

Abstract

The Impact of E-service Quality Dimensions on E-loyalty “An applied study on “eFAWATEER.com” company”

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This study aims to verify the impact of the E-service quality dimensions on E- loyalty customer satisfaction of EFAWATEER.com Company, Moreover, to exam the influence of E-customer satisfaction on E-loyalty about eFAWATEER.com Company. The study community is made up from the customers who pay their bills via eFAWATEER.com. The sample of this study is random due to the difficulty of access for all eFAWATEER. Consumers, so (275) questionnaires have been distributed, (251) Questionnaires were analyzed. The Statistical Package SPSS (Statistical Package for Social Sciences) is used in the analysis of descriptive statistics (arithmetic mean, repetitions, and percentages) and Amos.

The results of the study showed that there is an impact of the quality of the E- service on customer satisfaction, and that E-service quality dimensions, namely, reliability, efficiency, support, content, security, and ease of use are determinedeFAWATEER.com Company customer’s orientation toward E-loyalty. In addition, the results concluded a significant impact for E-customer satisfaction on E-loyalty for eFAWATEER.com customers. The study

recommended that EFAWATEER.com Company should adopt E-service quality system to enhance administrative work and customer satisfaction.

Keywords: eFAWTERcom, Quality, E-banking, service Quality, E-customer satisfaction, E-loyalty, Reliability, Efficiency, Support, Content, Security, Ease of use.