	6.714	<.001
	Web performance	.309	.068	.304	4.535	<.001
	Responsiveness	.135	.055	.141	2.458	.014
	Compensation	-.009	.030	-.011	-.297	.767
	Contact	.151	.035	.171	4.309	<.001

Dependent variable: customer E-loyalty

Tables 7 and 8 show that the multiple regression model with the components of E-service quality and E-recovery produced $R^2=.869$, $F(2, 356)$, $MS=23.680$, $p<.001$. With an R^2 of .869, the components of E-service quality and E-recovery account for 86.9% of the variance in customers' E-loyalty. Other factors could account for 13.1% of the influence. Components of E-service quality and E-recovery were found to be positively significant with customer E-loyalty for those using shopping guarantees, excluding compensation, which was insignificant: Information security (β

=.368, $p < .001$), website performance ($\beta = .304$, $p < .001$), responsiveness ($\beta = .141$, $p < .001$), and contact ($\beta = .171$, $p < .001$) – see Table 9.

5. CONCLUSIONS

The internet-based electronic commerce environment allows customers to interact directly with the online store to search for information and purchase products or services. Despite this, several problems can arise during this simple process: damaged products, incorrect products delivered, and products not received, to name just a few. The customer may be unhappy as a result, and the customer might not return to the same online shopping platform in the future. The present study investigated the relationship between E-service quality and E-recovery with customer E-loyalty who used shopping guarantees. The findings show that both independent variables, E-service quality and E-recovery, positively impact customer E-loyalty for those who used shopping guarantees. As a result, the two hypotheses were accepted.

Thus, based on the findings, E-service quality and E-recovery are important factors in boosting customer satisfaction. In particular, the E-services quality, which is influenced by website performance and information security, impacts customer loyalty. Furthermore, E-recovery, which is influenced by responsiveness, compensation, and contact, can lead to higher levels of customer satisfaction. This increases online repurchase intentions, resulting in long-term profits. The study's findings are consistent with those of other studies (Mashaqi et al., 2020; Shafiee & Bazargan, 2018) which stated that E-service quality and E-recovery may impact positively toward customer E-loyalty thus lead to the customer satisfaction overall.

In addition, the authors investigated whether E-service quality components (such as information security and website performance) and E-recovery components (such as responsiveness, compensation, and contact) influence customer E-loyalty. Components of E-service quality and E-recovery were positively significant with customer E-loyalty for those using shopping guarantees, excluding compensation. This is probably because the retailer provides compensation when the damaged or wrong product received has been returned. However, the customer needs to bear the cost of returning the damaged or wrong product to the retailer. In an online shopping context, it has been demonstrated that the information feature of a shopping site is an important factor in determining consumers' loyalty and their decision on whether to shop at the same online shopping platform. Online shoppers should be able to easily understand information about shopping guarantees and return policies. Customer service needs to be accessible and quick for customers who have problems with the product they have received.

While COVID-19 changes people's purchasing habits, the logistical movement also changes dramatically with an increase in the number of parcels delivered to customers. Furthermore, in the last two years, the online shopping market share in the countries' economies has grown significantly, making the online shopping market more competitive. Shopping guarantee features are important in ensuring customer E-loyalty because they directly impact the supply chain's long-term sustainability. Thus, online shopping platforms should consider shopping guarantees as a strategy to increase online shopper loyalty and attract more customers.

Even though our findings have important implications for online retailers, this study has several limitations. First, using self-reported scales to measure both independent and dependent variables raise the possibility of a common method bias in the results. Second, this study considers E-service quality and E-recovery attributes as factors influencing customer E-loyalty; therefore, other factors that could influence customer E-loyalty, such as trust and other similar factors, were not considered.

Considering shopping guarantees as an important service in online shopping platforms, it would be worthwhile to conduct future research to determine whether there are differences in customer

E-loyalty based on product diversification, price, and the extent to which the service domain is covered. Furthermore, comparative research on the differences in customer loyalty between offline and online stores could be beneficial. More research could be done on the differential effect of trust on customer E-loyalty in an online shopping platform with shopping guarantee features.

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