

QUALITY OF ELECTRONIC SERVICES

Dr.sc. Vehbi Ramaj,
Universty "Haxhi Zeka"
Peja, Kosovo

Mr.sc. Valbone Ramaj,
Business College
Prishtine, Kosovo

Dr.sc. Hysen Lajqi,
Universty "Haxhi Zeka"
Peja, Kosovo

Dr.sc. Aliismet Qoqaj,
Dr.sc. Bedri Millaku
Universty "Haxhi Zeka"
Peja, Kosovo

SUMMARY

In this paper it will be treated the concept of quality of electronic services.

So far we have no precise definition about electronic services. Studies on trade and internet marketing in general treat only features of the websites that add value for customers and improve the efficiency of websites. Categories that are more common in these studies are: value-added services, electronic tools for managing relationships with customers, the functions of websites, offering online, and more. The common element of these topics is the focus on facilitating activities that take consumers to the Internet and the creation of value.

Electronic services are defined as processing, distribution and consumption of the results which are mediated by the Internet. Platform of these processes is the website of which serve as interactive medium between (service providers).

Keywords: quality, electronic services, web sites, internet

1. DETERMINATION OF SERVICE

A service is defined as "an activity or activities that have an entirely outdoor or less inviolable than normally occurring in an interaction between consumers and service providers who provide solutions to customer problems.

Quality of service is regarded as a comparison of the performance expectations. It should be determined from the perspective of the customer. Quality is defined as adaptability to customer specifications, quantity of services is the result of comparing customer expectations and actual service provided. As seen from the definition of the concept of quality is closely linked to consumer satisfaction. Overall quality of service can be described as adaptability to customer requirements or as the possibility that a product or service to satisfy customers' expectations [4].

The term means current customers and potential users of products or services. Customer needs refer to customer needs which are met through the website's electronic market.

The process is being online purchase system refers or subsequent activities (search for information, evaluation of alternatives, transactions and communication with providers) implemented in the online environment. Customer satisfaction on the Internet refers to the customer satisfaction in the electronics market and is defined as a development in the long term that is influenced by of customers' expectations and perceptions about quality changes

over time, based on new customer experience and knowledge. The quality of electronic services refers to the perception of value to the website's usefulness for addressing and to meet customer needs.

The quality of service profile refers to the set of services based on customer needs and requirements and aimed at satisfying customer needs before, during and after the purchase process online.

2. ELECTRONIC SERVICES

So far we have no precise definition about electronic services. Studies on trade and marketing on the Internet address only general features of the site that add value for customers and improve the efficiency of websites. Categories often encountered in these studies are: value-added services, electronic tools for managing relationships with customers, functions of the website's, offers on the Internet, and more. The common element of these topics is focus on facilitating activities that take consumers to the Internet and value creation. Electronic services are defined as processing, distribution and consumption outcomes which are mediated by the Internet. The platform of these processes is the website which serve as interactive medium between (service providers).

Electronic services include all interactive services which are delivered via the Internet using advanced telecommunications, information and multimedia technologies. Electronic services can be defined as the totality of efforts before, during and after online transactions. Electronic services are considered as a tool to address the consumer needs and value refers added services which are intended to provide a specific value for customers in the electronics market. On the other hand, they conceptualized as a primary means of internet marketing, business - customers. Electronic services in this paper are defined as the website's features that add value to the processes and best satisfy the needs of customers online. [1, 2, 7, 8, 9,]

3. DEFINITION, RELEVANCE AND QUALITY DIMENSIONS OF ELECTRONIC SERVICES

Recent research in the field of marketing services emphasize quality of service as one of the key priorities for research and actual ones in the future. The focus of different industries on the quality of services related to growing consumer power, intensifying competition and saturation of markets. Quality of service is electronic has become one of the basic elements of the offer differentiation in the market.

The concept of electronic services quality was used for the first time by Zeithalm, Parasuraman and Malhorta in 2002 and is defined as the extent to which the website facilitates the buying process by making it more effective and efficient delivery of products or services. According to the authors, this definition has in its content total customer experience in connection with the services during the online purchase process and includes aspects of services before, during and after online transactions.

The quality of electronic services makes the difference between a quality website, and a website not quality (from the customer's perspective) and facilitates the process of rapprochement customer approach with providers. The quality is closely related to satisfaction, customer loyalty and retention. It is regarded as one of the determinants of not only traditional but also environmental success it online. With the use of new technologies and the Internet in the marketing practices of companies, delivery of quality services through electronic platform is one of the most important issues for marketers in the tourism sector as one of the representatives of the utility industry. One of the challenges for today's businesses use the Internet to achieve communication and transactions with target audiences, creating value for them and distribution of quality services in the electronic market [6, 7, 8].

To distribute a superior quality, companies need to understand consumer perceptions and evaluations. Studies have shown that the criteria that customers use to evaluate the quality of services in the traditional environment (thus have the electronic environment) originate in their perceptions. The quality dimensions of e-services tend to be similar to the quality of traditional services.

4. BASIC CHANGES BETWEEN THE QUALITY DIMENSIONS OF TRADITIONAL SERVICES AND ELECTRONIC SERVICES

Quality of service is one of the very discussed concepts especially during recent years. It is a strong indicator of satisfaction in the website and that affects maintaining relationships with customers. The quality of electronic services is regarded as one of the most innovative areas of research which represents a strategic importance for businesses that are oriented towards electronic commerce. Studies have shown that the behavior of online customers differs (in some important respects) the behavior of consumers in the traditional market. On the other hand, managers should have a good understanding of online customers needs to meet them effectively and efficiently [4].

As mentioned customers use multiple criteria to assess the quality of services and traditional online services but on the other hand there are differences between the components of the quality of traditional services and quality of traditional services and quality of electronic services which affect the following issues:

- Many dimensions are considered equal but some special attributes make the difference between them.
 - Many customers have not yet established pending on the quality of electronic services.
 - Quality of service includes new dimensions which refer to the specific features of sites including: appearances, the functionality, flexibility, efficiency, aesthetics and safety.
 - Some quality dimensions of traditional services are not important in the case of electronic service quality.
 - Consumers perceive as impersonal online environment and quality of electronic services appears to involve cognitive processes rather than emotional evaluations.
 - Expressive dimension to the quality of services in the traditional environment presents more attention and efforts on the site are usually impersonal.
- Other aspects of difference appear in privacy, compliance, efficiency, timely response, assistance and compensation [10].

5. DETERMINATION OF SERVICES AS A REQUIREMENT FOR THE QUALITY OF ELECTRONIC SERVICES

Designing services is one of the leading search elements in the delivery of quality services to customers. Design services means having the right service to the right customers, so companies should pay a special attention to this aspect. Quality is created from the design of the service. The most common problem encountered during service companies today design is a failure on the part of managers (responsible for design services) in terms of customer needs. As a result, they provide services which do not conform in whole or in part the customer needs.

To ensure quality services must seek among the general elements of design, production and delivery of services. Design service includes a set of activities dealing with the description (details Service) service system and its distribution process. This is the main base in the

delivery of quality service. Creating proper service includes customer knowledge and requirements and needs as well as the logic of service providers.

6. THE CONCEPT OF SERVICE

We must emphasize that this is a purely theoretical model which has not been tested in the virtual market as it helps in the understanding and design of electronic service quality. Model includes several dimensions: basic services, interaction with users, support services, participation and communication. Supporting and facilitating of these services differ from traditional services. Here we can mention the annex and interaction. Information is an essential element in the design of online services. Information provided by the Regional company and consumers used to design basic services and interaction with users.

Two additional elements of the service package include consumer participation (expertise, knowledge, interests, activities) and communication (communication that occurs between service providers and consumers during the various stages of the production process and consumer service). This model gives to answer two questions: What services will provide online customer? As will be able to provide these services? [4]

7. UNDERSTANDING THE CONSUMER VALUE IN THE ONLINE ENVIRONMENT

Leading search request to provide a better service to customers is the distribution of value. Term value in the marketing literature as properties or texture which is provided by the customer during use of the product or service. Consumers make decisions on the basis of forecasts on the future value of the product or service. Consumer value is defined as an assessment of the usefulness of the product or service based on perceptions of what is received and what is given. Consumer value is determined as the difference between benefits and sacrifice. Delivering value to customers through quality services has a direct effect on consumer purchasing behavior and satisfaction. It represents pivotal in literature services. Customers buy over the Internet because they find value and benefit. Consumer value on the web can be described by the four C's: cost, choice, convenience and compliance. Cost: Reducing costs is one of the main reasons for online shopping. Choosing. Internet offers consumers a variety of choices from different website. Comfort. The Web offers a comfortable way to do shopping. Customers can compare their choices, can order and pay the products or services being home or office. Adaptation is a useful tool in the web because it allows consumers to filter information depending on requirements or personal preferences. Using Internet technology makes that organizations create value by improving Domestic Customer Service [2]. The website is the most visible example of the service system customer based on the network which is defined as a computerized information system based on network that delivers services to customers both directly (through browsers) or indirectly (through service representatives have access to the system).

So the website is essentially a platform for improvement and service delivery to customers. The value of using the website it refers to society in general use and is based on consumer perceptions. Specific approaches in providing a Domestic Customer when using NCSS can be calculated as: the usefulness of cooperation, plus the quality of the consumer experience minus the tangible and intangible costs of use (time, money) [12].

8. THE BASIC CRITERIA FOR ASSESSING THE QUALITY OF ELECTRONIC SERVICES ON SITE

According Ziethaml, customers use several criteria when assessing the quality of electronic services and the quality of the overall website's. [3]

Information available. This criterion relates to the availability, depth, quality and accuracy of the information (about the organization, products / services, prices). He said the ability of users to check the website's content, for a very short time.

Ease of use. Often assessment of the site's is a function of the ease of use and their effectiveness to assist customers in fulfilling their duties. Ease of use includes various features such as search functions, the landing speed of the materials and the overall organization of the website.

Privacy and security are two distinct and important criteria to evaluate the quality of electronic services. Privacy means protecting personal information and its not distribute without user consent. Security means protecting users against the risk of financial loss (use of credit cards) and antivirus protection.

Design, It includes features to the site's color, appearance, type and font size, photographs, graphics, animation, three-dimensional effects.

Filling / reliability, related to the actual performance of providers rather than the performance of the website and is defined as its ability to distribute your product / service on the basis of promises. **Access,** refers to the contact details such as email, phone, fax and other.

Response refers to providing feedback to customers via email.

Personalization refers to the ability to provide personalized services and tailored according to customer preferences.

Further studies identified seven dimensions to assess quality of electronic services, divided into four basic dimensions and three additional dimensions.

Efficiency determines the ability of consumers to have an efficient access to the website and to provide information with as little effort.

Fulfilling refers to comparing actual performance against the promised performance, as the availability of products, distribution, spread across time, and others.

Reliability primarily it relates to the technical aspects the website's, such as the degree to which a website is available and functioning properly.

Privacy refers to the ability to maintain the integrity of customer data. Three additional dimensions related mainly related to specific situations.

Reply, determines the ability to provide a suitable mechanism for resolving the problem (possibility of online complaints or warrants).

Compensation, includes guarantees the refund or compensation for transport costs or ownership.

Contact points determines the ability of the company to provide live contact and support to customers through online communication. In 2004, Parasuraman, established a list of eleven criteria that influence consumers' perceptions of quality assessment of electronic services. These criteria include: (1) Access; (2) Ease of navigation on the site; (3) efficiency; (4) Adjustment / customize; (5) security and privacy; (6) retorts; (7) Guarantees and confidence; (8) Knowledge of prices; (9) The aesthetics of the website; (10) Reliability and (11) flexibility.

9. THE PROCESS OF ONLINE CUSTOMER ACQUISITION

The purchase process in the online environment differs in some important aspects of the acquisition process in the traditional environment, it may also be directed by different stimuli. On the other hand, the online purchase process is similar to the traditional acquisition process. It includes pre-emptive stage (search for information, comparison of alternatives, evaluation and selection), the acquisition stage (communication and provider-customer interaction, making the order, transactions) and post-acquisition stage (support to customers, service after sale, complaint handling). These stages may appear partially or fully in the online environment. Studies on the website et retail sales showed that customers have

different needs during the purchase process stages (search for information, communication, transactions) should therefore use various electronic services. Electronic services (called features) and their quality influences customer satisfaction against the website in due course as a result against service providers.

11. CONCLUSIONS

The quality of electronic services influences consumer satisfaction levels and on the other hand it serves as an intermediary that affects the scope and purchasing behavior. Many studies have shown that electronic services have a positive effect on purchasing behavior and consumer satisfaction. Researchers have concluded that: customers first create perceptions of service quality and after satisfaction or dissatisfaction about the service provided. From this point of view the perceived quality of the service can be used as a concept to understand and provide appropriate services, while the concept of consumer satisfaction can be used to assess whether consumer needs and desires are met to the desired level.

“Quality cannot be measured in numbers but its dimensions can be measured by analyzing consumer satisfaction with the service provided.”

10. REFERENCES

- [1] Ramaj, V.; Kastrati, H. :Basics of Informatics, University of Prishtina, Economical Faculty, Prishtine, 2012.
- [2] Beqiri, E.: Internet-computer communications, University of Prishtina, Business Faculty, Peja 2007.
- [3] Jim, K.; Keith, R.: Computer Networking, A Top Down Approach, fifth edition, Perason Education, 2009.
- [4] Elmazi, L. Marketingu i sherbimeve, Tirana University, Economical Faculty, Tirane, 2010.
- [5] Parasuarman et al.,1988 Services Quality.
- [6] Berry et al.,1988 Services Quality, fq 120.
- [7] Boyer et al.,2002, Electronic Services Quality, fq.175.
- [8] Ziethal et al., 2002 Electronic Services Quality, fq.135.
- [9] Cronin, J.J; Jrand Taylor, S.A.:“Measuring service quality: a reexamination and extension”, Journal of Marketing, Vol. 56 No. 3, pp. 55-68.1992.
- [10] Livoreka, R.: Marketing research, Prishtine, 2012.
- [11] Rexhepi, G.: Total quality management, Shkup, 2012.
- [12] Ramaj, V.; Doci, I.,: E-Business, University of Prishtina, FSHMN, Prishtine, 2010.