EFFECT OF WEBSITE QUALITY, CUSTOMER EMOTION AND ELECTRONIC CUSTOMER SATISFACTION ON ELECTRONIC LOYALTY OF CUSTOMER IN TRIP RESERVATION WEBSITES

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Abstract. The present study is aimed to evaluate the impact of website quality, customer emotion and electronic customer satisfaction on electronic loyalty of customer. The present study is an applied study based on purpose and it is a survey-descriptive in terms of data collection. The study population is the customers of websites of online reservation of travel agencies. By convenient sampling, 367 customers were selected. In the present study, to test the measurement model and study hypotheses, structural equations modeling by the partial least squares using SMARTPLS software is applied. The results showed that the impact of website quality, customer emotion and electronic satisfaction of customer on electronic loyalty of customer was positive and significant. The impact of customer emotion and website quality on electronic satisfaction of customer was positive and significant. The impact of website quality on customer emotion was positive and significant. Totally, the results emphasized the role of quality of website, customer emotion and satisfaction of electronic customer on electronic loyalty of customer.

Keywords: Website quality, Customer emotion, Electronic customer satisfaction, Customer electronic loyalty.

1. INTRODUCTION

Today, electronic business is one of the important issues in business. Electronic business is the trade between organization and people based on IT. Electronic business improves the communication and economic openness at national and international levels, business change and turning traditional markets to its new forms. One of the new methods of purchase with great advantage is electronic shopping. Now, great amount of selling and purchase is performed by this method and based on the findings, more than half of incomes of pioneer companies is via the electronic sale of their products [1-2]. The benefits of using electronic purchase by customers is the extension of business, increase of sale and income, reduction of costs, indirect relationship between the buyer and seller, increase of speed of affairs, reduction of costs in advertising, recovery of the relationship with customer and other tradesmen as it is provided at any time or place [3-4].

Electronic trade environment as based on internet enables the customers to search information and purchase goods and services via direct relationship with internet stores. Internet shopping is not based on the real experience of purchasing goods and it is based on image, form, qualitative information and advertising of goods [5]. The higher the access of customers to internet, the much important the role of internet for the offering companies. After the presence of company in internet, the company can use internet as a tool for advertising and it creates positive image for the company, goods and services. Selling to the customer is the most important aspect of internet for the companies and this is occurred when the trade is performed on internet and the company has received the money paid by the customer. By information networks (namely internet), the companies can sell their products and create new direct distribution channel in order that the customer purchases as he likes. Internet has caused that even small companies can communicate with customers all around the world [6].

In this electronic business space, one of the important issues from the view of managers is customers' loyalty. A loyal customer refers to the favorite organization many times to purchase the products or using the services and as an important factor in advertising products and services of organization via the recommendation to the relatives, friends or other people plays an important role in improving the profitability and image of organization in the mind of potential customers [7].

The researchers emphasized on the positive relationship between customer loyalty and commercial performance. They believe that loyal customers not only increase the value of trade, they enable the trade to reduce its costs to attract new customers [8]. Oliver (1999) defines loyalty as follows: Loyalty is a strong commitment for re-purchase of a product or superior service in future as the same brand or product is purchased despite the effects and efforts of potential marketing of competitors [9]. Larson and Susanna [10] believe that loyalty is creating commitment in a customer to trade with a special organization and purchasing goods and services repeatedly [11]. Loyalty is deep commitment to re-purchase of a superior product or service in future and it is re-purchase of a brand

despite the environmental effects and marketing of competitors to change behavior [12]. Due to the loyalty of customers, professional presence in internet is of great importance. Thus, the identification of effective factors on electronic loyalty of customers is necessary. In the present study, the website quality, customer emotion and customer electronic satisfaction are effective factors on electronic loyalty of customers.

Today, most of markets are competitive considerably and to remain in this competitive space, creating satisfied customers is the main goal of any business as there is a strong relationship between quality of products, customer satisfaction and profitability [13]. Satisfaction is one's good or bad feeling arising from the comparison of his subjective performance in comparison to the expectations [14]. In new business trend, achieving customer satisfaction has important position in the goals of organizations and top managers know that their success depends upon attracting satisfaction in achieving macro goals of organization [15]. Based on competitive space, the attraction of customer satisfaction is associated. Thus, the institutes and companies should resort to new marketing strategies to attract the satisfaction of customers. In addition, one of the basic principles in organizations is customer orientation and achieving customer satisfaction as the main aspect for the organizations following major improvement in their progress is the customer of the organization [16]. The researches have shown that customer satisfaction is one of the main determinants of customer loyalty [8,17-19]. One of the effective variables on behavior of customers is their emotion. Human behavior is affected by logic and emotion. Much emotional dimension is seen in the behaviors of customers. The emotional factors are not ignored in human life and we should evaluate its effect on different social behaviors and emotional factors are the important part of behavioral basics. The significance of emotion and its role in formation of emotional and spiritual relationship between the producer and consumer is supported [20]. Today, emotional factors are the applied classic aspects of customer purchase behavior. The researches in marketing show that consumers are emotional to the existing institutes in the market. Park, MacInnis and Priester [21] define emotions as the power of cognitive and emotional link of brand with customer. This link is shown via the subjective representation as the thoughts and feelings about brand and relationship of the brand with itself [22]. In addition, emotions are effective on the behavioral outcomes of customers [22-26].

Website design is one of the important factors in creating tendency in customers to use electronic purchase. Indeed, websites are suitable tools to communicate between companies, organizations and customers. One of the basic reasons for customers is whether to perform internet purchase or not? High quality websites can retain the customers and increase profitability and improve the performance of companies [27-28]. The quality of websites is affected by many variables. For example, Lee & Kozar [29] consider the features of high quality of electronic purchase sites as suitable structure, appearance, reliability, storage capacity, service ability, security and coherence of system, trust, responsiveness, storage policies of website and reputation of website. In their study, Bai et al., [30] considered the components of easy use, usefulness, comprehensiveness and validity of information, access and mutual interaction as the features of high quality sites. In the most recent research, the components of purchase enticing components, site design, usefulness of information, reliability of transaction, payment system and customer relationship were considered as quality components of website [31-32]. The researches in this field showed that website quality was effective on the beliefs and views of customers about usefulness and it provided their satisfaction and loyalty [33-36]. In other words, in electronic purchase, if the buyer believes in safety, beauty, validity of e-shopping, he believes in this type of purchase and has positive attitude to its easy use. Totally, perceiving the behavior of consumer and recognition of customers is not easy. The customers state their needs but they act in another way. They are not aware of their deep internal motivation or they react to the effective factors changing their beliefs at the final moment. The marketers should evaluate the requests of their customers, their subjective receiving and their purchase behavior. In terms of special nature of internet environment, e-loyalty of customers is dependent upon the evaluation of the customer of the factors as important during purchase in decision making of customer and his loyalty. The empirical review of literature shows that no study has been performed on the impact of website quality, customer emotion and e-customer satisfaction on the electronic-loyalty of customer. Thus, the main problem of the present study is whether the website quality, customer emotion and electronic customer satisfaction are effective on electronic loyalty of customer?

2. CONCEPTUAL MODELOF STUDY

Based on the theoretical literature and theoretical framework of the review of literature, the conceptual model is shown in Figure 1. As shown, in this model, website quality is dependent variable, customer emotion and electronic satisfaction of customer are mediating variables and electronic customer loyalty is a dependent variable. The hypotheses of present study are as follows:

H1: Website quality is effective on customer emotion.

H2: Website quality is effective on customer electronic satisfaction.

H3: Website quality is effective on customer electronic loyalty.
H4: customer emotion is effective on customer electronic satisfaction.

H5: customer emotion is effective on customer electronic loyalty.
H6: customer electronic satisfaction is effective on customer electronic loyalty.
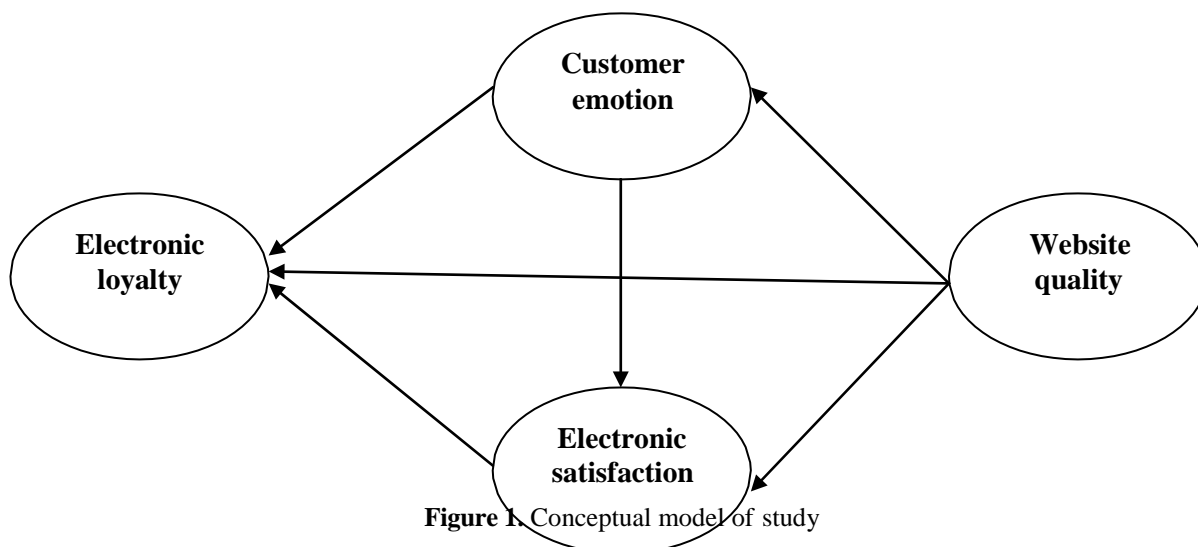
Figure 1. Conceptual model of study

3. RESEARCH METHODOLOGY

The study methodology is descriptive (non-experimental) and the study design is correlation and structural equations modeling by the partial least squares as in this study, the relationship between the variables is evaluated in the form of causal model. Chin, W. W., Marcolin, B. L., & Newsted [37] propose this approach in different models of management in which the data is extensive but there is no adequate theoretical knowledge and valid measures, due to high flexibility and low limitation compared to Lisrel methods. In the present study, the partial least squares are used due to its benefits compared to covariance-based approach. Due to apply nature of the present study, according to Chin, W. W., Marcolin, B. L., & Newsted, partial least squares is consistent with the purposes of this study.

3.1. Study population and sample

The study population is the customers of websites of online reservation of trip tours. 400 questionnaires are distributed among them. Of which, 379 questionnaires are responded, 12 questionnaires are excluded as many questions are not responded. Finally 367 questionnaires entered the analysis.

3.2. Data collection measure

Website quality: TO measure website quality, the questionnaire of Shin et al., [31] is applied. This questionnaire consists of 6 items. The items are scored based on a five-point LIkert scale (totally disagree=1 to totally agree=5).

Customer emotion: To measure customer emotion, the questionnaire of Martensen [23] was applied. This questionnaire consists of 6 items. The items are scored based on a five-point LIkert scale (totally disagree=1 to totally agree=5).

Customer electronic satisfaction: To measure customer electronic satisfaction, the questionnaire of Pereira [19] is applied. This questionnaire consists of 4 items. The items are scored based on a five-point LIkert scale (totally disagree=1 to totally agree=5).

Customer electronic loyalty: To measure customer electronic loyalty, the questionnaire of Loyakono et al., (2007) and Pereira [19] is applied. This questionnaire consists of 4 items. The items are scored based on a five-point LIkert scale (totally disagree=1 to totally agree=5).

4. STUDY RESULTS

The test of measuring model includes the evaluation of reliability (Internal Consistency) and validity (Discriminant Validity) of constructs and measures. To evaluate the reliability of constructs, Fornell, C., & Larcker [38] proposed three criteria as 1- Reliability of each of items, Composite Reliability of each of constructs, 3- Average Variance Extracted. Regarding the reliability of each of items, factor loading 0.6 and above of each item in confirmatory factor analysis shows the suitability of each of items. Also, factor loading of items should be significant at least at the level 0.01 [39]. To calculate t-statistics to determine significance of factor loading, boot strap test (with 300 sub-samples) is applied. To evaluate composite reliability of each of constructs, *Dillon-Goldstein's* (ρ_c) is applied. The acceptable values of ρ_c should be 0.7 or higher. The third criterion of reliability is the Average Variance Extracted [38]. Fernel and Locker recommend AVE as 0.50 or above. This means that the required construct explains 50% of above of variance (Chin, 1988). Table 1 shows factor loading, ρ_c and AVE of study variables. These values show suitable reliability of constructs.

Table 1. Factor loading, composite reliability and AVE of study variables

Item	Factor loading	Item	Factor loading	Item	Factor loading	Item	Factor loading
Website quality 1	0.66	Customer emotion 1	0.81	Customer satisfaction 1	0.75	Customer loyalty 1	0.76
Website quality 2	0.72	Customer emotion 2	0.82	Customer satisfaction 2	0.83	Customer loyalty 2	0.83
Website quality 3	0.70	Customer emotion 3	0.76	Customer satisfaction 3	0.82	Customer loyalty 3	0.79
Website quality 5	0.79	Customer emotion 4	0.65	Customer satisfaction 4	0.78	Customer loyalty 4	0.73
Website quality 6	0.70	Customer emotion 5	0.65				
Website quality 7	0.76	Customer emotion 6	0.61				
Cronbach's alpha	0.82		0.82		0.81		0.79
ρc	0.87		0.87		0.88		0.86
AVE	0.52		0.52		0.64		0.61

Note: All factor loading are significant at the level 0.01 and above

To evaluate validity or divergent validity, Chin [40] has recommended two criteria 1- Items of a construct should have the highest factor loading on its construct. It means that little cross load should by on other constructs. Gefen and Straub [39] proposed that the factor loading of each item on the construct should be at least 0.1 higher than the factor loading of the item other constructs. Second criterion indicates that AVE square of a construct should be higher than its correlation with other constructs. This shows that the correlation of the construct with its indicators is higher than its correlation with other constructs.

Table 2 shows the cross load of items on the study constructs.

Table 2. Cross factor loading to evaluate the validity of questionnaires

Customer loyalty	Customer satisfaction	Customer emotion	Website quality	Question/variable
0.41	0.44	0.36	0.66	WQ1
0.45	0.47	0.38	0.72	WQ2
0.40	0.45	0.38	0.71	WQ3
0.43	0.48	0.46	0.79	WQ4
0.33	0.35	0.43	0.70	WQ5
0.46	0.45	0.53	0.76	WQ6
0.46	0.41	0.81	0.51	CE1
0.43	0.41	0.82	0.52	CE2
0.32	0.34	0.76	0.44	CE3
0.33	0.29	0.65	0.37	CE4
0.28	0.37	0.65	0.39	CE5
0.24	0.28	0.62	0.25	CE6
0.36	0.75	0.37	0.43	CS1
0.41	0.83	0.37	0.52	CS2
0.40	0.82	0.37	0.46	CS3
0.49	0.79	0.44	0.53	CS4
0.76	0.41	0.40	0.51	CL1
0.83	0.41	0.41	0.47	CL2
0.79	0.39	0.34	0.36	CL3
0.73	0.43	0.36	0.43	CL4

As shown in Table 2, all dimensions have the highest factor loading on their construct and the least distance between the relevant factor loading is higher than 0.1 and it shows that the study constructs have good validity. Table 3 shows the results of correlation and second criterion of validity, square AVE.

Table 3. The correlation matrix and square AVE of study variables

Variable	Website quality	Customer emotion	Customer satisfaction	Customer loyalty
Website quality	0.72			
Customer emotion	0.57**	0.72		
Customer electronic satisfaction	0.60**	0.48**	0.80	
Customer electronic loyalty	0.56**	0.47**	0.52**	0.78
Mean	3.30	3.06	3.23	2.91
SD	0.77	0.79	0.92	0.89

Note: Values on the diagonal of matrix are the correlation of the square AVE.

As shown in Table 3, the square AVE of all study variables is higher than their correlation with other variables. Thus, second criterion of discriminant validity of study variables is established. In addition, values below the diagonal of correlation matrix are reported to evaluate the relationship between the variables. As shown, the correlation coefficient of website quality with customer emotion (r=0.57), customer electronic satisfaction (r=0.60) and customer electronic loyalty (r=0.56) is positive and significant at the level p<0.01.

The correlation coefficient of customer emotion with customer electronic satisfaction (r=0. 48) and customer electronic loyalty (r=0.47) is positive and significant at the level p<0.01.The correlation coefficient of customer electronic satisfaction with customer electronic loyalty (r=0.52) is positive and significant at the level p<0.01.

Structural equations modeling test

To predict customer electronic loyalty, the conceptual model via structural equations modeling is evaluated and based on the study hypotheses, the partial least squares is used to estimate model. Also, Boot strap method (with 500 sub-samples) is used to calculate the t-values to determine the significance of path coefficients. Figure 2 shows the tested model of the relationship between study variables. As shown, all coefficients of path are positive and significant. The values inside circle are the explained variance of study variables.
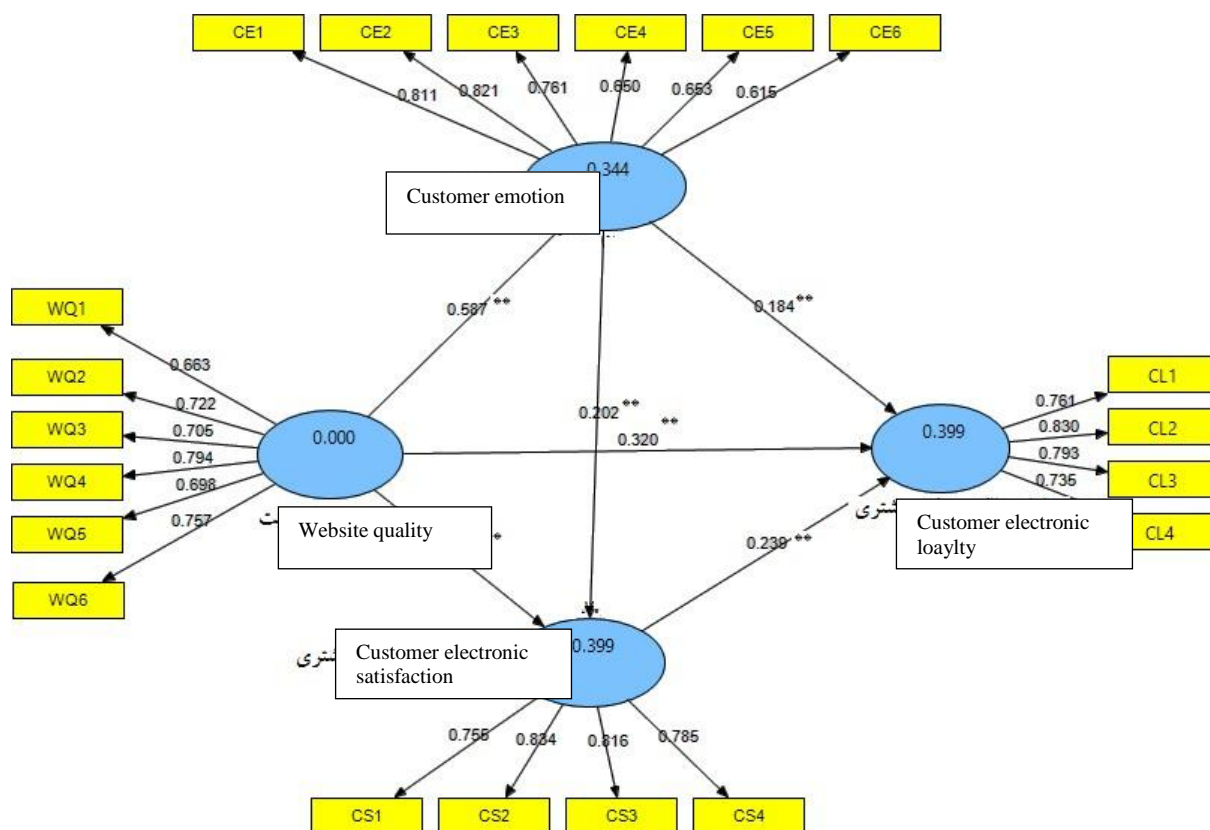
Figure 2. The tested model of customer electronic loyalty

Table 4 shows the estimation of path coefficients and variance of study variables. The values inside the parenthesis are t coefficients.

Table 4. The path coefficients and variance

Variables	Path coefficients	Explained variance
On customer electronic loyalty from:		
Customer electronic satisfaction	0.24**(3.599)	
Customer emotion	0.18**(3.19)	0.40
Website quality	0.32**(4.532)	
On customer electronic satisfaction from:		
Customer emotion		0.40
Website quality	0.20**(3.236)	
	0.49**(7.313)	
On customer emotion from		
Website quality	0.59**(14.169)	0.34

*p<0.05, **p<0.01

As shown in Table 4, the effect of website quality (β=0.32), customer emotion (β=0.18) and customer electronic satisfaction (β=0.24) on customer electronic loyalty is positive and significant at the level P<0.01. The effect of customer emotion (β=0.20) and website quality (β=0.49) on customer electronic satisfaction is positive and significant at the level P<0.01. The effect of website quality on customer emotion (β=0.59) is positive and significant at the level P <0.01. As shown in Table 4, 405 of variance of customer electronic loyalty, 40% of variance of customer electronic satisfaction and 34% of variance of customer emotion are explained by the study model. Table 5 shows the indirect coefficients and t-values of study variables. As shown in Table 5, the indirect effect of website quality on customer electronic loyalty via customer electronic satisfaction and customer emotion is positive and significant. The indirect effect of website quality on customer electronic satisfaction via customer emotion is positive and significant. The indirect effect of customer emotion on customer electronic loyalty via customer electronic satisfaction is positive and significant.

Table 5. The path coefficients of explained variance

Variables	Indirect coefficients	T-value
Indirect effect of website quality on customer electronic loyalty via:		3.229
Customer electronic satisfaction	0.12**	
Customer emotion	0.11**	3.112
Indirect effect of website quality on Customer electronic satisfaction via:	0.12**	
Customer emotion		3.155
Indirect effect of customer emotion on customer electronic loyalty via:		
Customer electronic satisfaction		2.406
	0.05*	

There are some methods to evaluate the reliability of model in PLS. These methods are called Cross-validation including CV- Communality and CV-Redundancy. The communality index evaluates the quality of model of each block. Redundancy index as called Stone Gaisser Q2 by considering the measuring model, measures the quality of structural model for each endogenous block. The positive values of these indices show good and acceptable quality of structural and measurement model (Tenen Haus et al., 2005). As shown in Table 6, positive value of CV-communality and CV-redundancy for all variables shows acceptable quality of measurement and structural model.

Table 6. CV-communality and CV-redundancy of variables

Study variables	Q2 (CV-Redundancy)	CV- Communality
Website quality	-	0.525
Customer emotion	0.176	0.523
Customer electronic satisfaction	0.226	0.637

Customer electronic loyalty	0.159	0.609

In addition to the indices, the total fit index of model in PLS is GOF (Goodness Of Fit) and it is used to evaluate the reliability or quality of PLS model as general. This index evaluates the total prediction of model and whether the tested model is successful in the prediction of endogenous latent variables or not [41]. The present study has achieved GOF index 0.47 and the value of fit indicates good fit of the tested model.

5. DISCUSSION AND CONCLUSION

The present study is aimed to evaluate the impact of website quality, customer emotion and customer electronic satisfaction on customer electronic loyalty by structural equations modeling. The results of structural equations showed that the proposed model had relatively good fit with the data of study and could explain 405 of variance of customer electronic loyalty, 40% of variance of customer electronic satisfaction and 34% of variance of customer emotion.

The results of structural equations showed that website quality had positive and significant effect on customer emotion, customer electronic satisfaction and customer electronic loyalty. This result is consistent with the study of Kim and Lenon [33], Pandy and Chavla (2016), Lou et al., [35] and Chen et al., [36]. This result shows that the higher the quality of website and electronic services, the higher the customer emotion, customer electronic satisfaction and customer electronic loyalty. In other words, the higher the accessibility, easy use, efficiency, flexibility, reliability, security/confidentiality, responsiveness, assurance/reliability, beauty of site, visual attraction, innovation and emotional attraction, the higher the customer emotion, customer electronic satisfaction and customer electronic loyalty. Customer satisfaction is the main result of activity of the marketer acting as a link between the different stages of consumer purchase behavior. If the customers are satisfied with special services, they re-purchase. The satisfied customers talk with others about their experiences and they are involved in positive word of mouth. However, the dissatisfied customers disconnect with the company and are involved in negative word of mouth. In addition, some behaviors as re-purchase and word of mouth affect the survival and profitability of a company directly (Naser and Jamal, 2002). Also, website quality plays an important role in emotion and loyalty of customers. High quality website not only affects the customer purchase decision but also it is one of the most important reasons of consumers to determine whether the purchase is performed electronically or not. The weak quality of website leads to the lack of customer loyalty and losing the customers and increase of costs.

Another result of structural equations showed that customer emotion had positive and significant effect on customer electronic satisfaction and customer electronic loyalty. This result is consistent with the studies of Martensen [23], Hudson et al., [24], Park et al., [22], Dolbec, P. Y., & Chebat [25] and Pawle, J., & Cooper (2006). If good feeling is created among customers, the customers can be happy and they feel happy with the name of brand and they can be attached to it and this increases satisfaction and loyalty of customers. People can have strong emotional relationship with brands and this remains as love to a special person in the mind and they can be loyal to the mentioned brand. Thus, the customer emotion increases customer satisfaction and customer electronic loyalty. The results showed that customer electronic satisfaction had positive and significant effect on customer electronic loyalty. Thus, the electronic customer satisfaction leads into the increase of customer electronic loyalty. This result is consistent with the study of Kim et al., [17], Ali et al. , [8], Miquel-Romero, Caplliure-Giner & Adame-Sánchez [18] and Pereira et al., [19]. We can say, if the customers are satisfied with the services of website of company and they know their choice to use the website services of company as accurate, the purchase of website fulfills their expectations and the website can have good features and this leads to the increase of customer electronic loyalty. Thus, satisfaction is the good feeling of awareness to a comfortable condition and it is linked with fulfillment of some special desire. If people achieve their required goals to be fulfilled, they have good feeling and their loyalty to use the services of company is increased. Totally, the results showed that website quality, customer emotion and customer electronic satisfaction were directly and indirectly effective on customer electronic loyalty. These results emphasize the importance of these variables for the travel agency companies to affect the customers' loyalty. In this project, only a sample of customers of websites of online reservation of travel agencies was evaluated. Thus, generalizing it to other environments and service companies is restricted. Also, the results are based on self-report data, it is proposed to use qualitative and mixed study methods in further studies.

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