

Connectedness of e-Service Quality, e-Satisfaction and e-Loyalty. A Configuration Analysis with QDA Software.

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ABSTRACT:

Marketing strategy of e-business should be adjusted to ensure that the customer is ready to make transaction online. This adjustment is primarily intended to foster customer trust related to privacy and economic risk. E-Trust in B2C e-commerce is more difficult to realize than an offline business. Gaps in e-Trust still exist, how the service without face to face interaction can logically satisfy. The perceptions of e-Service Quality can grow through Technology Readiness as well as Technology Acceptance, but e-Trust is more decisive in shaping of the service quality perception. This study aims to discover the customer's perspective on e-Service Quality and to analyze its relations with e-Satisfaction and e-Loyalty. Text corpus of satisfied customer review from the online store is used as the unit of hermeneutics analysis to reveal meaningful reviews. Purposive text sampling with detail in content and context is used to obtain a complete answer to the research question. MAXQDA11 software is used for the configuration analysis process on the connectivity among themes. The perspectives of e-Service Quality are discovered through Fun Shopping theme which is determined by: shopping experience, ease shopping, shopping problem handling and functional satisfaction. Customers' satisfaction perspective is the emotional e-Satisfaction through the emotional satisfaction in online shopping and the delight from family values. The fellow care and special attention are the value delivered by the company. Perspectives on e-Loyalty drawn from Loyal to Each Other: customer loyalty commitment, customer loyalty proof, and customer service staff dedication to serve. The perspective of e-Loyalty is determined by the e-Trust which is reflected from the themes of mutual trust (Trust Each Other). That is customer recognition to customer service team performance and recognition of the company's reputation offset with the company's trust to the customer.

KEYWORDS: Configuration Analysis, Customer Review, e-Satisfaction, e-Service Quality, e-Loyalty, e-Trust, Word of Mouse

I. INTRODUCTION

Positive Word of Mouth is a shopping experience that is shared by satisfied customers to other people. In the era of Internet, WOM spread more widely and quickly through social media such as facebook, email, blog, twitter and others, so that it crosses the geographical boundary. Additionally, WOM activity in the internet can be stored for a long time because the messages are recorded on the medium used for sharing information. E-WOM is word of mouth via the Internet and *World of Mouse* is a term that is used for e-WOM [1]. Information spreading via Internet is very vast and it is able to penetrate the boundaries of place and time rapidly compared to offline. Customer review is the one of *Word of Mouse* platform. Nowadays consumer behavior has changed, especially in *Word of Mouse* activities. Rating system or product review to service quality or satisfaction in online shopping can take place instantaneously through a computer mouse device to the Web site. The availability of *Word of Mouse* is the valuable customers' voice data base. Several studies utilize this data base e.g. who investigated the behavior online customer in online feedback forums about dissatisfaction with *frequent-flier programs in the air industry* [2], investigated the importance of *listen in* conversations in social media discussion forum: *discussion forums, blogs, social networks, mainstream news, wiki, video and review sites*) to conclude the brand sentiment [3]. Internet Marketing minimizes transaction time, closeness the distance and place: "One of the best ways to initiate or to extend export activities used to be to exhibit at an overseas trade show. With the Web, it is not even necessary to attend trade shows to show one's ware. Electronic communication via the Internet is extending the reach of companies large and small to worldwide markets." [4]

II. THEORY

2.1. e-Service Quality, e-Satisfaction and e-Loyalty

At the beginning of the online retail presence, Web performance and low prices will spur success. But regardless of the low price offers, they are not able to fix the issues of quality of service and frequently occur: the consumer canceled the transaction, the product is not delivered on time or even not sent, emails not replied, and the desired information cannot be accessed [5]. Customers are ready to pay higher prices for online shopping as long as they can see some values obtained for instance comfort, exclusivity, etc. [6] Quality of service is a prerequisite for determining customers' satisfaction and loyalty. Satisfied customers show their loyalty by repurchasing and doing WOM. In reality, there is doubt among many Internet users to conduct transactions in the Web, especially because of the privacy and trust towards Internet [7]. In general, the e-Service Quality is still low [8], customer dissatisfaction is encountered more in an online securities brokerage service [9]. In the context of online shopping, has conducted a review and synthesis of the literature on service quality delivery through Web sites and generate [10] four-dimensional conceptualization of core e-SERVQUAL (1) efficiency (2) reliability (3) fulfillment (4) privacy. Also, a three-dimensional quality of the particular online service recovery e-SERVQUAL is developed: (1) responsiveness (2) compensation (3) contact. A review and synthesis of 25 studies over the period 1996 to 2008 and establish eight scales of measurement of e-Service Quality [11]: (1) Web site design (2) personalization (3) empathy. There are five dimensions similar to those expressed by Zeithaml et al. (2002): (4) reliability (5) responsiveness (6) security (equal to the dimension of privacy), (7) fulfillment (8) information (equal to efficiency).

Important things considered by each researcher above is: the importance of the empathy dimension, that although there is no face to face interaction in the process of online services, some human contacts included in online services, such as e-mail communications [12]. The availability of individual customer attention shows empathy to customers. Some attributes of empathy dimensions expressed are: (1) good personal attention (2) adequate contact (3) address complaints friendly (4) consistently courteous. On the other hand, has built a proposition that connects Technology Readiness and e-Service Quality on E-Shopping Behavior. [13] The propose that the Technology Readiness of customer (customers' TR) will be a positive influence on the online Service Quality (e-SQ) perception, and these perceptions will positively influence the behavior of online shopping (e-SB). From these two concerns, researcher depict that Internet technology could replace the human absenteeism in Customer Service process, but technology should more concern in the two-way communication, with paying attention to the psychological aspects.

2.2. e-Trust

Some studies also relate the Satisfaction - Loyalty to e-Trust dimensions. There was a relationship between e-Trust with intention to shop online. The fulfillment of privacy enhance trust towards Internet, which is the feeling of free from specific threats such as citations or personal data theft, data misuse and computer viruses [14]. Six companies observed base on customer text comments (500-1000 characters) and customer rating. This observation conclude that e-Trust in B2C e-commerce is more difficult to realize than offline business, due to the presence of retailers in cyberspace that often face consumer views which are not too obvious or clear. Gaps in the consumer trust still exist, how e-tailer as "Strangers" can logically be expected [15]. From both of the studies, it is clear that e-Trust is a very important factor. Perceptions of e-Service Quality can grow through Technology Readiness, but the e-Trust seems to be more influential in shaping the perception of quality, and privacy is the dominant factor that shapes customer's trust.

2.3. e-WOM (Word of Mouse)

Internet is a medium that juxtaposes interpersonal relationships in terms of the absence face to face interaction and there is distance obstacle. Online interactions mostly appear in written forms, take place within the framework of direct communication (*real time*) or as an indirect interaction (*delayed*); but in this form, Internet has changed the act of writing into speech [16]. e-WOM are very open and easily accessible to Internet users. To obtain the data of e-WOM, this research utilizes an American Web sites by considering [17]: that secondary data required and easily available in the U.S. or Europe; tend to be not available or difficult to obtain outside the U.S., particularly in Asia and developing countries". Zappos.com, an American online shoe store, stores thousands of customer review data base that is easily accessed and downloaded. The text review is descriptive, and it describes the plot in detail. Researchers used the data of 15-month period (January 2011 to March 2012). A research that is using data provided by other parties described in Myers (2009:153) as same as using interviews or observations, to collect the data may also obtain data from the document.

Furthermore, it was stated that a document such as email, blog, webpage, corporate records, newspapers, and photographs depict things said or things that happen. It was also said that this document

provided facts or evidence in building a more complete picture than those provided only through interviews or observation. Internet is a vast medium, influential, and without obstructions. Internet is a very large database and can be scanned (observed), which provide a wide range of meaning or significance in individual communications or communications that present publicly [18]. Researchers use online customer review text as the primary data research is in line with the general definition of the document as "a written text" and should be studied as a social product [19]. By comparing some of the research findings in the context of offline and online shopping; the diverse of shopping motivations, the main dimensions of service quality, and gaps in the research results in explaining the phenomenon of online customer satisfaction and loyalty are reflected. This gap enables more efforts to discovering *Noema* (what is behind the phenomenon) in online customer satisfaction and loyalty deeper. Thus we need to understand what is presented or discussed by the online customer shopping experiences, about their satisfaction and loyalty more deeply. This understanding can be done by exploring the *Word of Mouse* in customer review text. Customer opinion in a product review on the Web site is the embodiment of *the Word of Mouse*, contains rating of good or bad with general comments; usually used the word choises for emphasis in assessing the quality of the product, often seen there is a strong expression of emotions verbally (through choice of words) or non-verbal cues (*orthographic*): capital letters, punctuation [20]. The importance of *customer review* for online customers is described by some researchers: (1) the feeling level of review readers, caused by the power (*valence*) of a review (2) when the readers feel the *resonance* of the reviewer, they assume that such reviews more trustworthy and useful, and give greater influence over their purchase intentions [21]. The depth and content of the information (*content* and *context*) of a review significantly affect consumer perceptions of source credibility and their intention to purchase decisions [22]. The depth of the reviews (*reviews depth*) has a positive and significant effect on the benefit of a good review both for *experience goods* and *search goods* [23]. The positive *Word of Mouse* may reduce the risk of purchase, increase the perception of the company, develop a psychological condition (e.g. relief), and fix interest in purchasing [24].

III. METHODOLOGY

Exploration and explanation of this research reveal and explain the customer's perspective of e-Service Quality, e-Satisfaction and e-Loyalty. Exploration conducted on the customer's expression conveyed in a written form in the customer review text. The discussion associated with the phenomenon of online shopping, especially for product that has two categories at once. Shoes have both search product and experience product category in apparel product lines. This study uses data customer downloaded from the online web store Zappos.com (USA). Interpretive analysis conducted on the online customer's perspective which is written in the text of customer reviews. The purpose of the study is to explain the connectedness between e-Service Quality, E-Satisfaction and e-Loyalty. Interpretive analysis of the e-WOM data in the form of *customer* text produces main themes of research focus: e-Satisfaction and e-Loyalty.

Population is 1057 collection of text (*text corpus*) of customer review in January 2011 to March 2012 period (15 months) available in the Zappos.com Web site. Samples are text of customer reviews which meet the content and depth. According to the research conclusions of [25] that interest of borrowing books in the library is significantly affected by the length of the sentence read in the book reviews online. Also, it is concluded that book review depth (*rich lexical content*) will increase the intention to borrow books. Researchers have conducted initial observations that many customer reviews consist of many sentences and contain the depth of various customer expressions about their shopping experience. Initially all the text to be converted into Word format, *Times New Roman style, font 12*, with normal margins (*left and right 2.5 cm*). There is a text classification for 1057 customer review text based on the number of lines in each text as below:

TABLE 1. TEXT CLASIFICATION (BASE ON ROW NUMBER)

Category (row number)	January – June 2011	July – December 2011	January – June 2012	Number of Texts
1-5	476	156	48	680
6-10	142	87	47	276
11-15	36	16	12	64
>15	18	12	7	37
Total	672	271	114	1057

Source: Data Process

Raw data of social scientists consist of the meaningful words, not structured from human being fellowship. The characteristics of these social sciences are sometimes described as the double hermeneutic, 'subject' of social researcher and acts as an interpreter to the social situation of the society that is being studied [26]. Hermeneutic endeavor is to reveal the phenomenon through the *back and forth process* related to the whole text. Interpretations are continued to be improved as there are more text tackled by the researchers [27].

This research use data analysis steps of [28] stated that ideally, with an intellectual analysis and interpretation, raw data is processed and refined, summarized into meanings. Then it can then be presented in the form of a theoretical concept that brings new understanding through a process of refinement. The process of inductive logical reasoning, observation of individuals constructed in order to make a more general statement about the phenomenon. The sequences of qualitative data analysis are as follows: 1) *Coding* 2) *Noting* 3) *Abstracting and comparing* 4) *Check and Refinement* 5) *Generalizing* 6) *Theorizing*. There were a number of perceived obstacles that is the obstruction of the scope of qualitative approaches in the marketing research. These four scopes are characterized [29]: 1) The volume of data 2) Analysis complexity 3) Detail of classification records and 4) The speed and the flexibility of analysis. To overcome this problem, researchers use MAXQDA11 [30] software to process, organize, store, and display the output and to analyze the data. The data configuration simulation is conducted to see the connectedness between the themes. This configuration is very important to deal with the above constraints. Researchers utilize options in the software worksheet to describe the connectivity between themes and formulating propositions.

3.1. Step of Data Processing By Software MAXQDA11

Data processing by using *software* is able to provide an accurate theme-setting process, because code (label) on the themes recorded in the *software* system, so it can efficiently be displayed at any time. As well as to fix the code determination on a meaningful statement. The process which is recorded in a *software* system is able to produce summaries and data processing display efficiently. The outputs generated from data processing are as follows:

1. Table of the theme frequency
2. The connectedness Matrix and Chart of themes (*code relation matrix*) - (14x14 theme in this study)
3. Configuration table among themes (up to 5 themes) that describes connectedness (frequency) between the specified themes. Configuration table is used as the basis for preparing the premises.
4. Table of data (customer review text) which is included in the configuration. This table is used to construct the connectedness of meaningful statements of related review text, subsequently forming the premises.
5. Recap of all meaningful statement which are very helpful to establish propositions

The data processing are as follows:

1. Importing the entire text (35 customer reviews)
2. Inputting the 14 codes (Table 2) to the themes that have been estimated in early reading and understanding of customer review text.
3. Reread the texts and confirm the meaningful reviews in every segment of the text.
4. Displaying and printing the output of data processing required
5. Simulation of the themes on Configuration.

IV. RESULT

The research question answered is present in Table 2. Perspectives of e-Service Quality are answered through the themes pleasant online shopping (shopping experiences, practical shopping, shopping problem handling and functional satisfaction). Customer perspective about satisfaction is the *emotional* e-Satisfaction that is the emotional satisfaction of online shopping and family values (caring about each other/ special attention) that provides excitement, happiness. Perspectives on e-Loyalty is the emergence of the theme of loyalty commitment, loyalty and dedication of proof serve by a team of customer service. Perspectives of e-Loyalty is determined by the e-Trust which is reflected from the theme of the recognition of the customer service team performance, recognition of the company's reputation and the trust company to the customer. There is a two-way connectivity both within trust and loyalty, namely the emergence of the theme of company trust (online store) to the customer and dedication to serve as company loyalty to customer. These findings are clasified as mutual trust and loyalty.

Table 2. Theme (Code)

No.	Theme	Perspective
1	Shopping Experience (Fu1)	e-Service Quality
2	Ease Shopping (Fu2)	
3	Shopping Problem Handling (Fu5)	
4	Functional Satisfaction (Fu3)	
5	Emotional Satisfaction (Fu4)	Emotional e-Satisfaction
6	Happiness (Fa1)	
7	Joyness (Fa2)	
8	Fellow Care (Fa3)	
9	Recognition of Customer Service Performance (T1)	e-Trust (Trust Each Other)
10	Recognition of Company Reputation (T2)	
11	Mutual Trust (T3)	
12	Commitment to Loyal (L1)	e-Loyalty (Loyal to Each Other)
13	Proof of Loyalty (L2)	
14	Dedication to Serve (L3)	

Source: Meaningful Statement in the Text Segment

Table 3. Frequency of Theme

Theme	Code	Frequency	Proportion (%)
1	Fu1	12	6.90
2	Fu2	17	9.77
3	Fu3	22	12.64
4	Fu4	25	14.37
5	Fu5	7	4.02
6	Fa1	6	3.45
7	Fa2	11	6.32
8	Fa3	7	4.02
9	T1	3	1.72
10	T2	22	12.64
11	T3	5	2.87
12	L1	15	8.62
13	L2	18	10.34
14	L3	4	2.30
Total		174	99.98

Source: Data Process

The proportion of the above themes can be grouped into four classifications themes as follows: The fun online shopping theme 47.70% (Fu1 s/d Fu5), The family theme 13.79% (FA1, FA2 and Fa3), The mutual trust theme 17.23% (T1, T2 and T3) and 21.26% The faithful to each other theme (L1, L2 and L3). Furthermore, configuration table is used to determine the inter-connectedness of the table among themes. The focus of the research is how the customer's perspective connects the e-Service Quality by e-Satisfaction and e-Loyalty. From the themes discovered, it reveals that the explanation of e-Service Quality creates a pleasant atmosphere of online shopping (*Fun Shopping*) which gives total satisfaction (functional and emotional

satisfaction). Kinship through customer service team attitude that cares about others and gives special attention, fosters emotional satisfactions: the joy and happiness. The joy and happiness complement the emotional satisfactions (*emotional e-Satisfaction*). Emotional e-Satisfaction connected with e-Trust customers are drawn from the recognition of the performance of the customer service team and recognition of the company's reputation. Trust of the company to the customer, strengthens customer recognition of the company's reputation. Furthermore, e-Trust is connected to e-Loyalty as follows: customer's trust which is reflected from the recognition of team performance and the recognition of the company's reputation are the basis for the customer to set their loyalty. The determination of customer loyalty includes commitment (promise) and proof. Customer loyalty is proved from the statements about: the time span has been a customer (and always satisfied), has been re-doing the shopping, have influenced others to become customers, has made the company the first place to shop online. From the process of meaningful reviews and coding processing, there are 174 meaningful statements in 14 themes (see Table 3.)

3.2. Connectedness of the Themes

Connectivity between themes is analyzed by using the data processing output (by MAXQDA11) in the form of a configuration table among themes. The process of establishing connectivity among themes by using the software of configuration table output MAXQDA11. Researchers determined nine (9) configurations based on the concept of logical frame of mind in the following order:

1. Connectedness of Fun e-Shopping Themes

Configuration 1: Connecting the theme of shopping experience, ease online shopping, shopping problems handling, functional and emotional satisfaction (Fu1, fu2, Fu5, Fu3, Fu4)

2. Connectedness of Family Value Themes

Configuration 2: Connecting Family Value theme with Trust Themes: joy, happiness, caring about others with the recognition of the customer service performance and recognition of the company reputation (Fa1, Fa2, Fa3, T1, T2)

Configuration 3: Connecting the Family Value themes with Loyalty themes: joyness, happiness, fellow care with the commitment to loyal and proof of the loyalty (Fa1, Fa2, Fa3, L1, L2)

3. Connectedness Mutual Trust theme

Configuration 4: Connecting the Satisfaction themes with the Mutual Trust theme: functional satisfaction, emotional satisfaction with the recognition of customer service performance, recognition of the company's reputation and company trust (Fu3, Fu4, T1, T2, T3)

4. Connectedness of Loyal to Each Other

Configuration 5: Connecting the Satisfaction theme with the Loyalty themes: functional satisfaction, emotional satisfaction with the commitment to loyal, loyalty proving and company dedication to serve (Fu3, Fu4, L1, L2, L3)

Configuration 6: Connecting the theme of Mutual Trust and Loyal to Each Other that are: recognition of customer service performance, recognition of the company's reputation with a commitment to loyal, loyalty proving and company dedication to serve (T1, T2, L1, L2, L3)

5. Connectedness of particular themes

Configuration 7: Connecting a special theme with the Trust themes: fellow care, mutual trust and dedication to serve with the recognition of customer service performance and the recognition of company's reputation (Fa3, T3, L3, T1, T2)

Configuration 8: Connecting the special theme to the loyalty themes: fellow care, mutual trust and dedication to serve with commitment and loyalty proving (Fa3, T3, L3, L1, L2)

6. Connectedness of themes associated with the Emotions with Trust and Loyalty

Configuration 9: Connecting the emotions themes with trust and loyalty: emotional satisfaction, joyness and happiness with the recognition of the company's reputation and proving loyalty (Fu4, FA1, FA2, T2, L2)

3.3. Nine Theme Configurations

The configuration table shows the emergence of a particular theme (shown by 1), contrary to the number 0. The Frequency indicates the number of reviews that have multiple themes observed. In this research found there are 5 reviews that contain theme Fu2, Fu3 and Fu4 (indicated by number 1) - in the first row. That can create Tabel 4. shown the connectedness (frequency) between themes. Detailed explanation as below:

Configuration 1: Connecting the Fun Online Shopping Theme with Satisfaction theme (Fu1, fu2, Fu5 with Fu3 and Fu4).From the 19 combinations of connectedness (*data process in this research*), the matrix frequency among themes is composed. The Matrix shows the number of review that has the theme connectedness. For example, the following matrix it is known that there are 7 customer reviews containing Fu1 and Fu3 theme. Then from the output of *Configuration_Table_detail* it can be seen that there is a number of texts which have connectivity among themes observed. Some numbers of the customer review text which have inter-connectedness themes is arranged into Table 5. The intersection shows some text of customer reviews which have the same connectedness. Then the meaningful statements in the text will be reassembled to form the premises. From the intersection, it is indicated that there is relationship between fun online shopping with satisfaction. All of these processes implemented to configuration 2 to 9 will be displayed:

Table 4. Connectedness of Themes

	Fu3	Fu4
Fu1	7	9
Fu2	14	12
Fu5	5	6

Source: Data Process

3.4. The Way to Form the Proposition

Table 5. (at the end of this section) is used to indicate the review that has connectedness of theme spesified. Taken as an example the review number 2, 6 and 16 rearranged as follow:

Text Review 2 describe the conectivity between shopping experience with satisfaction (functional and emotional) “I felt the need to take a minute and share my thoughts with you. I had recently been trying to find a few pair of sneakers and was having no luck, partially due to no selection at local stores, and also a wide foot. ... I had purchased some sneakers from another website but got a few imitations and had trouble returning shoes that didn't fit. ... I honestly don't see myself ever shoe shopping in the store again”. R2Fu1 (*disatisfaction experience*) “But when my friend said to try it, I figured why not. Well, I placed my first order for two pair on a Saturday night. I choose regular shipping and to my delight they arrived on Monday morning!” R2Fu3 (*functional satisfaction*) “... Without your quick free shipping you wouldn't have won me over! ... PLEASE continue to offer the same shipping policy as you have no idea how many like me there are out there and don't share with you”. R2Fu4 (*emotional satisfaction*)

Text Review 6 describe the conectivity between ease shopping with satisfaction (functional and emotional) “... Shopping at Zappos.com feels so comforting and secure. I feel like I never have to worry about my orders as service is easily attainable, shipping is incredibly fast (and free!)” R6Fu2 (*ease shopping*) “and your customer service representatives are simply amazing” R6Fu3 (*functional satisfaction*) “... I have never taken the time to thank a company for their services but with Zappos.com, I just had to!! ...” R6Fu4 (*emotional satisfaction*)

Text Review 16 describe the conectivity between ease shopping with satisfaction (functional and emotional) “... My standard shoes didn't feel just right. ... My poor feet were not happy. I finally gave into the conclusion that I was refusing to accept. They didn't fit. What to do? I wore them outside, so I can't return them right?” R16Fu5 (*customer confidence to get shopping problem handling*) “... Did I mention the free shipping? Yup, free. Imagine my surprise to find my shoes on my doorstep, just over 12 hours from placing the order online!! Free overnight shipping, incredible R16Fu3 (*functional satisfaction*) “I contacted Zappos via live chat and talked to a wonderful rep. She told me that not only would they extend the courtesy of returning the shoes, but they would send me a different pair in exchange. Still free shipping!! Awesome. So

there I am sitting there completely pleased, having just been given everything that I wanted” R16Fu4 (emotional satisfaction)

Conclusion: Shopping experience determine customer to searching the store that they meet their need of satisfaction. Ease shopping give rise to both fungsional and emotional satisfaction, as the same as shopping problem handling. These connectedness used to establish proposition 1 (P1): Fun online shopping determine e-Satisfaction. The entire propositions below are formed by the same process of understanding.

- P1 Fun Online Shopping Determines e-Satisfaction
- P2 e-Satisfaction Encourages e-Trust
- P3 e-satisfaction cause e-loyalty
- P4 Family value promote positive Emotions
- P5 Emotional e-Satisfaction develop e-Trust
- P6 Family value promote e-Loyalty
- P7 E-trust determine e-loyalty
- P8 Mutual trust strengthen e-Satisfaction
- P9 Mutual trust strengthen e-Trust
- P10 Mutual Faithfulness promote e-Satisfaction
- P11 Mutual Faithfulness Strengthen e-Loyalty

Table 5. The Text Review Related Connected of the Theme

	Review Number	Intersection (Review)
Fu1-Fu3	01, 02, 06, 10, 13, 14, 16	
Fu1-Fu4	02, 06, 08, 11, 14, 16, 29, 34, 36	02, 06, 14, 16
Fu2-Fu3	01, 04, 05, 06, 12, 13, 16, 18, 21, 33, 35	04, 05, 06, 16, 18,
Fu2-Fu4	04, 05, 06, 16, 18, 19, 20, 29, 33, 34, 35, 36	33, 35
Fu5-Fu3	02, 15, 16, 25, 37	
Fu5-Fu4	02, 08, 15, 16, 25, 37	02, 15, 16, 25, 37

Source: Data Process

3.5. Upcoming Research

1. This study focuses on the online store customer settings in America. However, this study would be the basis for similar studies in the setting of online store in Indonesia. A qualitative research is needed to continue an understanding and the concept of e-Service Quality, e-Satisfaction, e-Trust and e-Loyalty.
2. This study uses a data base of customer reviews that are available in the context of American society to creating a product review in detail. However, in the context of Indonesian society, it seems difficult to obtain the similar data. It is necessary to change the research methodology. *Qualitative Diary Research* can be potentially to explore the e-Shopping customer experience.

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