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The Roles of Habit and Web Site Quality In E-Commerce Using The SPSS Method

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ABSTRACT

Both pre-purchase and following the purchase internet shopping service quality were analysed using a Student's t-test. Check the suitability of relationships between variables. 23 customer satisfaction selection factors were included in the study's scope. There are nine elements that make up good e-services. The standard of service is a gauge of the manner in which an organisation meets the needs and expectations of its customers. A crucial step in each company's success is realising how to raise the service quality of its goods. A set of qualities, such as those in production, logistics, marketing, and supporting procedures, which lead to consumer satisfaction whilst taking into account the broader social context, can be thought of as the quality of a good or service. Additionally, the efficacy and productivity of the supply chain's procedures are intimately tied to quality. Production and broadly construed consumer services, which dominate processes customers' perceptions of the quality of goods and services varies significantly, as a result of their very distinct natures.

As a result of their complexity and unpredictability, services are seen to be more challenging to create and evaluate. Statistics from IBM SPSS and SPSS (Statistical Package for the Social Sciences) are two trademarks for statistical research software. Despite SPSS's limitations got its start in the social sciences, other data marketplaces now employ it as well. Design and usability of websites, Presentation of Product Information, Website speed and performance, Trusted and Secure Transactions, Fulfillingand delivering orders and Assistance & Support for Customers. The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .804 which indicates 80% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

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Introduction

A set of qualities, such as those in production, logistics, marketing, and supporting procedures, which lead to consumer satisfaction while taking into account the broader social context, can be thought of as the quality of a good or service. Furthermore, quality is intrinsically tied to the efficacy and efficiency of supply chain activities, including those that dominate manufacturing and broadly construed as client services as a result of their very distinct natures. Due to their distinctiveness and unpredictability, services are thought to be highly challenging to develop and evaluate [1]. Organisations should take actions to raise the calibre of their services. Basic tasks in this area include identifying the fundamental criteria for quality, supplementing the process of providing services with initiatives that enhance an organization's positive reputation, educating clients about the variety of services provided, fostering positive organisational culture, aiming to go above and beyond customer expectations, and tracking and evaluating service quality. Shopping online is a technology distinguished by a paradigm of rapid scale extension and commercial innovation [2]. It increases an organization's operational effectiveness and boosts productivity. E-commerce technology appears to have significant limitations, nevertheless, in actual use. Due to its high effectiveness in operation, electronic commerce is not particularly profitable [3]. The low values to inputs in electronic commerce, on the other hand, have perplexed investors as a result of the significant quantity of capital flowing into the sector

(Yang et al., 2017). The future of business lies in e-commerce. As a result, businesses and clients gain a number of advantages (Tseng and You, 2005; Gajewska and Zimon, 2018): E-commerce broadens the market from a local to a worldwide scale. E-commerce replaces old paper work with electronic methods, boosting industry efficiency and competition. Trips have multiplied in quantity. However, the average load per trip decreases, necessitating the employment of more taxis while the same mode of transportation is being employed. Due to an increase in journeys, e-commerce will have an impact on the public transportation system [4].E-commerce can lower the cost of stock and the need for warehouse space. Thus, prices might be decreased. As chain retailers and online startups expand quickly, Poland's e-commerce services industry is expanding more and more rapidly. However, Poland continues to trail behind more developed European economies in terms of the percentage of total retail sales that are made online. Gradually, this will alter, and the discrepancies will disappear [5].The need for home storage space will be impacted by Poland's highly appealing pricing structure (Jones Lang Lazal, 2015). The Polish electronic commerce market, from the perspective of businesses, is slowly transitioning from the period of incubation to the stage of early adulthood, which is supported by both the sales' rapid growth and the challenging entry barriers for prospective competitors (from 2.80 % in from 2014 to 3.60 percent in 2016). There are various methods to explain the function of logistics and its significance in e-commerce. E-commerce is primarily about logistics, regardless of how experienced a marketing they are (Kozarska, 2014). The Internet has developed into a worldwide infrastructure that is available to a huge number of individuals as a result of its growth in recent years [6]. The two distinctions mentioned above are crucial evidence that suggests service quality research could not be useful in an e-commerce setting. Quality has grown even more crucial with the invention of the Internet, but it is unclear whether the theories and concepts created for the quality of service are equally applicable to this commercial medium, where the fundamental distinction is the lack of human interaction. The analysis centred around the paper is focused on this.

The paper takes into account a theoretical framework of service quality, its dimensions and drivers, and how it is evaluated in the larger setting of e-business [7]. The technical or product quality and the way it functions and process quality are two distinct aspects of the service quality. Based on attitudes and behaviour, outward appearance and personality traits, service attitude, convenience, and accessibility of customer contact employees, these dimensions were evaluated. Due to the absence of customer contact employees when using a computer interface, these ratings are frequently inaccurate; yet, access and accessibility are important when speaking of a website [8].A commercial transaction requires access to a company's website, and the page layout needs to be appropriate or "accessible" to persuade the customer to proceed with the purchase. It might be claimed that the corporate image is just as important in the BAM setting as it is online. Sepiel et al. (1985) distinguished between consumer opinions, provider attributes, and production realities to identify not just process and end quality dimensions but also three distinct dimensions of the service interaction. They stated that these have crucial aspects that are common to service delivery and that the factors that determine satisfaction are the same in each instance. They listed each element and determined them sequentially for consumer perceptions along with manufacturing facts [9]. To measure service excellence in e-commerce, tangibles are sometimes inadequate because the customer only interacts with the website. As a result, the client cannot express an opinion regarding the material aspects of the service. The majority of e-commerce businesses either operate their own fulfilment centres to satisfy orders for product shipment or make sure that wholesalers do this on their behalf. This might not apply because the action might happen far from when the customer is sitting.

However, as they are connected to the promises made by the organisation, accountability and dependability are relevant [10]. The improvement of warehouse operation procedures, the decrease in inventory costs, and the enhancement of service quality are the three key areas where Internet of Things utilisation in e-commerce is most evident. Sensors and RFID technology are used in the company's warehousing operation to autonomously identify particular goods in inventory while they are being stored, record attendance, and currentize information on storage space and inventory. Giving time will help with object classification and localization [11]. IoT technology allows businesses to keep an eye on the timely storage of commodities, as well as planning production and sales logically; on the opposite end of the spectrum, they are able to comprehend the total amount of products and materials. in transit in time for businesses to decide the next order. These benefits all contribute to lower inventory costs. Time or number of orders are helpful to lower the capital required for corporate inventory and lower the cost of handling inventory.

On the one hand, customers can use Internet of Things equipment to dynamically search the inventory changes of the entire supply chain and enhance service quality [12].Additionally, the lack of physical constraints in e-commerce has led to a rise in the diversity of cultural values, making it even more challenging to convey reliable quality cues for goods sold online (Wang et al., 2016). Because of the current knowledge asymmetry, it has also led to consumers having a higher perception of risk. Contrarily, the idea of perceived risk includes a variety of risks that are both inherent to online transactions and intimately related to people's cultural backgrounds (Van Noord et al., 2008) [13]. It is intriguing to throw light on how specific individual cultural aspects, including collectivism and uncertainty-avoidance, are most crucial to e-business adoption and use because there is so little study that addresses them despite their relevance. - Affects how well-known e-commerce websites like Amazon and Ali Express are viewed by users in terms of product quality and perceived risk. Determining how individual cultural beliefs affect consumer purchasing behaviour is also interesting. In order to determine whether individual cultural values of The perceived quality of the goods, the likelihood of damage, and the intention to

purchase are significantly impacted by avoiding unknowns and communism on e-commerce sites [14].This study's objective was to investigate this connection. swapping of products and services over computer and telephone lines is referred to as "e-commerce" in this context. The word "e-commerce cybersecurity" in the following piece refers to the safety of data, as well as the systems used to store and transfer it, from the threats and risks associated with e-commerce operations. Results from a link between increased reliance on external resources and poorer e-commerce security were inconclusive [15]. Although negative, the influence was found to be statistically insignificant. As a result, 4a is not supported. Some of the variables that were used to measure this link, such as items OR2 and OR1, may help to explain this. Additionally, it's possible that the measurements used for this concept are unreliable, which would affect the correlational findings.

The Cronbach alpha coefficient was under 0.70, indicating strong external source dependability. A bigger sample size should be used to examine this association in more detail [16]. This model is designed to investigate various "what if" scenarios, highlight potential approaches for e-commerce practitioners and researchers, and supply information products and services. Modelling methodology has its detractors since results are frequently determined by model assumptions. The model based a number of its key expectations on behaviour observed and relevant research results to try to address this, including expectations about the reliability of information, relationships between content and revenue, and characteristics of e-commerce settings[17]. By the chance that the strategy insights are applicable to a wide range of situations and beneficial to operators is increased. Although exponential growth is a common feature of e-commerce environments, a more conservative rate is used to prevent information quality and market expansion. Additionally, the percentage of a company's market share rather than the pure share of the market is employed as an output metric so that the company's shares continue to grow regardless of the size of the overall market.

The quality of information can be directly related to market growth as a future model development, and a more striking growing curve, such as an exponentially increasing, employed [18]. Albert et al. (2004) noted the need of comprehending both information systems (IS) and the development of online businesses for the context of using the worldwide web as a tool for marketing. One aspect of e-service is advertisement. tool as well as a database, according to Stafford (2003). view being more service focused and the information technology view being an acronym for technological advancement. Additionally, researches claimed that in the quickly expanding field Satisfaction among consumers in business-to-consumer (B2C) e-depends on online retailers' general level of quality rising [19] (Liu & Arnett, 2000; Zanda et al., 2002; Park & Kim, 2003). As an example, an IS-oriented study explaining and predicting customer happiness in a B2C e-commerce system assesses technical factors like design and usability (McKinney et al., 2002; Chang & Yen, 2004; Kim &Stoel, 2004). In marketing-based research it has been found that a number of customer support When making transactions online, attributes are significant determinants of client happiness. Therefore, in a B2C e-commerce setting, the integration of IS business advertisement perspective should be essential for assuring consumer satisfaction[20].

2. MATERIALS AND METHOD

***2.1. Design and usability of websites*:** Usability of websites is a component and a technique for creating online that prioritises the requirements of the user. In order It employs user-focused design strategies to make sure that websites are practical and easy to use primarily customers rather than creators.

2.2. Presentation of Product Information: Product presentations are a method of introducing a new or refurbished item to your audience. You will go through great detail about how your product works, how it solves problems for clients, and the unique benefits it provides.

***2.3. Website speed and performance*:** The Google suggested time to load the page hovers around two seconds if you need an immediate response: "Two seconds is the bar for ecommerce website approval. At Google, we strive for less than 0.5 seconds. Fast is important, particularly when providing customer service. Three seconds or fewer is a decent page speed for SEO. Your SEO efforts will benefit from a quick page load time because Google prefers quick sites over slow ones. When working on optimisation, keep mobile browser speed top of mind as well.

2.4. Trusted and Secure Transactions: Giving buyers and sellers privacy during transactions and defending the client-server network against malfunctions and outside threats are also concerns of transaction security. It primarily addresses client security, which refers to methods and procedures that safeguard user privacy as well as the integrity within the computational system.

2.5. Fulfilling and delivering orders:Transporting commodities from one location to another is called shipping. Making sure that all the requirements are met in order to deliver the items to the consumer is the process of fulfilment. Packing, labelling, and arranging for a carrier to deliver the products are all included in this

***2.6. Assistance & Support for Customers*:** Customer care refers to the team of people entrusted with assisting clients who have problems with a company's products or services. The most important thing is to make sure that customers are satisfied with how any issues they bring to your organisation for assistance are resolved.

2.7. Method: A statistic produced by technology is called package quantitative research, and SPSS Statistics is a statistical control programmed for Applied Analytics, Nonlinear Analytics, Small Business intelligence officials and IBM. For a very long time, Crook Research has used SPSS Inc. to compile a set of stats. It was created by and purchased by IBM in 2009. Versions after 2015 use the IBM SPSS Statistics icon. The software

program's name begins with social became the Statistical Package for Science (SPSS), which reflects the actual market. From there, SPSS transforms the information into proposals for services and goods. An application is widely used for statistical analysis in the social sciences. inserted inside a syntactic declaration. The workflow facility hosts interactive, produced, or unregulated generation of the programmers. An internal log is SPSS Statistics. Regulations are imposed by organization, informational types, how it's processed, and on appropriate papers. These factors are made easier by programming. Datasets for SPSS are two dimensions. have a table-like structure, where Queues typically form Events (with people or families) and Columns (with age, gender, or family income) to form measures. of documents There are only categories listed: Textual data and other items (a "string"). Every statistic the argument (dataset) is processed sequentially as well. One-to-one and directly files are used. In addition to those case-variables form and, many can be matched but many are not. A separate matrix session during processing may contain a matrix including linear algebra on matrices utilising functions. Processing of data is possible.

Result and Discussion

TABLE 1. Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
Design and usability of websites	150	3	2	5	603	4.02	.074	.901	.812
Presentation of Product Information	150	4	1	5	628	4.19	.074	.900	.811
Website speed and performance	150	4	1	5	648	4.32	.066	.805	.649
Trusted and Secure Transactions	150	4	1	5	619	4.13	.074	.907	.823
Fulfilling and delivering orders	150	4	1	5	620	4.13	.083	1.021	1.043
Assistance & Support for Customers	150	4	1	5	569	3.79	.098	1.200	1.440
Valid N (listwise)	150								

Table 1: shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Design and usability of websites, Presentation of Product Information, Website speed and performance, Trusted and Secure Transactions, Fulfilling and delivering orders and Assistance & Support for Customers) this also using.

TABLE 2. Frequencies Statistics

Statistics							
		Design and usability of websites	**Presentation of Product Information**	**Website speed and performance**	**Trusted and Secure Transactions**	**Fulfilling and delivering orders**	**Assistance & Support for Customers**
N	Valid	150	150	150	150	150	150
	Missing	7	7	7	7	7	7
Mean		4.02	4.19	4.32	4.13	4.13	3.79
Std. Error of Mean		.074	.074	.066	.074	.083	.098
Median		4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	5	5	5	5	5
Std. Deviation		.901	.900	.805	.907	1.021	1.200
Variance		.812	.811	.649	.823	1.043	1.440
Skewness		-.654	-.938	-1.194	-.801	-1.077	-.774
Std. Error of Skewness		.198	.198	.198	.198	.198	.198
Kurtosis		-.322	.339	1.530	.053	.508	-.383
Std. Error of Kurtosis		.394	.394	.394	.394	.394	.394
Range		3	4	4	4	4	4
Minimum		2	1	1	1	1	1
Maximum		5	5	5	5	5	5
Sum		603	628	648	619	620	569
Percentiles	25	3.75	4.00	4.00	4.00	4.00	3.00
	50	4.00	4.00	4.00	4.00	4.00	4.00
	75	5.00	5.00	5.00	5.00	5.00	5.00

Table 2 Show the Frequency Statistics in Quality of E-Commerce Services Design and usability of websites, Presentation of Product Information, Website speed and performance, Trusted and Secure Transactions, Fulfilling and delivering orders and Assistance & Support for Customers) curve values are given.

TABLE 3. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.804	6

Table 3 shows The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .804 which indicates 80% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 4. Reliability Statistic individual

	Cronbach's Alpha if Item Deleted
Design and usability of websites	.776
Presentation of Product Information	.757
Website speed and performance	.793
Trusted and Secure Transactions	.753
Fulfilling and delivering orders	.756
Assistance & Support for Customers	.781

Table 4 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for Design and usability of websites -.776, Presentation of Product Information -.757, Website speed and performance- .793, Trusted and Secure Transactions- .753, Fulfilling and delivering orders- .756, Assistance & Support for Customers- .781this indicates all the parameters can be considered for analysis.

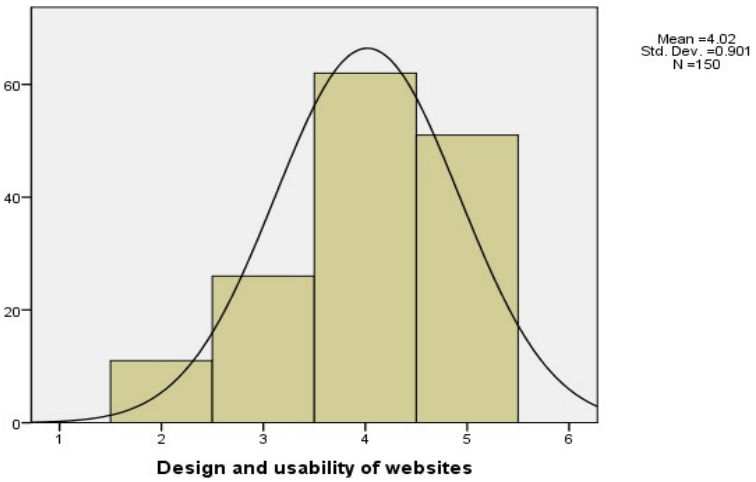

Figure 1. Design and usability of websites

Figure 1 shows the histogram plot for Design and usability of websitesfrom the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 4 for Design and usability of websitesexcept the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

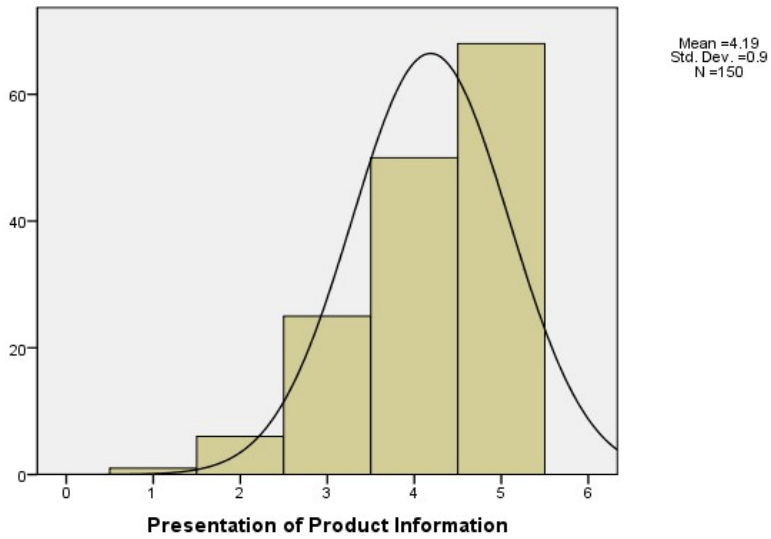

Figure 2. Presentation of Product Information

Figure 2 shows the histogram plot for Presentation of Product Informationfrom the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 5 for Presentation of Product Informationexcept the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

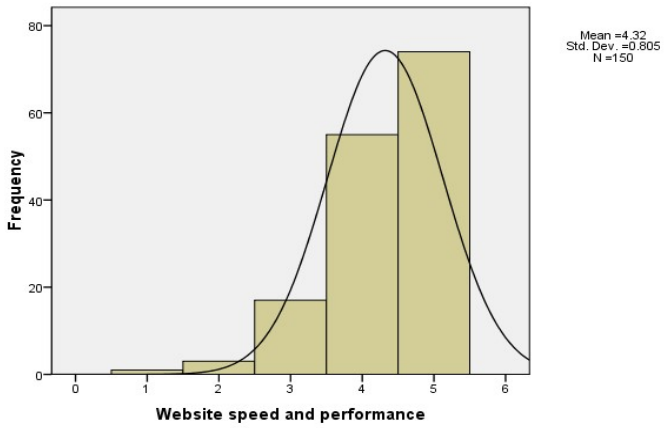

Figure 3. Website speed and performance

Figure 3 shows the histogram plot for Website speed and performance from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 2 for Website speed and performance except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

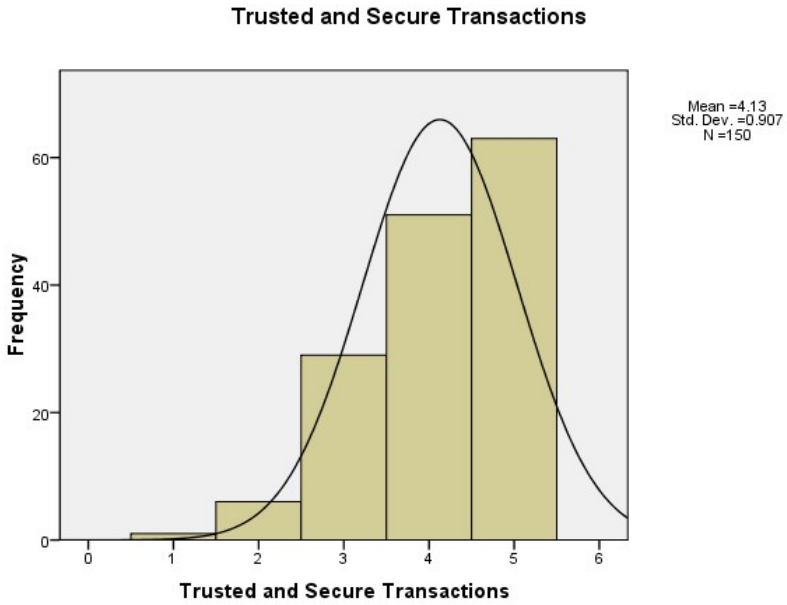

Figure 4. Trusted and Secure Transactions

Figure 4 shows the histogram plot for Trusted and Secure Transactionsfrom the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 2 for Trusted and Secure Transactionsexcept the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

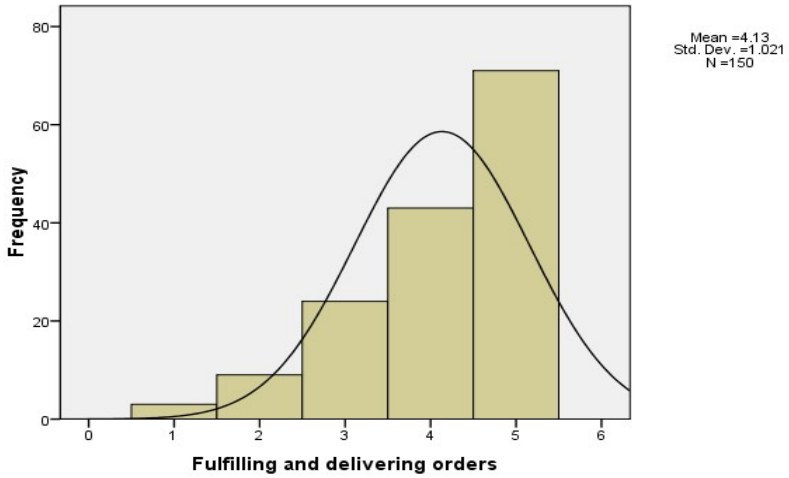

Figure 5. Fulfilling and delivering orders

Figure 5 shows the histogram plot for Fulfilling and delivering orders from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 5 for Fulfilling and delivering orders except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

Figure 6. Assistance & Support for Customers

Figure 6 shows the histogram plot for Assistance & Support for Customers from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 5 for Assistance & Support for Customers except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

Table 5. Correlations

	Design and usability of websites	**Presentation of Product Information**	**Website speed and performance**	**Trusted and Secure Transactions**	**Fulfilling and delivering orders**	**Assistance & Support for Customers**

Design and usability of websites	1	.401**	.343**	.416**	.471**	.314**
Presentation of Product Information	.401**	1	.343**	.521**	.469**	.465**
Website speed and performance	.343**	.343**	1	.302**	.380**	.291**
Trusted and Secure Transactions	.416**	.521**	.302**	1	.496**	.499**
Fulfilling and delivering orders	.471**	.469**	.380**	.496**	1	.390**
Assistance & Support for Customers	.314**	.465**	.291**	.499**	.390**	1
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 5 shows the correlation between motivation parameters for Design and usability of websites. For Fulfilling and delivering orders is having highest correlation with Assistance & Support for Customers and having lowest correlation. Next the correlation between motivation parameters for Presentation of Product Information. For Trusted and Secure Transactions is having highest correlation with Website speed and performance and having lowest correlation. Next the correlation between motivation parameters for Website speed and performance. For Fulfilling and delivering orders is having highest correlation with Assistance & Support for Customers and having lowest correlation. Next the correlation between motivation parameters for Trusted and Secure Transactions. For Presentation of Product Information is having highest correlation with Website speed and performance and having lowest correlation. Next the correlation between motivation parameters for Fulfilling and delivering orders. For Trusted and Secure Transactions is having highest correlation with Website speed and performance and having lowest correlation. Next the correlation between motivation parameters for Assistance & Support for Customers. For Trusted and Secure Transactions is having highest correlation with Website speed and performance and having lowest correlation.

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