

Investigating the Impact of Electronic Service Quality on Word of Mouth and Loyalty with Regarding Mediating Role of Relationship Quality (Qavamin Bank in Tehran)

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Abstract: *The main purpose of this study is investigating the impact of electronic service quality on word of mouth and loyalty with regarding mediating role of relationship quality in banking industry. We proposed 9 main hypotheses and 6 sub-hypotheses (for investigating mediating role of variables) according to conceptual model. The data were collected in a sample of 390 in Qavamin bank in Tehran by questionnaire. The research is based on structural equation modeling (SEM) and for analyzing the data we applied PLS software. The findings of research indicate that customer brand identification caused brand trust, service quality and perceived value develop and increase loyalty toward bank brand, but perceived value does not impact positively brand loyalty. The findings of this paper help managers for comprehensive understandings of loyalty and relationship quality, and importance of electronic service quality, because nowadays the transactions and being successful are based on relationship.*

Keywords: *Electronic Service Quality, Word of Mouth, Loyalty, Commitment, Trust.*

INTRODUCTION

Creating long lasting and strong relationships with customers is critical in achieving and maintaining competitive advantage. A critical challenge for most enterprises is how to achieve and sustain competitive advantage. According to resource and capabilities theory, if the firms resources and capabilities that are unique, rare, difficult to imitate and non-substitutable they create competitive power and above average performance (Barney, 1991). Therefore, organizations became more and more customer-oriented, focusing on protecting and retaining actual customers' loyalty as the main source of competitive advantage (Auka & Bosire, 2013).

Relationship marketing (RM) literature highlights the importance of building and maintaining long-term relationships with customers, in both business-to-business (B2B) and business-to-consumers (B2C) markets. Within the B2B domain, researchers use the social exchange (SE) perspective (e.g. Kingshott, 2006; Morgan & Hunt, 1994; Tsarenko & Simpson, 2017) to study firm customer relationships based on the "trust-based commitment" paradigm, a dominant approach in modeling the firm-customer relationships due to its intuitive appeal and empirical support over the years, especially in the banking context (e.g. Milne & Boza, 1999; van Esterik-Plasmeijer & van Raaij, 2017; Yousafzai, Pallister, & Foxall, 2005).

However, it is not clear if this perspective would still hold in today's highly competitive global marketplace that has embraced new technologies as a crucial mechanism of interacting with the customer. The question then needs to be asked is whether the growth of online and mobile banking technologies is conducive to service firms being able to continue to leverage existing customer trust and commitment towards the service brand to influence these customers to use such technologies, and through that yield e-loyalty. E-loyalty is a desired outcome in the introduction of such technologies because it signifies customers are committed to using this mode of interaction which is critical for those service firms that have invested in technology to configure and design their operations and processes (Kingshott et al., 2018).

We conceive that the relationship in electronic world and will help to extend the commitment. Electronic networks are a form of social capital and a source of help, support, information, and advice (Lin, 2001). Individuals who can draw on such a network are likely to do better than those who cannot (Chow & Chan 2008). A high quality relationship is characterized by mutual trust, respect, and obligation and helps both in-role and extra-role behaviors (Organ, 1990).

The next sections review relevant literature, present an overview of the conceptual model and the theoretical bases, and propose study hypotheses. The following sections describe the study method and results. The final sections discuss the study findings, their contributions to services theory, implication for practicing managers.

Literature Review

Service Quality (QS)

Service quality describes the extent to which service is delivered to match customer expectations (Lewis & Booms, 1983). There is empirical evidence that training is positively related to customer service quality (Shen & Tang, 2018). For superior service quality to emerge, managers must influence service employees' attitudes and behaviors with cultural artifacts, patterns of behavior and management practices (Schwepker & Hartline, 2005; Singh, 2000).

Word of Mouth (WOM)

Word of mouth communication is a type of informal channel of communication which involves direct (face-to-face) contact among individuals and groups concerning evaluations of goods and services. It is widely accepted that consumers often rely on word-of-mouth in making purchase decisions because it is perceived more credible compared to traditional media (Belch & Belch, 2009). In this respect, as the consumers are highly empowered in the area of communicating products, a brand should market itself as a subject for everyday conversation among consumers. This involves marketing the corporation and its products as subjects of recommendations. A word-of-mouth encounter starts by one party offering advice or information about a product to another party. However, this opinion leader who gives advice may become an opinion receiver later on (Schiffman and Kanuk 2010). Opinion leadership occurs when individuals try to influence the purchasing behavior of other consumers in specific product fields. Opinion seeking happens when individuals search out advice from others when making a purchase decision. Therefore, opinion leaders give advice, while opinion seekers ask for it (Flynn et al. 1996).

Quality Relationship (QR)

Brand relationship quality generally manifests through relationship-oriented behavior such as the development of trust, commitment, and satisfaction toward a brand (Aurier, & Goala, 2010). Brand relationship quality consists of trust, commitment, and satisfaction with a brand.

Trust

Trust plays a central role in B2B markets (e.g. Gundlach & Cannon, 2010; Paparoidamis, Katsikeas, & Chumpitaz, 2017), and has been conceptualized in the marketing literature in a number of ways, such as comprising expectations, a belief, and even an attitude (e.g. McEvily, Zaheer, & Kamal, 2017), however, these views seem to converge on psychological and sociological components that reflect the Trust definition is as

follow “*confidence in the exchange partners' reliability and integrity*” (Morgan and Hunt, 1994, p. 23). Confidence and willingness to rely on an exchange partner (Kingshott et al., 2018). Trust is not easy to acquire as it does not simply materialize but develops slowly over time as parties interact within one another; and, is usually “earned” through social processes as relationships progress through various phases (e.g. Doney & Cannon, 1997; Dwyer et al., 1987).

Commitment

Commitment is defined as an implicit or explicit pledge of relational continuity between exchange partners (Dwyer, Schurr & Oh, 1987). Commitment is also a key antecedent to retention, as noted in studies within marketing (Brown & Mitchell, 1993). Commitment has been defined as “an implicit or explicit pledge of relational continuity between exchange partners” (Dwyer, Schurr & Oh, 1987). Organizational commitment is considered one of the most important concepts in the area of organizational behavior and human resource management (Dhar, 2015). In spite of the fact that organizational commitment is considered a single construct, Meyer and Allen (1991) divided it into three different aspects: affective, continuance and normative commitment. According to Meyer and Allen (1991), affective commitment is “an employee's emotional attachment to, identification with and involvement in the organization”; continuance commitment is “commitment based on the costs that employees associate with leaving the organization”; and normative commitment is “an employee's feelings of obligation to remain with the organization” (Meyer & Allen, 1991, p. 67).

A large number of studies have examined the commitment level of employees toward their organization and its relationship with various employee work related outcomes, such as turnover, performance, and organizational citizenship behavior. Along similar lines, a number of studies has been conducted in India that have revealed that organizational commitment has a direct relationship with trust (Nambudiri, 2012), cultural values (Singh et al 2011), participation satisfaction (Kanwar, Singh, & Kodwani, 2012) and a mediating relationship between HR practices and turnover intentions (see, Guchait & Cho, 2010).

Satisfaction

Satisfaction is one of the most widely researched constructs in the marketing discipline due to its positive impact upon customer loyalty (e.g. Anderson & Srinivasan, 2003; Homburg & Giering, 2001; Oliver, 1999), which in turn may help firms gain a competitive edge (Day & Wensley, 1988). Satisfaction is important to investigate for several reasons. First, customer satisfaction is a reasonable indicator for non-financial performance. Without satisfied customers, organizations will not survive. Second, unlike the financial indicators that are often negatively influenced by heavy investments in innovations, customer satisfaction is not part of a firm's financial reporting (Wikhamn et al 2018). Satisfaction emanates from an evaluative process that judges pre-usage expectations with perceptions of how the firm has performed during and/or after the consumption experience (e.g. McQuitty, Finn, & Wiley, 2000; Parasuraman, Zeithaml, & Berry, 1994). However, as the interface between customers and the service firm moves to an online or mobile platform, the customers' evaluations and judgments in the context of their online customer experiences (i.e. e-satisfaction) could assume an important role in driving customer trust, commitment and loyalty. We therefore postulate that e-satisfaction and e-quality are desirable relational outcomes in the context of online and mobile service delivery. In this context, we concur with Anderson and Srinivasan (2003) who defines e-satisfaction as “the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm” (p.125).

Loyalty

Loyalty has been defined by Jacoby and Chestnut (1978, p. 80), “biased behavior response expressed overtime by some decision-making unit with respect to one or more alternative brands out of a set of such brands”. Grembler and Brown (1996) described two different types of loyalty, behavioral loyalty and cognitive loyalty. The first type refers to consumer behavior in the marketplace which probably repeats purchases or consumer commitment to the brand in primary choice to rebuy (Oliver, 1999). The second type refers to cognitive loyalty

that means when consumer need to make decision to purchase product, the brand comes up to fast in consumers' mind and changed to customers' first choice (Balakrishnan et al., 2014).

Loyalty has been studied in a wide range of consumer marketing and service research contexts, hence there is little surprise to see its many definitions of the construct in the literature (e.g. Dick & Basu, 1994; Zeithaml, Berry, & Parasuraman, 1996, and others). In the context of online and mobile service offerings, e-loyalty is regarded as a positive attitude and intentions towards these services that result in repurchase behaviour (Srinivasan, Anderson, & Ponnnavolu, 2002). Accordingly, it has been defined as "the customer's favourable attitude toward an electronic business resulting in repeat buying behavior" (Anderson & Srinivasan, 2003, p.125) thus tapping attitudinal and behavioral elements, which are inherent within the overall loyalty construct (Oliver, 1999). Generally, loyalty is found to be a function of how satisfied the customer is with the product or service offering (e.g. Homburg & Giering, 2001; Oliver, 1999).

Hypotheses Development

As the interface between customers and the service firm moves to an electronic platform, the customers' evaluations and judgments in the context of their online customer experiences (i.e. e-satisfaction) could assume an important role in driving customer trust, commitment and loyalty. We therefore postulate that e-satisfaction is desirable relational outcome in the context of online and electronic service delivery. In this context, we concur with Anderson and Srinivasan (2003) who defines e-satisfaction as "the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm" (p.125). On that basis, we view e-satisfaction with the bank to envelop customer contentment with the online experiences but recognise this as one of the tools in the armoury that banks can use to nurture both the overall relationship, and though that stimulate loyalty towards that channel.

Commitment to service quality, which involves engagement in continuous improvement and the exertion of effort for the benefit of customers (Peccei & Rosenthal, 1997). Research studies in diverse organizational contexts indicate that employee development initiatives and managerial behaviors influence employees' commitment to service quality. For example, previous research links quality circles (Dale & Lees, 1986) and total quality management initiatives (Lashley, 2001) to increased commitment to service quality throughout the organization. Schwepker and Hartline (2005) also find that management of the firm's ethical climate through dialogue results in higher employee commitment to service quality.

Earlier literature shows that brand trust has an impact on loyalty (Chaudhuri & Holbrook, 2001) therefore we similarly anticipate it to have a bearing in the context of local, national and foreign branded banks operating in New Zealand. Typically local brands are able to develop close trusting relationships with customers that lead to elevated levels of trust (Schuiling & Kapferer, 2004). Moreover, given foreign firms are likely to be relatively low on local resources and customer relationships (Petrout, 2009); we therefore anticipate that local and nationally branded firms potentially have a distinct advantage in the use of trust within firm-customer relationships. In fact, past research shows that firms that can best use the service settings to facilitate face-to-face interactions with their customers, are able to optimise their capacity to leverage trust (Paulin et al., 2000), as trust has to emanate from individuals before it can be "redirected" towards the organization (McEvily et al., 2017, p.76).

Whilst we do acknowledge that experienced service employees may change employees from local/national to work for foreign banks—which may potentially level the playing field we still anticipate some variance in the level of trust and commitment in terms of the manner these are potentially nurtured by local and foreign firms. In fact, service employees must not only understand the brand values but they need to firmly belief in the brands' values which is one of the key challenges facing service firms that internationalize (Vallaster & De Chernatony, 2005). This suggests that whilst foreign banks may relatively easily engage local service employees they still have the dual challenge of convincing both these employees and the customer about their brand. Whilst we do acknowledge that experienced service employees may change employees from local/national to work for foreign banks—which may potentially level the playing field we still anticipate some

variance in the level of trust and commitment in terms of the manner these are potentially nurtured by local and foreign firms. Therefore we present the following hypotheses in line the discussion below.

H1: Quality of electronic services has positive impact on electronic trust.

H2: Quality of electronic services has positive impact on electronic commitment.

H3: Quality of electronic services has positive impact on electronic satisfaction.

A number of studies have been conducted in India that have revealed that organizational commitment has a direct relationship with trust (Nambudiri, 2012). According to the literature, trust has been identified as the main antecedents for loyalty (Harris & Goode, 2004; Chiu et al 2010; Kim, Chung, & Lee, 2011; Chaudhuri & Holbrook, 2001). The purpose of firms' marketing activities, are to form a real communication in which managers are able to inform their products or services customer and create interest in. so it is likely that they on satisfaction, commitment and trust in online and electronic platforms to increase their performance, which depend on loyalty of customer. Of course word of mouth as a powerful factor is rooted directly from the client's positive attitude towards the organization. It is acceptable when the conditions and situations are in accordance with customer needs his consent is drawn, he will begin to make oral advertising. Word of mouth occurs when conditions are in accordance with customer requirements. There is a favorable context for word of mouth from the existence of trust, the positive attitude of the client towards the organization and the quality of the services and products received.

Based on this literature we propose the rest of hypotheses as follow:

H4: Electronic trust has positive impact on WOM.

H5: Electronic commitment has positive impact on WOM.

H6: Electronic satisfaction has positive impact on WOM.

H7: Electronic trust has positive impact on electronic loyalty.

H8: Electronic commitment has positive impact on electronic loyalty.

H9: Electronic satisfaction has positive impact on electronic loyalty.

The rest part of hypotheses are related on mediating role of relationship quality between quality of electronic services and WOM and electronic loyalty.

H10: electronic trust mediates relationship between quality of electronic services and WOM.

H11: electronic commitment mediates relationship between quality of electronic services and WOM.

H12: electronic satisfaction mediates relationship between quality of electronic services and WOM.

H13: electronic trust mediates relationship between quality of electronic services and electronic loyalty.

H14: electronic commitment mediates relationship between quality of electronic services and electronic loyalty.

H15: electronic satisfaction mediates relationship between quality of electronic services and electronic loyalty.

As the research hypotheses that introduced previously the conceptual frame of work will be such as Fig.1.

Figure 1: conceptual model

Methodology

In this part we present the technique, sample and questionnaire which, has been used as the paper methodology. This research is descriptive-analytical in nature and in terms of purpose is applied. In this research, a library method has been used to obtain theoretical background and foundations, and a questionnaire has been used to obtain the required information.

Technique

Analysis was performed using Partial Least Squares (PLS) modeling. PLS is a structural equation modeling (SEM) technique that generates a vector of coefficients that relates a set of predictor variables to a set of dependent variables (Sosik, et al. 2009). The PLS technique was originally developed by H. Wold (1975) to address problems of modeling data in the social sciences, such as small sample sizes or violations of distribution assumptions (Fazli & Amin Afshar, 2014). Bollen and Stine (1990) suggested the Bootstrap method to be used for estimate the significance of the path coefficient (Hooshangi et al., 2017). PLS was chosen to use in this research study due to several factors. One, PLS is a useful tool to support the early stages of theory development. Two, PLS does not require the normality of data distributions, observation independence, or variable metric uniformity. Three, PLS does not require as large a sample size as other SEM techniques (Amin Afshar & Fazli, 2018). We used SMART- PLS software to analyze measurement model and structural mode. Simple random sampling was used in gathering the required data.

Sample

The sample size in Partial Least Squares model must be 1) greater than 10 times the largest number of formative indicators 2) greater than 10 times the largest number of structural paths leading to a latent variable (Fazli, Hooshangi, & Hosseini, 2013). The questionnaire was distributed among customers of qavamin bank of Tehran. 400 answered the questions, but 10 questionnaires were not valid and therefore 390 questionnaires were valid. According to the model, 390 questionnaires were collected are greater than required sample size. The questionnaire was distributed consecutively between customers of Gwain Bank in Tehran.

Questionnaire

To assess and measured the influence of customer brand identification on brand evaluation, we used questionnari consist of 22 questions arreneged as per the likert 7- point scales ranging from strongly disagree to strongly agree. Section A, was made up off services quality. Section B, was made up of 3 question for electronic trust, 3 for electronic commitment and 3 for electronic satisfaction. Section C, was made up 8

questions for electronic word of mouth and electronic loyalty. These questionnaire were applied of Kingshott et al., (2018) and Akrouit and Nagy (2018) researches.

We used composite reliability, cronbach alpha, and factor loading to analyze the reliability of the itemes and constructs. To examine convergent validity, we used average variance extracted (AVE). Finally, In order to examine discriminant validity, a construct's square of AVE must be greater than its correlation coefficients with other constructs. The results of these tests are presented in the results section.

Results and Findings

Reliability

(Fornell & Larcker, 1981) have proposed two criteria for reliability. 1) Factor loading for validity of each item, 2) cronbachs alpha or composite reliability for internal consistency reliability. Considering that cornbach alpha provide more sringent estimates of internal consistency, the pls path models uses compoite reliability (Yim & Leem, 2013).No mater which cofficient is used, only the internal consistency reliability value should be above 0/7. In this study, we used the both cofficient to assess internal consistency reliability. The composite reliability and cronbach alpha for all constructs is greater than 0/855 and 0/774 which exceed the suggested value of 0/7 that means all the construct have high internal consistency and reliability. Table 1 summarize the composite reliability and cronbach alpha.

Table 1: Reliability Measures of Constructs

Variable Constructs	Composite Reliability	Cronbach's Alpha	AVE
EC	0.874718	0.785488	0.699583
ECL	0.855366	0.774139	0.598130
ES	0.906312	0.844833	0.763354
ET	0.897988	0.829621	0.745860
EWOM	0.863857	0.790548	0.613807
SQ	0.858522	0.794981	0.548832

(Fornell & Larcker, 1981) have proposed that factor loading be used to assess the reliability of items. All factor loading are higer than 0/686 which exceeds the suggessed value of 0/6. Table 2 demonstrate all factor loadings for all items.

Table 2: Factor Loadings

	EC	ECL	ES	ET	EWOM	SQ
EC 1	0.863464	0.512492	0.544149	0.482882	0.582595	0.327135
EC 2	0.830045	0.518786	0.553791	0.504449	0.514414	0.325023
EC 3	0.814987	0.370725	0.513937	0.420628	0.502494	0.365327
ECL 1	0.483664	0.855475	0.459242	0.521113	0.633677	0.360349
ECL 2	0.497420	0.743045	0.420655	0.413652	0.540795	0.369465
ECL 3	0.274449	0.686281	0.407944	0.346824	0.484471	0.202659
ECL 4	0.456133	0.798489	0.455733	0.432389	0.606120	0.392304
ES 1	0.580813	0.496535	0.876413	0.466811	0.585827	0.247482
ES 2	0.544166	0.473746	0.851947	0.414331	0.551379	0.266998
ES 3	0.559572	0.505415	0.892272	0.471955	0.564792	0.330651
ET 1	0.517350	0.473076	0.437807	0.854393	0.514159	0.328874
ET 2	0.525457	0.496137	0.438905	0.855559	0.509649	0.354691
ET 3	0.420045	0.481811	0.461709	0.880688	0.533498	0.430516
EWOM 1	0.477859	0.567032	0.509349	0.485891	0.822285	0.377691
EWOM 2	0.545907	0.638106	0.574119	0.518175	0.807310	0.404245

EWOM 3	0.499202	0.633875	0.543589	0.485864	0.766836	0.320432
EWOM 4	0.474900	0.441722	0.382501	0.376641	0.734363	0.415885
SQ 1	0.366517	0.361441	0.263727	0.353145	0.455652	0.801788
SQ 2	0.264437	0.334906	0.168107	0.272793	0.334727	0.697855
SQ 3	0.328960	0.312389	0.316571	0.304089	0.344799	0.753842
SQ 4	0.306152	0.310792	0.246060	0.334307	0.299701	0.721066
SQ 5	0.199883	0.295461	0.172711	0.330423	0.337399	0.725313

Validity

We used two validity subtypes For assessing the validity: convergent validity and discriminant validity. Convergent validity signifies that a set of indicators represents one and the same underlying construct, which can be demonstrated through their unidimensionality (Henseler, Ringle, & Sinkovics, 2009). convergent validity is adequate when constructs have an average variance extracted (AVE) of at least 0.5 (Fornell & Larcker, 1981). Table 1 presents the AVE measurement- all of which exceeded 0.5 demonstrating support for convergent validity.

Discriminant validity measures whether the latent variables are separate from each other and measure distinguishable concepts (Scott, 2012). In order to examine discriminant validity, a construct's square of AVE must be greater than its correlation coefficients with other constructs (Fazli, Hooshangi, & Hosseini, 2013). Table 3 list the correlations between constructs with square root of AVE on the diagonal. All of diagonal values exceed the interconstruct correlations, therefore the test for discriminant validity is acceptable.

Table 3: discriminant validity

Variable Constructs	1	2	3	4	5	6
EC	0.836					
ECL	0.562962	0.773				
ES	0.642724	0.563225	0.873			
ET	0.562715	0.559930	0.516813	0.863		
EWOM	0.639027	0.636293	0.649351	0.601205	0.782	
SQ	0.403713	0.436085	0.323012	0.431517	0.481511	0.740

structural model analysis

To test the hypothesized relationships between the variables, we used path coefficients and R square. Also to estimate the significance of the path coefficient, we used the bootstrapping method as recommended by (Chin, 1998). The figure 2 and 3 shows R square, the path coefficient, and t value for hypothesis. Table 4 summarize the result of analysis for proposed model.

Table 4: Path Coefficient Means and T Statistics

Hypothesis	Path Coefficient	T Statistic	Result
H1	0.432	5.673	SUPPORTED
H2	0.404	5.052	SUPPORTED
H3	0.323	3.611	SUPPORTED
H4	0.278	2.949	SUPPORTED
H5	0.269	2.768	SUPPORTED
H6	0.333	3.154	SUPPORTED
H7	0.296	2.888	SUPPORTED
H8	0.226	2.072	SUPPORTED
H9	0.265	2.472	SUPPORTED
H10	0.120	2.616	SUPPORTED
H11	0.105	2.425	SUPPORTED

H12	0.108	2.375	SUPPORTED
H13	0.128	2.573	SUPPORTED
H14	0.091	1.917	REJECT
H15	0.085	2.039	SUPPORTED

Figure 4: PLS Result

Figure 5: Bootstrapping Result

Conclusion and Discussion

Banking industry has increasingly recognized that branding strategies constitute a strategic weapon to secure a competitive edge in the global banking industry. The aim of this research was investigating the impact of

electronic service quality on word of mouth and loyalty with regarding mediating role of relationship quality. Therefor we empirically investigate the determinants of trust and commitment within electronic service banking and its consequences, namely positive WOM. The study specifically examines the mediating role of relationship quality such as satisfaction, trust and commitment. This study sought to respond to calls for unpacking the multifaceted role that the brand's social network may play in marketing activities as well as for jointly investigating customers' online community attitudes, namely trust and commitment within the electronic relationship quality (Akrouit & Nagy, 2018).

As the results revealed all hypotheses were supported except 14 which examine mediating role of electronic commitment in relationship between quality of electronic services and electronic loyalty. This paper explores the ways in which the online technologies may allow competition to break into the trusting and committed relationships built by service firms painstaking over years. Such platforms may diminish the service firms' relationship building capabilities by disconnecting the customers from the interactive processes associated with social-exchange based interpersonal relationships. It provides a window of opportunity for competitors, wherein service firms with a strong brand presence in the marketplace but no history of relationship quality activities could potentially bypass the need to nurture electronic relationships with the customer.

This mobilization of non-relationship marketing resources to gain a competitive edge may become possible because success in customer relationship management also offer relational benefits (such as ability to access the bank credit limitations) and value to the customer that are no longer the exclusive domain of face-to-face interactions (Balaji & Roy, 2017; Keh & Pang, 2010).

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