ROLE OF ONLINE SERVICE QUALITY ON CUSTOMER SATISFACTION: CASE OF ONLINE RETAILING SITES IN NAIROBI KENYA

BY

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Master of Business Administration (MBA)

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DECLARATION

A research project report submitted in partial fulfillment of the requirements for the award of the degree of master of business administration, Chandaria School of business, United States International University-Africa.

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This research project report has been presented for examination with my approval as the appointed supervisor.

Signed:
__________________________________________Date: __________________

Dr Joseph Ngugi Kamau

Signed: _________________________________Date: __________________

Dean, Chandaria School of Business
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ABSTARCT

The purpose of the study was to determine the role of online service quality on customer satisfaction. Online retailing sites in Nairobi were used as a case for the study. The research objectives of the study were: To determine the role of online security and privacy on customer satisfaction, to determine the role of efficiency of online retailing service on customer satisfaction and to determine the role of responsiveness on customer satisfaction.

A descriptive research design was used to carry out the study with respondents being United States International University-Africa students who are customers of popular online retailing sites in Nairobi. Convenient sampling method was used to get the population of respondents for the study. 157 structured questionnaires were handed out to respondents and subsequently 140 questionnaires returned representing an 89% response rate. Statistical Package for Social Services (SPSS) software was used to analyze data with results presented in models and tables.

A majority of respondents were satisfied with the efficiency of online retailing websites in Nairobi. 81% of respondents agreed that the online retailing sites that they used make it easy to find information that they are looking for, 67% agreed that they can get anywhere on the site, 60% indicated that the sites that they used had well organized information, 53% indicated that online retailing sites load their pages fast, 67% agreed on the simplicity of using online retailing sites while 64% of respondents agreed that online retailing sites are well organized.

From the findings, security was found not to have a strong statistical significance to customer satisfaction. 49% of respondents agreed that the online retailing sites protects their online activities, 49% of respondents agreed that online retailing sites do not share their personal information with other sites while 62% of respondents agreed that online retailing sites protect information about their transaction cards/methods.

A majority of respondents were satisfied with the responsiveness of online retailing websites. 49% of respondents indicated that the online retailing site gives them an option of returning and cancelling orders on products, 50% of respondents indicated that the
online retailing site can handle returning of product or cancelling a service well, 48% of respondents indicated that the online retailing site offers a guarantee will be replaced or repaired if it does not meet good standard and expectations of customers, 62% of respondents indicated that the online retailing site gives them further instructions if their order is not processed and 36% indicated that the online retailing sites rectify problems promptly.

It was concluded that customers of online retailing sites are generally satisfied with the efficiency of online retailing sites in Nairobi Kenya. Secondly, Security was not a major factor in customer satisfaction. Thirdly, respondents were satisfied with responsiveness of online retailing sites. Customers were likely to recommend the online retailing sites and purchase from the websites in future. Therefore, it was recommended that online retailers maintain good standards of efficiency of their online retailing websites. Online retailing sites should document user security policies and customer agreements to enhance customer trust. Better terms of warranty policies and guarantee should be given to customers and there should be better response to customer concern by competent technical personnel. Further comparative studies should be done in Africa on the online retailing phenomena and more facets of online security should be studied to determine how they relate to customer satisfaction.
ACKNOWLEDGEMENT

I wish to acknowledge the course instructor Dr. Joseph Ngugi Kamau for the guidance in carrying out the study thorough consistent and informative course instruction. I also acknowledge my family for the immense support as I undertook the study.
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# ABBREVIATION AND ACRONYMS

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<tr>
<td>E-S-QUAL</td>
<td>Electronic Service Quality</td>
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<tr>
<td>SERVQUAL</td>
<td>Service Quality</td>
</tr>
<tr>
<td>SMEs</td>
<td>Small and Medium Enterprises</td>
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<td>WEBQUAL</td>
<td>Website Quality</td>
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<tr>
<td>HTML</td>
<td>Hypertext Markup Language</td>
</tr>
<tr>
<td>XML</td>
<td>Extensible Markup Language</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The internet has grown over the recent years from a tool of social networking and consumption of entertainment media to an important business tool for buying and selling products. The increasing adoption and use of the internet has been valuable in revolutionizing the way marketing is carried out. The use of the internet in carrying out marketing communication has contributed to interactivity with a potential or current customer whereby text, graphics, sound are combined to give a user a richer and engaging browsing experience (Gabriel & Kolapo, 2015). The combination of multimedia aspects has enabled global online retail company such as Amazon as early as in 1995 to come up and make its online business mainstream (Zuroni & Goh, 2012). Currently, Amazon sells various physical products such as electronics, toys, and consumables such as groceries and digital media such as music.

There has been a steady positive increase of global sales revenue over the internet from US$695 billion in 2013 and a projection of US$1506 billion has been made for the year 2018 (Lim, Salahuddin, Romle & Abdullah, 2015). Within the Asia-Pacific region, there has been a steady increase in revenue from US$ 15 million in the late 1990’s to US$ 5.7 billion as of the year 2003 in the Malaysia attributed to a high increase in internet usage (Khatibi, Haque & Karim, 2006).

The primary reason for the growing popularity of online shopping globally is that the click and mortar business platform has provided a convenient platform for buyers and sellers to converge (Kinsey, 2000). Traditional attributes that have been valued by customers include responsiveness, user friendliness and reliability which have been enhanced by convenience and interactivity of the online commerce platform (Yung, Jun & Peterson, 2004). Using the internet a potential buyer is able to gather considerable information on product features, carry out analysis by comparison and purchase the product which is then delivered digitally or physically (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi & Asodollahi, 2012).
The present global business environment has become highly competitive with the proliferation of new business organizations in addition to traditional based businesses. This new era has been called the ‘Quality era’ by academicians (Mosahab, Mahamad & Ramayah, 2010; Peeler, 1996). Parasuraman et al., (1985) have shown aspects of customer service through the SERVQUAL tool or Service Quality tool. The SERVQUAL tool has persisted due to its multiple dimensional approach in studying the complex phenomena of service quality (Doost & Ashrafi, 2014).

Understanding the customer needs and developing quality products and services to meet those needs is an important function of any business that wants to achieve competitive advantage (Ganjinia, Gilaninia & Tajani, 2013). Customer needs are best recognized through collection of customer feedback with the internet paving way for online customer relationship management (Doost & Ashrafi, 2014). The effectiveness of service, security and product variety are important aspects of service quality in relation to its effect on good customer service (Ganjinia et al., 2013). With the growing importance of the internet as a source of delivering quality customer service SERVQUAL was further enhanced to e-S-QUAL so as to capture Electronic service quality dimensions (Zeithaml, Parasuraman & Malhotra, 2008).

The Dotcom crash in the 90’s that persisted into the early 2000’s highlighted the importance of providing quality online services rather than using e-commerce to cover flawed business processes (Gabriel & Kolapo, 2015). As has been a common thought in the field of online commerce, online presence and its efficiency in lowering prices has been thought to be the main justification of online retailing (Lee & Lin, 2005). In spite of the growing importance of the internet in retailing and shopping, difficulty in purchasing products due to unresponsiveness and wastage of time and resources in the purchase and delivery became the main problems of substituting the need of providing good online service quality with a web presence of a website without any particular end goals (Parasuraman, Zeithaml & Malhotra, 2008).

The ineffective and inefficient use in employing the internet to trade has been due to the fact that it is a relatively new method of carrying out commerce hence has not been fully comprehended by businesses as well as customers (Yang, Jun & Peterson, 2004). In
addition to this, business organizations using online retailing thought that price was the best differentiation factor that gave a business competitive advantage yet lower pricing, and providing promotional discount prices makes customers knowledgeable on prices hence are responsive to prices (Yang et al., 2004), often to the disadvantage of the online businesses.

Online Service quality became an important aspect of enhancing customer satisfaction as focus has been put on the pre purchase and post purchase process instead of only focusing on the technical aspect of improving the website appearance (Zeithaml, Parasuraman & Malhotra, 2002). It has become imperative for organizations to change their paradigm and focus on the unique customer needs, this has been captured by the e-S-QUAL tool that emphasizes factors such as website design quality, responsiveness, reliability and trust among the preferred customer service factors (Parasuraman, Zeithaml & Malhotra, 2005).

To assess any enhancements to an organization’s customer service quality, it is important for organizations to study customer expectation of the online retailing site at all the points of their decision making process (Jun, Yang & Kim, 2004). Kotler (2000) has shown that the buyer decision making process or cycle by users of online shopping sites is: searching for products, analysis or comparison of prices and product features, order placement, delivery and post purchase decision based on perceived satisfaction of the product and delivery process. The online platform provides an important source of information for customers so as to carry out comparison based on price and perceived benefit of products or services. (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi & Asodollahi, 2012).

The growth of the internet and resulting e-commerce activities is also gaining ground in developing countries of the world. In spite of slow penetration of the internet due to internet infrastructural issues, illiteracy levels and poor legal framework internet penetration in Africa has steadily grown (Abiodun, 2013). Aboidun shows that Morocco’s internet penetration has grown from 100,000 in the year 2000 to 15.7 million in 2011, in Nigeria internet penetration grew from 200,000 in the year 2000 to a current 45 million. The statistics highlight how the internet platform has enabled Africans to join the global online digital world and also show a huge potential that the African continent
has in being a new frontier of online shopping in the world in spite of the huge challenges being experienced.

The World Trade Report (2013) showed that albeit at a slower pace than the rest of the world, the growth of mobile handset culture and the internet usage particularly in Africa is providing an opportunity for SMEs which are drivers of the economies to exploit e-commerce. A statistical percentage of 40% of South Africans who do shopping online reported to be doing it through a smart phone or tablet with e-shopping in the country being further supported by a growing visa and master card acceptance (Rudansky-Kloppers, 2014).

The growing popularity of e-commerce in Kenya has been supported by the government’s effort to make Kenya a center of Information technology within the region through its Information Communication Technology master plan aiming at making it affordable and accessible in Kenya (Kinuthia & Akinnusi, 2014). Communication Authority of Kenya (2014) statistics have shown that there has been a positive increase in mobile phone usage to a figure of 33.6 million as of the year 2015. Today, Kenya is said to be a country with the most advanced mobile telecommunication and internet infrastructure in Africa owing to the innovation of its market leader, Safaricom in providing innovative range of products to its customers (Communication Authority of Kenya, 2014). Similarly, internet connectivity speeds in Kenya are considered fast owing to the setup of fiber optics cables by East Africa Submarine Cable System.

Communication Authority of Kenya (2014) has shown that the value of Kenya’s e-commerce industry currently stands at 4.3 billion Kenyan shillings placing it as East Africa’s leader. Kenya’s telecommunication infrastructure that supports fast internet communication and mobile money transfer have been significant milestones in supporting ecommerce in Kenya. Owing to the fact that credit card usage rate has lagged behind in Kenya, a high handset culture in Kenya and the popularity of mobile telecommunication Safaricom’s M-pesa and high speed internet have contributed to the rise in e-commerce in the country (Export Government, 2016).

Kenya’s online shopping is vibrant and has seen many online retailers joining the market to sell products and services. OLX Kenya, Jumia, Rupu and Cheki are among the most
popular online shopping sites among Kenyans who carry our online shopping (Wanzala 2015). Wanzala, found out in a survey that convenience, availability of products and privacy are the most important factors that contribute to the use of online shopping sites. With a steady growth pattern, Kenya’s e-commerce sector has seen organizations such as Jumia record increase in sales by 900% with the organization expanding their product base to food delivery, travel products and partnership with other retailers (Macharia & Ayodo, 2012).

As result of growing demand for online shopping in Kenya, Jumia Kenya has partnered with big retail brands such as Bata, Armco and Nairobi Sports house to sell their products (Murage, 2015). It is important for businesses aiming to satisfy their customers to constantly offer better service quality and shopping experience (Murage, 2015). Jumia, Yum delivery, Kentucky Fried Chicken, Domino’s Pizza, Mama Mikes, Food plus Online and Uchumi Online are some of the numerous click-and-mortar businesses that have joined the online shopping marketplace space in Kenya. Each of the shopping sites aims to offer a unique shopping experience.

However, some challenges exist in the full exploitation of e-commerce in spite of the considerable advantage the platform can offer to businesses and their customers. The technological infrastructural setbacks in Kenya that is not evenly distributed and developed is the biggest impediment to fully exploit the avenue as a platform for online commerce (Kinuthia & Akinuusi, 2014). Hence even with a value of Kshs.4.3 billion according to Communication Authority of Kenya (2014), e-commerce is still small in scale and not as large as in the rest of the world (Gabriel & Kolapo, 2015).

Similarly, in a recent study Wanjau, Macharia and Ayodo (2012) found out that there has been slow adoption of Information Communication Technology by SMEs in Kenya due to circumstantial issues such as financial, scalability and implementation challenges. Wanjau et al, found out that due to the circumstantial issue there has been cynicism and general lack of knowledge by many SMEs in adopting E-commerce in spite of numerous opportunities and growth of the industry in the Kenyan market. Government support in legislation so as to provide a positive e-commerce business environment for new businesses will help in steady growth of the industry (Kinuthia & Akinuusi, 2014).
However noting the positive growth of e-commerce in Kenya, the study of the phenomenon within the country is worthwhile.

1.2 Statement of the Problem

Mwencha (2015) has shown that there is a growing technological presence in Kenya due to affordability of the internet, growing smartphone penetration especially among young Kenyans and a vibrant mobile payment infrastructure. As a result, Kenya’s e-commerce sector has been steadily growing with an estimated value of Kshs.4 billion (Communication Authority of Kenya, 2014). Various online retailers such as Jumia, Yum delivery, Kentucky Fried Chicken, Domino’s Pizza, Mama Mikes, Food plus Online and Uchumi Online actively utilize online retailing in selling their products and services. With numerous players, online retailing is competitive hence retailers differentiate themselves by providing competitive quality of service (Yang & Fang, 2004) with instances of Jumia partnering with established brands such as Bata, Armco and Nairobi Sports house and diversifying into food delivery and travel products (Murage, 2015).

There exists various studies on online customer satisfaction. Among the consistent factors of online customer satisfaction according to the e-S-QUAL model that lead to customer satisfaction are efficiency, security, empathy, responsiveness, fulfilment, compensation, contact and system availability (Rudansky-kloppers, 2014; Lee & Lin, 2005; Jun, Yang & Kim, 2004). However research done on the subject has been contextual according to various countries hence cannot be generalized. Little literature exists on the role of online service quality on customer satisfaction in the African context (Rudansky-kloppers, 2014; Gabriel & Kolapo; 2015) let alone the Kenyan context.

With online shopping gaining momentum in Africa, the continent is still not growing at a large rate and magnitude as the rest of the global players (Gabriel & Kolapo, 2015), due to challenges such as slow adoption of Information Communication Technology by SMEs in Kenya due to circumstantial issues such as financial, scalability and implementation challenges (Wanjau, Macharia & Ayodo, 2012). Nevertheless the study of the phenomenon will be insightful. Given the continued success of sites in Kenya such as Jumia which has recorded a continued growth in its sales (Murage, 2015), and growing adaption by food delivery sites such as Yum delivery, Kentucky Fried Chicken and
Domino’s Pizza. Using the e-S-QUAL model to look at the positive growth and acceptance, it will be insightful to study the role of online service quality on customer satisfaction. Feedback shall be got from customers of popular online retailing sites.

1.3 General Objective

The purpose of the study was to assess the role of online service quality on customer satisfaction.

1.4 Specific Objectives

The specific objectives of the study are:

1.4.1 To determine the role of efficiency on customer satisfaction.
1.4.2 To determine the role of security of online retailing service on customer satisfaction.
1.4.3 To determine the role of responsiveness on customer satisfaction.

1.5 Significance of the Study

With the growing popularity of online retailing not only in the global context but also in Kenya becoming eminent hence stiff competition posed to traditional retailers as well as online retailers, service quality that is consistent with customer needs plays a crucial in having competitive advantage. The research project report determined the role of service quality on customer satisfaction of users of popular online retailing sites in Nairobi Kenya.

1.5.1 Policy Makers

The study will show the milestone and importance of online shopping and form a basis for legislation and improved Information Systems Technology infrastructure to support e-commerce in Kenya.

1.5.2 Management of online retailing businesses

The study will be significant in knowing the impact of adopting online retailing by businesses who use or are planning to use the business model. It will assess the role electronic retailing has played in enabling a change in service quality.
1.5.3 Scholars and Researchers

The study will add on to the existing literature on online shopping in Kenya which is minimal. The study will also form a basis for future researchers.

1.6 Scope of the Study

The study focused on how customer service quality of online retailing sites impacts customer satisfaction. The study took place in the United States International University-Africa. The target group were students of the university who are customers of popular online retailing sites.

1.7 Definition of Terms

1.7.1 Online Customer Service Quality

Level of effectiveness and efficiency in the ordering, purchasing and delivery of a product. The service delivered fulfills the perceived customer expectations of the online retailing platform (Zeithaml, Parasuraman & Malhotra, 2000).

1.7.2 Customer Satisfaction

The emotional outcome of a customer’s perception of a product or service performance in comparison to their expectation (Kotler, 2000). Kotler shows that the emotion can be negative through contentment if it fulfill needs or negative disappointing if it does not fulfil needs.

1.7.3 Online Service Quality Dimensions

Zeithaml et al., (2000) identified the online service quality dimensions to be: trust/security, reliability, responsiveness, efficiency, and ease of using site, aesthetic quality of site, personalization and accessibility. Parasuraman et al., (2005) further enhanced the E-Service quality model into an e-S-QUAL scale that consist of 7 core dimensions: security, responsiveness, efficiency, fulfilment, compensation, and contact and system availability (Yarimoglu, 2015).
1.8 Chapter Summary

This chapter has highlighted the background study showing the growing importance and impact of e-commerce globally. This chapter has also presented the problem statement of the study regarding online service quality, purpose of the study and research objectives. The chapter has also highlighted the significance of the study, scope of the study and definition of key terms. Chapter two of the study will review current literature and studies that are important and relevant to the issue of customer service quality. Chapter three will present the research methodology that will be used in the study. Chapter four will present results and findings of the study and chapter five will summarize the study, discuss and provide recommendations of the study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

Literature review exploring the theoretical aspects of the topic was used to further elaborate on in this chapter. This include: The role of online security and privacy, efficiency and responsiveness on customer satisfaction.

2.2 Role of Efficiency on Customer Satisfaction

Efficiency refers to as the ability of a customer to effortlessly and quickly locate, search and browse through a website to find information regarding a product or service (Chang, Wang and Yang, 2009). In addition to this, efficiency means that a customer is able to locate and use a website with ease (Stiakakis & Georgiadis, 2009). When evaluating the aspect of efficiency, it is viewed through two aspects of timeliness where time is saved due to efficiency in browsing or transaction and cost saving where a user saves money that could have been used in alternative sources or lost due to lack of knowledge. Organizations wishing to be competitive should provide greater efficiency in customer service (Gibson, 2009). In 2002, Zeithaml et al. in the E-service quality model found out that to enable efficiency to customer, online retailing businesses should position and organize their web sites and any other related information well.

2.2.1 Website Design

When designing the e-S-Qual model, Parasuraman found out that an online retailing website should be user friendly or easy to use for it to be efficient. The ease of use of a website is based on a perception by the user of the website (Mwencha, 2015). Usability of a website has been defined as the ability of a person to use a website irrespective of their intelligence quotient (Rinder, 2012). When a website is easy to use, a user can quickly comprehend website contents, quickly gain knowledge of what actions to perform and avoid any minor or major mistakes during their use (Casaló, Flavián & Guinalíu, 2008). With customers having a variety of choices due to various products and services, online retailers should make it easy to identify a website and carry out any
comparison of offered products or services across the site based on a variety of features and prices (Doost & Ashrafi, 2014).

2.2.2 User-friendliness of Website

A user friendly site has a good website layout containing relevant information but does not contain too many irrelevant words in the information given out (Katawetawaraks & Wang, 2011). Information that is contained in an online catalogue about services and products sold or offered in the website should be easy for users to comprehend (Rinder, 2012). The information content contained in the website should be up to date and well explained in a brief manner (Rinder, 2012). Relevance of instructions will enable customers of online retailing sites to find vital information that may help in their assurance of online security hence reduce their perception of risk when using the website (Caner & Banu, 2015).

2.2.3 Ease of Navigation of Website

An efficient website is navigable meaning that it enables quick browsing through website pages in a short time as a result of good structural layout and hyperlinks (Maditinos, Mitsinis & Sotiriadou, 2008). With good organization of content a website user can navigate through a website and perform a variety of tasks at a time or multiple times and also search for content that interests them with ease (Radzisweska, 2013). When an online retailing website has adequate features a user is able to conduct a quick, tireless browsing enabling them to save on time and effort in navigation of the website (Lin, 2007). When navigating through a website less time should be spent by the user in scrolling down and accessing information and less effort should be used to achieve the user’s intended purpose of accessing the website (Casaló, Flavián & Guinalíu, 2008). When an online user perceives a website to be difficult in navigation they may hesitate to use the website again (Azadvar & Teimouri, 2011).

During the comparison of products and services a customer will search for information through a search engine of well positioned and structured websites (Katawetawaraks & Wang, 2011). Websites with unique, simple names which have been well positioned by search engines due to formal cooperation with search engine owners can easily be identified by customers over other websites (Wanjau et al., 2012). With a search engine
being able to influence the choice of a consumer due to its ability to show the best from the least likely chosen sites according to popularity, online retailers should aim at improving their websites based on recommendations from search engines (Akbarm & James, 2014). General search engines such as Google enable users to identify their intended content through key words searches (Rinder, 2012).

An online retailing business with a well-defined internal search engine within websites enables instantaneous search for information regarding a product or service (Lim et al., 2016). The online shopping store is an intermediary between an online shopper and online retailing site hence offers convenience in time and travel to the end customer (Klopper, 2014). An efficient online retailing has an effective search engine to enable quick, personalized search of content on products and services (Caner & Banu, 2015). The customer is saved the hassle of daily traffic jam, searching for parking space and waiting in queue which they experience as the commute to a traditional brick and mortar store (Katawetawaraks & Wang, 2011). Saving of time when shopping is one of the important feature of the online platform service quality. To an online customer the benefit of an online retailing site is that it has enabled them to seamlessly and quickly find information about a product or service that they desire (Doost & Ashrafi, 2014).

2.2.4 Good Website Organization

The appearance of a website forms the first impression of an organization’s ability to deliver on what it promises customers (Radzisweska, 2013). Content and page layout of an online retailing site should be similar, simplified and even in appearance throughout the site (Li & Suomi, 2009). An efficient website that is visually appealing due to organization of information and appearance enables an online retailing business to attract more traffic of potential customers to the website (Li & Suomi, 2009). A good visual appeal of a website supported by adequate content is important in convincing potential customers who are searching for information on products and services to use the website (Katawetawaraks & Wang, 2011).

An online retailing site should provide a pleasant experience emanating from the staff of the online retailing site and the experience in browsing of webpages. Enjoyment entails a playful user experience that an online shopper has as they browse through a website.
(Jiradilok et al., 2014). A good website design facilitates customers having a pleasant experience when exploring a site. When a user has a pleasant shopping experience they are active and psychologically immersed in the surfing process (Ahn, Ryu & Han, 2007). When a customer has an enjoyable experience surfing and shopping in an online retailing site they are likely to repurchase from the site again.

### 2.2.5 Good Website Design

A good website design has accurate content which prevents inconvenience of purchasing a wrong product by customers and the hassle of a repurchase or return (Ludin & Cheng, 2014). All graphical objects and word content that are displayed on the website should be accurate and relevant and well organized into various product categories that will enable a user to easily navigate the site (Bauer et al., 2015). Any misrepresentation of wordings will lead to transaction mistakes and lack of understanding by users of the site making it difficult to carry out any meaningful activity on the website (Katawetawaraks & Wang, 2011).

### 2.2.6 Speed in Loading of Pages

To enable efficiency, a website should load fast and carry out any functional instructions with ease (Katawetawaraks & Wang, 2011). A simple web design with less multimedia and irrelevant information will enable the website to respond to any instructions and load quickly (Rinder, 2012). When any related error or security threat occurs an efficient website should enable a faster options of reversing a transaction made and recovery of any authentication information such as passwords (Mandić, 2009). A fast internet speed when accessing information from websites that are downloaded will also be vital in encouraging use of an online retailer’s website (Kinuthia & Akinnusi, 2014).

A good online shopping website should enable an effective transaction between a customer and business. A well-organized website enables a user to find relevant information on the steps that they can use to carry out transactions and easily expedite and finish transactions (Chang et al., 2009). Before and during the transaction process, customers are well informed of the prices of products or services they wish to purchase with the transaction completed at ease through the online platform (Jones & Leonard,
Vital information particularly on terms and conditions of use should be visible during the transaction process.

Wanjau et al. (2012) found out that one of the primary benefits of online retailing is that it has enabled saving of costs for customers when purchasing products or services. The costs or benefits incurred when using an efficient online retailing site can be both monetary and non-monetary where benefits such as psychological relief are received as a result of a seamless and safe transaction experience (Ibrahim & Gomaa, 2016). Relevant and up to date information accessible on websites saves a customers any costs that may come up as they search for information or transact unknowingly on a website (Lin, 2010). With adequate knowledge on transaction costs and pricing a customer who was previously not aware of costs and bought products out of impulse is able to transact at a lower cost (Caner & Banu, 2015).

Through an online platform that has comparative prices on products a consumer has a variety of choices to pick from (Katawetawraks & Wang, 2011). Electronic retailing store E-bay has enabled customers to save on costs by allowing sellers to bid their products and services on their sites and providing an organized interface that allows customers to compare product prices (Katawetawraks & Wang, 2011). Rather than purchase from sales agents who may charge customers when selling products, a good online retailing site has information on pricing and a platform for communicating to web administrators in case the customer wants to seek more information (Zeithaml et al., 2008)

To online retailing organizations the use of the internet in retailing of products or services has led to reduction in costs associated with the traditional brick and mortar business model (Li & Soumi, 2009). Using an online platform a business is able to access customer segments that were previously geographically out of reach (Kinuthia & Akinnusi, 2014). Using an online platform businesses are able to leverage on economies of scale by selling many products so as to offset any operational costs that may be incurred during the production process (Wanjau et al., 2012). Business could also charge on online orders above certain set minimum order criteria so as to cover for shipping and transportation costs and still make profits (Kloppers, 2014).
With a variety of choices to choose from on the online platform, many online retailers compete on price by offering a user the best comparative price. An online store offers a customer a lower price than a physical store with some online retailers discounting and giving offers on products that they are selling (Katawetawaraks & Wang, 2011). To retain customers, online retailers should aim at gaining competitive advantage by differentiating their service performance to ensure security and psychological satisfaction when customers transact and use the online retailing platform, owing to the fact that consumers compare products from other sites due to less risk in switching costs (Ibrahim and Gomaa, 2016)

With customer loyalty facilitated by satisfaction, a business spends less when retaining its customers than seeking new customers through new marketing efforts (Karadeniz, 2010). Other than saving on related costs, efficiency in business operations will enable retention of satisfied customers which lead to consistent cash flow (Khan et al., 2014). A well organized and integrated online retailing website will enable better processing of orders of customers (Bauer et al., 2015). The proper organization and visual appeal of a website can enable easy use by the customer when making orders and the business fulfilling the orders (Bauer et al., 2015).

2.3 Role of Online Privacy and Security on Customer Satisfaction

With the online platform becoming significant and having different aspects of service quality from the traditional retailing platform, scholars in the field of service quality have mentioned security as one of the important dimensions of the e-S-QUAL or online service quality model (Yarimoglu, 2015). Security features prominently in the e-S-QUAL model and replaces trust, which was a feature of the traditional SERVQUAL model (Yarimoglu, 2015). Online shopping sites function as a new intermediary between the buyer and seller hence should guarantee security for users using of an online shopping platform.

When there is genuine guarantee of security and privacy of customer information, customers trust the organization and repeat purchasing from the online retailing site (Mandić, 2009). Parasuraman, Zeithaml and Barry’s study on e-s-QUAL consolidated trust with security and privacy. Scholars such as Morgan and Hunt have indicated that
trust has predecessors which are security and privacy (Mukherjee & Nath, 2007). Mandić, indicated that E-trust is the result of or a cue of a satisfied customer who decides to build a long term relationship and remain loyal to the online retailing site.

Internet Security can be defined as protection of online users from unapproved access during the transaction or identification of user stage (Guo et al., 2012). The most important aspects of the security feature include privacy of online shopper and protection from unauthorized access by fraudsters (Doost & Ashrafi, 2014). Due to the user giving consent to a third party to use personal information when they use an online payment options to it is the duty of the online retailer to protect its customers (Ganjinia, Gilaninia & Tajani, 2013). Security may also go beyond protection against unauthorized access to personal information but also against computer generated viruses and websites generated by fraudsters targeting online retailing sites (Moftah, Abdullah & Hawedi, 2012).

2.3.1 Protection of Customer Browsing Activity

Customers prefer anonymity when transacting and ensuring of security of their payment cards (Jiradilok, Malisuwan, Madan & Sivaraks, 2014). Jiradilok et al. has shown that new users of online retailing sites were particularly concerned about their susceptibility to online security issues. The perceived risk of lack of security of a transaction card during a transaction process was mostly related to loss of money (Ibrahim & Agag, 2016). To address perception of risk of security, online retailing websites display symbols of capability to provide online security and endorsements such as the Verisign seal (Mukherjee & Nath, 2007). Similarly, online retailing organizations design sites to automatically log out when there is inactivity unless a user uses an authentication password, although taking note to ensure that the log outs are not be too frequent that it disrupts the user (Mandić, 2009). To be considered as secure online retailing businesses must have a good reputation and guarantee customers of delivery of products safely to the intended user (Li & Suomi, 2009).

Perception of risk may affect the purchase behavior of customers as they use online retailing to purchase products or services. Generally customers are risk averse owing to the fact that technology malfunction and human error that may occur during an online transaction (Javadi et al., 2012). Javadi et al. have shown that security related issues has
been cited as the most common perceived risk customers of an online retailing site fact. On the other hand, the perception of usefulness encourages customers to buy products online as they gain value that offsets their perception of risk (Lim et al., 2016).

In recent studies, Zuroni and Goh (2012) have shown that new users of online retailing sites are generally cautious in purchasing products or services online due to perceived fear of an unlikely outcome. Users of the sites rely on virtual representation of goods and services as depicted in website who are intermediaries as compared to a tangible product and personal customer service in a brick and mortar store (Zuroni & Goh, 2012). Security of users during the transaction process is important due to trust which enables the building of relationship between the user and an online retailing site (Ludin & Cheng, 2014).

With a very competitive business environment globally, organizations using the online retailing platform are increasingly using security as a theme of their competitive advantage to gain more customers (Azadavar & Teimouri, 2011). This is because customers are increasingly being drawn to online retailing sites that protects them hence they can trust when carrying out any transactions (Azadavar & Teimouri, 2011). When customers perceive that a site is securing them they trust the online vendor hence become committed to the purchase process and also repeat further purchases with the vendor (Ibrahim & Agag, 2016).

NTT Security (2016) has shown in an online survey of online shoppers that 80% of their overall respondents valued honesty from online retailers about the account of events of an online security breach. Online users are willing to give a chance to online retailing sites that reveal the truth about a security breach and show measures to be taken to prevent recurrence of the security issue (Murphy, 2016). Transparency in information given to users of an online retailing site enables online shoppers to trust an online retailing site given the fact that online shoppers are cautious about their security when shopping online (Katawatawaraks & Wang, 2011).

Privacy which is closely related to security refers to anonymous use of an online retailing site such that the person’s identity is protected during the browsing or transaction process (Ganjinia et al., 2013). By remaining anonymous an individual’s transaction card
number, password or online identity cannot be accessed by another user (Ganjinia et al., 2013). Although an experienced online shopper may be less hesitant to shop on an online retailing site due to experience, privacy still remains an overall important consideration to all users (Zeithaml et al., 2008).

With the email being used as a basis of authentication of users to give card information, recurring security breaches highlighted by popular broadcast media are a concern for online shoppers (Mukherjee & Nath, 2007). An instance of a massive global security breach is when a Canadian hacker hacked into hundreds and millions of Yahoo! electronic mail accounts causing a massive security scare that forced Yahoo! to evaluate its security strategy, else loose trust of consumers using the organization’s electronic mail service (CBS News, 2017). Yahoo! has had to issue a security notice admitting the hacking which took place on September 14th 2016 and announce concrete steps that it would take to address the security breach (Yahoo Help, 2016).

In order to protect customers online retailers have to reassure their customers of their privacy through well defined, up to date terms and conditions of privacy and especially due to the current situation where customer’s high perception of risk makes them hesitant to shop online (Mwencha, 2015). Frieden (2014) has shown that the vital aspects of a good terms and conditions of privacy and security include: A clearly defined privacy policy, how the website will be used by owners of the website as they interact customers, how data gathered from and about the customer will be used by owners of the website, a disclaimer that details the limit of liability that a website owner has in case a need arises to repair or return a product or service, legally binding privacy policies with terms of conditions to be abided by and conditions under which terms of conditions may change.

2.3.2 Sharing of Customer Personal Information

To protect the consumer, online retailing business are implementing online privacy statements or policies, which are legally binding contents detailing how an organization will protect and use customer information (Kiryanova, Makienko & Igor, 2011). The customer agrees to abide by the privacy policy when utilizing the online retailing website. Foley (2016) has shown that the privacy policy of an online retailing site should always disclose how the organization intends to protect its users and detail on whether the
organization will resell personal identification details. This enables a user to decide whether they want to be bound by the terms and conditions of the online retailing site.

Online privacy policies should comply and be drafted in compliance to legally binding supreme laws that govern states and territories particularly in regard to handling of Personal Identifying Information that uniquely identifies users of a website (Frieden, 2014). The privacy policy should indicate how the website will collect, utilize or sell data from users especially a policy on cookies that collects data on browsing habits of customers by consent; contact information of the online retailer in case of problems and how contact details from customers will be used when they subscribe to advertisements; how data collected from minors will be used and protected and approval seals from legislative or third party recommendation (Beesley, 2012).

Privacy policies also mean that customers have a right to give consent to online retailing websites to gather personal information to resell to other commercial business entities or to subscribe to promotional e-mails from the retailing sites (Mukherjee & Nath, 2007). Even with permission to a certain extent from customers to utilize personal information there must be guarantee that the online retailers will not misuse sensitive personal information such as credit card or debit card information (Ganjinia, et al., 2013). Ganjinia et al. have shown that online retailing are protecting sensitive information by encrypting the data such that it cannot be understood by any other unconsented party.

**2.3.3 Protection of Information about Customer Transaction Methods**

Secondly, to secure customers online, online retailers are using encryption technology where data is converted to other forms accessible only by passwords (Al-slamy, 2008). Encryption of data enables customer related information on a transaction such as credit card information to be kept anonymous and the ability to track any suspicious activity that may compromise a user (Yanyan, 2014). Encryption of data may also prevent malicious software that collects data anonymously without the consent of the user so as to enable a criminal to carry out fraudulent activities (Niranjanamurthy & Chahar, 2013).

In Kenya, there are limited laws that exist guiding the conduct of online companies in regard to protecting customer privacy (Mwencha, 2015), the 2010 Kenyan constitution provide a guideline for protecting the overall privacy of customers either online or
offline. According to Article 35 of the Kenyan constitution all citizens have rights to access to information either belonging to the state or held about them in order to protect the their rights and freedoms and request for modification or deletion of false and malicious information incriminating the person. Article 31 of the Kenyan constitution gives Kenyan citizens a right to privacy in spite of the data protection bill that guarantees online data protection pending assent into law.

With the rising popularity of e-banking in Kenya which is an enabling tool for transaction during online shopping, comes associated security risks (Kinuthia & Akinnusi, 2014). It is the primary responsibility of the government of Kenya to put in place and enforce laws through trained personnel to enhance security for e-retailing businesses and their customers (Kinuthia & Akinnusi, 2014). Collaboration between the government and stakeholders in Kenya could lead to formation of a legal framework forming a legal government entity or parastatal that will oversee and actively participate in ensuring that organizations protects consumer data privacy (Mwencha, 2015).

The vital information protecting online users are contained in the data protection bills of 2012 which is yet to be passed into law (Mutua, 2013). Online retailers operating within Kenya are required to abide by the constitution, international data privacy laws and globally accepted Internet protocols governing revealing of Personal Identifying Information that are globally accepted (Monyango, 2015). The data protection bill if passed into law will be an important milestone in protecting the privacy of online users and encourage better transaction between online businesses and their customers using the online platform to shop for goods and services (Mutua, 2013).

2.4 Role of Responsiveness on Customer Satisfaction

Responsiveness refers to the initiative of employees to give good service to customers. Responsive employees within the business provide solutions to customer issues and give feedback promptly and satisfactorily (Yarimoglu, 2015). A responsive customer service quality that is reliable in solving customer problems promptly leads to customer satisfaction and can promote not only repeated purchases and retention of customers but also a positive word of mouth than may lead to gaining of new customers (Sheikh & Basti, 2015). Responsiveness is also linked to providing guarantee to customers where
the customer can easily return products for replacement (Bauer et al., 2015). With easy access to information and alternative choices of products and services through the online platform, customers expect high level of attentiveness towards serving their needs. (Radziszewska, 2013).

Many customers have been known to use Electronic mail to communicate with online retailers regarding concerns and comments that they may have during the transaction process. Non response or slow response to customers through the e-mail channel is a common challenge faced by customers. Hence seeking to anticipate and understand customer concerns requires a good systematic framework that enables staff to inform customer on the period that a requested service will be performed, encourages haste in responding to customer’s concern and encourages ready availability of staff to address customer concerns (Nimako, Azumah, Donkor & Adu-Brobbey, 2012). Responsiveness to customer needs should be systematic and follow a well-defined organizational policy where appropriate mechanisms are available to receive concerns, adequately respond to the concerns, provides guarantee and a prompt way of ensuring goods can be returned back to manufacturer (Chang et al., 2009).

2.4.1 Convenient Option in Returning Product or Cancelling Service

Responsiveness involves promptness in furnishing customers with correct, up to date and relevant information when the need arises (Doost & Ashrafi, 2014). Customers value promptness in resolving problems hence short response time in delivering information may be vital when finding solution to problems (Lin, 2007). The information gathering in an online platform is similar to traditional retail store where the user physically inquires information from a store seller, however the online platform offers better search and analysis tools to match customer request for information, making the website navigable (Bauer et al., 2015).

Quality of responsiveness of a website can also be based on the ability of a website to reach out to its customers and give them industry news on exciting innovations or products (Mukherjee & Nath, 2007). The online retailing sites can personalize information and send it to subscribed users who give consent or give industry developments to all users on the web platform. Giving regular feedback that may be
helpful to customers is an important antecedent of forming a good relationship with customers (Mukherjee & Nath, 2007). An informative website will be important to users as they seek to make choices about products (Lin, 2010).

With customers overall satisfaction of online shopping based on the whole purchase process, a well-designed website supported by responsive employees provides a seamless process of purchase right from comparison and purchase to the post-purchase stage of a product (Azadavar & Teimouri, 2011). During the pre-purchase stage of a product a well-designed and user-friendly website of an online retailing business will enable a customer to get adequate information to compare products and draw them to purchase a product or service; during the post-purchase stage a responsive online retailing website will contain return warranty information and a quick return process that will enable the customer to return a product (Katawetawaraks & Wang, 2011).

A well-structured website that is user friendly and offers interactivity between customer and employees can be instrumental in providing a satisfactory level of service to customers (Nimako et al., 2012; Lin, 2007). A good online retailing site that enables interactivity between employees and customers will also enable customer feedback on the purchase process (Lin, 2007). The Web 2.0 tool has given freedom of creation of content by users in blogs and social media and ability to interact with other users on a real-time basis. The Web 2.0 tool has enabled customers to have freedom to create content and interact better with other peer customers as well as online retailing employees on a personal basis (Rose, Clark, Samouel & Hair, 2012).

Good websites should have a feedback section that populates and gets regular input from customers on their experiences. Providing a feedback section to customers to elaborate on their shopping experience was found to be related to improvement in service delivery. Similarly provision of a source of reference to users enables attraction of more website visits hence better sales turnover by converted visitors who become customers (Gabriel & Kolapo, 2015). Feedback populated from customers can be kept in a repository to solve future problems or populated in a Frequently Asked Questions section to help customers deal with various problems that they encounter as the use the online retailing website (Lin, 2010; Rinder, 2012).
Hence it is becoming increasingly imperative for online retailing organizations to ensure proper training of employees on how best to serve customers and look for good data mining methods to get customer feedback (Doost & Ashrafi, 2014). Employees should also be trained on soft skills which are interpersonal in nature that will enable them to know how to interact with employees in an appropriate manner (Malhan, 2014). Similarly finding appropriate employee motivation methods that seek to address various employee concerns may be vital in enabling change to a more positive attitude when serving customers (Malhan, 2014).

The waiting time refers to the time between placement of a request by a customer to the reception and response to the request (El-aleem, El-wahed, Ismail & Torkey, 2007). The waiting time of ordering a product using an online platform should be less due to the ability of an online retailers to be responsive to customer requests. Other than the speed at which a website opens web pages, the purchase process and completion of an order on a shopping cart should be fast (Kuan, Bock & Vathanophas, 2008).

Responsiveness to customer needs involves prompt accessibility to staff who are administrating over a website to guide or respond to customer concerns. A good online retailing system enables helping customers in case of any concerns during or after the purchase process (Rinder, 2012). Customers expect good quality of service when addressing their concerns through availability of staff to help them with issues that they have and promptness in assisting them in case of any need (Lin, 2010). To be responsive employees should have good customer relation skills and the organization should have adequate processes of addressing customer concerns (Wang, 2008).

Personalization of services within an online retailing site may be important in providing better services that address the unique needs of customers. Websites on an online retailing sites can be customized based on past browsing habits of interested buyers that visited or bought products from the website (Stiakakis & Georgiadis, 2009). However, there needs to be boundaries set highlighting the extent to which online retailers can collect personal information so as to provide personalized services to customers. Personal transaction information on transaction history and methods of payment must not be collected due to privacy concerns of online shoppers (Katawetawaraks & Wang, 2011).
A good online retailing site enables rectification of technical foreseeable errors that may occur. While some errors such as grammatical errors may be easy to spot (Rinder, 2012), others such as technical errors in the processes may be costly in terms of time and finances to resolve (Kloppers, 2014). However staff of online retailing sites must be responsive in resolving any issues that may occur particularly those touching on the administration of websites. Usability due to simplicity of a website may enable a customer to gain experience and rectify any minor errors that they may have committed in the process of using an online retailing site (Casaló, Flavián & Guinalíu, 2008).

### 2.4.2 Prompt Rectification of Problems

Online retailing websites must also be adoptable to customer needs so as to enable satisfaction (Minh, Ha, Anh & Matsui, 2015). With customers having dynamic needs online retailers must be able to anticipate and respond promptly to the needs irrespective of their nature. The use of web technology enables flexibility in dealing with customer concerns (Taufik, Adzmir, Ibrahim & Saharuddin, 2016). The use of web tools such as Hyper Text Markup Language (HTML) and Extensible Markup Language (XML) will enable better coding of data to make a website adjust to various dynamic online needs of customers (Stiakakis & Georgiadis, 2009).

A responsive online retailing website may ensure that customer comments are always received and replied to (Rinder, 2012). Employees should be prompt in getting back to customers to address their concerns (Zafar, Zaheer & Rehman, 2011). A customer will perceive a company to be competent and professional if its content administrators are always ready to promptly reply to concerns that they may have. A website that has appropriate e-mail and phone contact address displayed will enable a user to contact an administrator who will reply to concerns that they have (Rinder, 2012). The website of an online retailer can also be configured to automatically reply to customer comments to enable a fast response process.

Employees should be able to communicate with customers using an appropriate channel (Nimako et al., 2012). With the growing importance of technology that captures customer details and feedback, online retailing businesses seek to form valuable relationships with customers. Organizations can capture customer details through online data mining and
store them in a databases and communicate with customers through call centers or on e-mail (Karadeniz, 2010). Karadeniz, has shown that businesses are adopting relationship marketing with their customers through being interactive so as to inform and solve their problems. An effective online retailing business can form interactive relationships with customers through a Frequently Asked Questions and comment section with link (Lin, 2007).

2.4.3 Guarantee and Warranty on Faulty Products or Service

When products or services fail to meet set standards as promised by an online retailing website there should be a policy clearly stated on how to return the product and receive a refund or compensation. The return or refund policy should be highlighted by an online retailer and be provided to online shoppers (Chang et al., 2009). However, a reasonable guarantee for delivery of products should be provided by the online retailer subject to various terms and conditions. No website can fully guarantee customers that they will deliver what they promised without some hitches which may be technical or caused by unforeseen security issues (Gibson, 2009; Mandić, 2009).

A responsive online retailing website enables warranties on their web platform on products or services to its customers (Doost & Ashrafi, 2014). The return process as outlined by the warranty statements on the online retailing website should be convenient to the customer (Zuroni & Goh, 2012). Online shoppers perceive risk that is associated with purchase of products online more than offline hence providing enough information on what to do especially when a customer is not satisfied with a product or service and a clearly defined return policy may reduce worry when purchasing products online (Caner & Banu, 2015). Search for vital information on the website about warranty claim, speed of processing claims and response of customer complaints will enable online shoppers to trust and feel confident when shopping online (Li & Suomi, 2009).

2.5 Chapter Summary

Literature review was done to elaborate on the relationship that exists between online service quality dimensions of the e-S-QUAL model and customer satisfaction when doing online shopping. Firstly, the literature review elaborated on the relationship between efficiency and customer service. Secondly literature review elaborated on the
relationship between online security and customer satisfaction. Thirdly, the review elaborated on the relationship between responsiveness and customer satisfaction. Chapter three will look at the appropriate research methodology that will be used in elaborating the relationship between online service quality and customer satisfaction.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter described the appropriate research methodology that was used to conduct the study. The main contents of the chapter are: the research design, population, sampling design, data collection methods, research procedures and data analysis methods.

3.2 Research Design

A research design aims at giving a model or plan that highlights the methods that will be used to collect data so as to fulfill certain research objectives or answer research questions. The different elements or types of research design are: descriptive, exploratory, hypothesis testing and case study analysis (Sekaran, 2003). A descriptive study is carried out when knowledge of a phenomena or area of study exists with a study carried out to bring out and better comprehend the area of interest (Sekaran, 2003).

The study on this paper utilized a descriptive research design as knowledge already exists in secondary data sources. According to Sekaran (2003), descriptive studies take on a structured format with clearly defined research objectives with the study aiming to describe characteristics of variables that exist in a well-defined or known population.

3.3 Population

A population has been defined as a whole set of elements of people, things or objects with similar characteristics that may be recognized by a researcher (Sekaran, 2003). With the study focusing on the online retailing industry, the target population under study will be customers of popular online retailing businesses that operate within Nairobi Kenya such as: Jumia Kenya or OLX Kenya. The specific population under study was drawn from United states International University-Africa’s student population, with the study
focusing on students who carry out online shopping when buying products or services. The targeted population was selected because: the student population in the university have access to the internet and computer enabled devices hence have ready access to online retailing sites and the university students fall within the range of 18-55 years old meaning it has a wide age range of respondents to collect data from.

3.4 Sampling Design

The sampling designs that are used in research are probability design and non-probability design (Sekaran, 2003). The study used a non-probability sampling design to select an appropriate sample which does not give all the subjects under study in a population an equal chance/probability of being selected. Convenience sampling method was used due to a short period of three months required for the study and accessibility of the population under study.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>4763</td>
<td>69</td>
</tr>
<tr>
<td>Graduate</td>
<td>1333</td>
<td>20</td>
</tr>
<tr>
<td>Doctoral</td>
<td>724</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6668</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: USIU Fact Sheet (2016)

3.4.1 Sampling Frame

The sampling frame refers to the source of study of elements of a population of interest (Sallant & Dillman, 1994). The sampling frame of the study was drawn from users of online retailing sites with the source of reference being drawn from an existing database of the United States International University-Africa students. The student population was drawn from the Masters and Undergraduate population of the institution with the statistics of the population being drawn from the USIU 2016 fact sheet drawn online from the USIU website.

3.4.2 Sampling Technique
A non-probability sampling technique of convenience sampling was used in the context of this study. The non-probability sampling technique is cost effective and not time consuming when locating populations that need to be studied. (Battaglia, 2011). The specific non-probability technique that was used is convenience sampling method as the United States International University-Africa population is accessible to the student, the study which was be carried out within a short time will utilize a cross sectional time frame. This will save on the time and cost of administering and collecting questionnaires from respondents.

3.4.3 Sample size

The sample size consists of a sub group derived from a population (Sekaran, 2003). With a confidence level of 95% and range allowance of error of 5%. Out of the total student population of 7005 students at USIU, the researcher targeted a population of 365 respondents from Undergraduate and Graduate level and out of which the researcher drew a sample of 200 respondents. The distribution was based on size if class of undergraduate and graduate with the undergraduate level having more students than masters’ level. 110 respondents were selected from undergraduate level and 90 from masters level.

3.5 Data collection Methods

The data collection method used to gather data is a questionnaire that is structured which were personally administered. The questionnaires were administered to students across various academic disciplines who are available to answer outside their normal class hour. The questionnaire were structured so as to allow for precise and well-defined answers from respondents and administered. The research tool was developed by Parasuraman, Zeithaml and Malhotra (2005) to assess the service quality dimensions of popular online retailing sites. The e-S-QUAL tool in this section will cover three dimensions: Privacy, responsiveness and reliability. The time period for administering the questionnaires will be from May, 2017.
3.6 Research Procedures

The procedure of the research involved designing of the research instrument, selection of respondents, and administration of questionnaires via and collection and confirmation of receipt of instruments from respondents.

3.6.1 Pilot study

The research tool was adopted from Parasuraman, Zeithaml and Barry’s 2005 study on e-S-QUAL model or online service quality model which was reliable and valid hence no piloting of the tool was required. However the questions used in the questionnaire were adjusted and contextualized to the Kenyan context as the questionnaire was originally piloted in a country outside Kenya.

3.6.2 Reliability of the Instruments

Reliability refers to the consistency of the research instrument in the conclusions or outcome of the research (Sekaran, 2003). The Cronbach’s alpha with a set reliability scale of above 0.5 (Sekaran), specifically 0.7 shall be used to test the reliability of the research instrument. The Pearson product moment correlation coefficient is also useful in measuring the reliability of the instrument. In piloting their instrument Parasuraman et al. (2005) found out reliability scales of between .072 and .08 meaning the scales were within the acceptable range of reliability.

3.6.3 Validity of the Instruments

The validity of an instrument can be measured through content validity which will be used to establish whether the sample used is representative of the population and determining whether the elements contained in the research instrument cover the research objectives (Sekaran, 2003). Secondly, the internal validity measures the consistency of the population size used, with the existing threats being a difference between changes in the instrument before and after a test and external validity referring to the extent to which the results can be replicated to general situations within the same industry (Sekaran, 2003). The instrument shall be subjected to review by a relevant expert to ascertain its validity.
3.6.4 Administration of the Instruments

The questionnaire shall be administered to respondents between May 2017 and July 2017 upon the consent of respondents. The questionnaire will be given to respondents to fill at the instruction of the researcher within the short time frame of between 15 to 20 minutes to enable better response rate. Any pending questionnaires shall be collected later with the interviewer getting mobile phone contacts of respondent so as to remind them to answer the questions and confirm completion of the task.

3.6.5 Ethical Considerations

Clearance to collect data for the purpose of study shall be obtained from National Commission for Science, Technology & Innovation Kenya through and a written clearance and permit obtained from United states International University- Africa with the required ethical considerations adhered to: Protection and not revealing respondent’s personal information, not using coercion or putting respondents under any risk when getting their input and respecting respondents decision not to answer or withdraw from giving their input to the questionnaires.

3.7 Data Analysis Methods

The data shall be analyzed using Statistical Package for Social Sciences or (SPSS) program as the study has quantitative input in form of the number of responses to the questionnaires. The objectives shall be answered through the questionnaires and the responses coded into SPSS software based on certain demographic features that cover the research elements. Inferential statistics as well as descriptive statistics factors such as means, variance, standard deviation, kurtosis frequencies and skewness shall be important in analysis of coded data and the results shall be interpreted by the interviewer to come up with a logical explanation. The extent of relationship between the independent and dependent variables shall be analyzed through a T-test and ANOVA analysis.

3.8 Chapter Summary

This chapter (chapter three), highlights the research methodology that will be used for the study. The contents of the chapter include: the research design, population, sampling
design, data collection methods, research procedures and data analysis methods. Chapter four will address the findings and results of the study that will be carried out.

CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter will present the results and findings of the research conducted on the role of online service quality on customer satisfaction with online retailing in Nairobi Kenya. The results and findings of the study were based on data collection through questionnaires from masters and undergraduate level at The United States International University-Africa. The first set of questions sought to determine the role of efficiency of online retailing sites on customer satisfaction. The second set of questions sought to determine the role of security/privacy of online retailing sites on customer satisfaction. The third set of questions sought to determine the role of responsiveness of online retailing sites on customer satisfaction. The fourth set of questions sought to determine the extent of customer satisfaction by respondents based on their usage of the online retailing sites.

4.2 Response Rates

The respondents were qualified based on whether they had ever used online retailing sites and given questionnaires if they had ever used an online retailing site. Table 4.1 indicates that out of the 200 questionnaires administered, only 140 were returned. 17 respondents used online retailing site less than 4 months or never used online retailing sites at all. The overall response rate was thus found to be 70%.
Table 4.1 Response rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded</td>
<td>140</td>
<td>70</td>
</tr>
<tr>
<td>Did not respond</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>138</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Demographic Characteristics

4.3.1 Age of Respondents

The study sought to find out the ages of respondents which were recorded in figure 4.1. According to the results in Figure 4.1 majority of the respondents were between the ages of 25-40 representing a value 49%, respondents between the ages of 18-24 were 47%, 3% of the respondents were aged 41-55 years of age while the least was above 55 years representing 1% of respondents.

![Figure 4.1 Age of respondents](image)

4.3.2 Sex of respondents

According to the study as indicated in figure 4.2 below it was found out that 61% of the respondents were male while 39% of the respondents were female.
4.3.3 Level of Education

The study sought to find out the level of education of the respondents from Undergraduate and Master’s degree students. 52% of the respondents were Master’s students while 48% of the respondents were Undergraduate students.

4.3.4 Experience Shopping Online

The study sought to find out whether the respondents had ever shopped online using online retailing sites. The results of the study are indicated in figure 4.4 with the results indicating that 99% had an experience shopping online while 1% of the respondents having never used online shopping sites.
4.3.5 Period of Using Online Shopping

The study sought to find out the length of period that the respondents had used online retailing sites with the results being indicated in figure 4.5. A large number of the respondents with a percentage of 40% had used online retailing for more than 12 years, 29% had used online retailing for less than 3 months, 20% of respondents had used online retailing for a period of 6-12 years while 11% of respondents used online retailing for a period of 3-6 months.
4.3.6 Frequency of Using Online Shopping Website

The study sought to find out the period or regularity of how respondents use online retailing sites. The findings were indicated in figure 4.6 with the results showing that a larger number of the respondents of a percentage of 91% frequently use online retailing websites 4 or less times a month, with 3% using the online retailing websites 5-8 times a month, 5% of respondents have been using online retailing sites 9-12 times a month and 1% of respondents have been using online retailing website 13 or more times a month.

**Frequency of Using Online Shopping**

![Frequency of online shopping](image)

**Figure 4.6 Frequency of online shopping**

4.4. Role of Efficiency on Customer Satisfaction

Efficiency refers to the ease of quickly and easy use of the website interface by users of online retailing sites. The study sought to find out descriptive statistical analysis of how efficiency affects customer satisfaction. The results were presented in table 4.2.
According to the results 81% of the respondents indicated that the online shopping site makes it easy to find what they need, 67% indicated that they easily get anywhere on the site, 69% indicated that the online shopping site enables them to transact quickly, 60% indicated that the online retailing site has well organized information, 53% indicated that the online retailing site loads its pages fast, 67% indicated that the online retailing site is simple to use, 68% indicated that the online retailing site allows me to access it fast and 64% indicated that the online retailing site is well organized.

Table 4.2 Efficiency

<table>
<thead>
<tr>
<th>Efficiency</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly Agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This online shopping site makes it easy to find what I need</td>
<td>7</td>
<td>2</td>
<td>9</td>
<td>42</td>
<td>39</td>
</tr>
<tr>
<td>It makes it easy to get anywhere on the site</td>
<td>7</td>
<td>7</td>
<td>19</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>The online shopping site enables me to transact quickly</td>
<td>7</td>
<td>7</td>
<td>17</td>
<td>40</td>
<td>29</td>
</tr>
<tr>
<td>The online retailing site has well organized information</td>
<td>9</td>
<td>4</td>
<td>27</td>
<td>32</td>
<td>28</td>
</tr>
<tr>
<td>The online retailing site loads its pages fast</td>
<td>6</td>
<td>7</td>
<td>35</td>
<td>35</td>
<td>18</td>
</tr>
<tr>
<td>The online retailing site is simple to use</td>
<td>6</td>
<td>9</td>
<td>18</td>
<td>42</td>
<td>25</td>
</tr>
<tr>
<td>The online retailing site allows me to access it fast</td>
<td>4</td>
<td>7</td>
<td>20</td>
<td>41</td>
<td>27</td>
</tr>
<tr>
<td>The online retailing site is well organized</td>
<td>9</td>
<td>5</td>
<td>22</td>
<td>37</td>
<td>27</td>
</tr>
</tbody>
</table>
4.5 Role of Security on Customer Satisfaction

Security refers to protection from unapproved access by unauthorized third parties. The analysis sought to find out how the feature of security of online retailing sites affects customer satisfaction. The results were presented in table 4.3. The findings indicated that 49% indicated that the online retailing site protects their personal activities when shopping online, 49% indicated that the online retailing site does not share their personal information with other sites, 62% indicated that the online site protects information about their transaction via transaction cards-Visa, Master card, Credit card.

Table 4.3 Security

<table>
<thead>
<tr>
<th>Security</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly Agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The online retailing site protects my activities when shopping online</td>
<td>9</td>
<td>9</td>
<td>34</td>
<td>30</td>
<td>19</td>
</tr>
<tr>
<td>The online retailing site does not share my personal information</td>
<td>7</td>
<td>14</td>
<td>32</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>with other sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The online site protects information about my transaction</td>
<td>7</td>
<td>4</td>
<td>27</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>card-Visa, Master card, Credit card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.6 Role of Responsiveness on Customer Satisfaction

Responsiveness refers to initiative by employees to give quick and the best service to customers of online retailing sites. The analysis sought to find out how responsiveness affects customer satisfaction and the results were presented in table 4.4. 49% indicated that the online retailing site gives them a convenient option of returning products or
cancelling a service, 50% indicated that the online retailing site can handle returning of product or cancelling a service well, 48% indicated that the online retailing site offers a guarantee/promise that a product or service returned will be replaced or repaired if it does not meet standard, 62% indicated that the online retailing site gives them further instructions if their order is not processed and 36% indicated that the online retailing site rectifies problems promptly.

### Table 4.4 Responsiveness

<table>
<thead>
<tr>
<th>Responsiveness</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly Agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The online retailing site gives me a convenient option of returning products or cancelling a service</td>
<td>11</td>
<td>17</td>
<td>23</td>
<td>30</td>
<td>19</td>
</tr>
<tr>
<td>The online retailing site can handle returning of product or cancelling a service well</td>
<td>8</td>
<td>17</td>
<td>25</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>The online retailing site offers a guarantee/promise that a product or service returned will be replaced or repaired if it does not meet standard</td>
<td>9</td>
<td>14</td>
<td>29</td>
<td>34</td>
<td>14</td>
</tr>
<tr>
<td>The online retailing site gives me further instructions if my order is not processed</td>
<td>4</td>
<td>8</td>
<td>26</td>
<td>42</td>
<td>20</td>
</tr>
<tr>
<td>The online retailing site rectifies problems promptly</td>
<td>5</td>
<td>16</td>
<td>44</td>
<td>26</td>
<td>10</td>
</tr>
</tbody>
</table>
4.7. Quality of Customer satisfaction

The study sought to find out the quality of customer satisfaction in regards to using the online retailing site in future and positive word of mouth to other parties. The findings of the study were presented in table 4.5. 77% of respondents agreed that they are likely to say positive things about the site to other people, 77% indicated that they are likely to recommend the site to someone who seeks their advice, 67% indicated that they are likely to encourage friends and others to do business with the site, 58% indicated that they are likely to consider the site to be their first choice for future transactions and 61% indicated that they are likely to do more business with the site in the coming month.

Table 4.5 Customer satisfaction

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>Unlikely (%)</th>
<th>Very Unlikely (%)</th>
<th>Neutral (%)</th>
<th>Likely (%)</th>
<th>Very Likely (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Say positive things about this site to other people?</td>
<td>2</td>
<td>5</td>
<td>16</td>
<td>46</td>
<td>31</td>
</tr>
<tr>
<td>Recommend this site to someone who seeks your advice?</td>
<td>4</td>
<td>5</td>
<td>14</td>
<td>45</td>
<td>32</td>
</tr>
<tr>
<td>Encourage friends and others to do business with this site?</td>
<td>4</td>
<td>4</td>
<td>25</td>
<td>38</td>
<td>29</td>
</tr>
<tr>
<td>Consider this site to be your first choice for future trans- actions?</td>
<td>5</td>
<td>9</td>
<td>28</td>
<td>38</td>
<td>20</td>
</tr>
<tr>
<td>Do more business with this site in the coming month?</td>
<td>5</td>
<td>9</td>
<td>25</td>
<td>40</td>
<td>21</td>
</tr>
</tbody>
</table>

4.8 Correlation Analysis

4.8.1 Normality test

The normality of data distribution was assessed by studying the skewness and kurtosis (Kline, 2005). A variable with an absolute skew-index value greater than 3.0 is extremely skewed while a kurtosis index greater than 8.0 is an extreme kurtosis (Kline,
According to Cunningham (2008) an index smaller than an absolute value of 2.0 for skewness and an absolute value of 7.0 is the least violation of the assumption of normality. The results of the normality test of the study variables indicated skewness and kurtosis in the range of -2 and +2 as shown in table 4.6. This implies that the assumption of normality was satisfied.

### Table 4.6 Assessment of normality

<table>
<thead>
<tr>
<th>Variable</th>
<th>Min</th>
<th>Max</th>
<th>skew</th>
<th>c.r.</th>
<th>kurtosis</th>
<th>c.r.</th>
</tr>
</thead>
<tbody>
<tr>
<td>S3</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.794</td>
<td>-3.824</td>
<td>0.142</td>
<td>0.343</td>
</tr>
<tr>
<td>S2</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.297</td>
<td>-1.428</td>
<td>-0.752</td>
<td>-1.809</td>
</tr>
<tr>
<td>S1</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.431</td>
<td>-2.074</td>
<td>-0.414</td>
<td>-0.996</td>
</tr>
<tr>
<td>R5</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.098</td>
<td>-0.472</td>
<td>-0.109</td>
<td>-0.263</td>
</tr>
<tr>
<td>R4</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.712</td>
<td>-3.426</td>
<td>0.218</td>
<td>0.524</td>
</tr>
<tr>
<td>R3</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.410</td>
<td>-1.975</td>
<td>-0.582</td>
<td>-1.400</td>
</tr>
<tr>
<td>R2</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.352</td>
<td>-1.692</td>
<td>-0.701</td>
<td>-1.686</td>
</tr>
<tr>
<td>R1</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.314</td>
<td>-1.510</td>
<td>-0.929</td>
<td>-2.235</td>
</tr>
<tr>
<td>CS5</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.646</td>
<td>-3.110</td>
<td>-0.077</td>
<td>-0.184</td>
</tr>
<tr>
<td>CS4</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.603</td>
<td>-2.900</td>
<td>-0.058</td>
<td>-0.140</td>
</tr>
<tr>
<td>CS3</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.838</td>
<td>-4.032</td>
<td>0.526</td>
<td>1.266</td>
</tr>
<tr>
<td>CS2</td>
<td>1.00</td>
<td>5.00</td>
<td>-1.134</td>
<td>-5.457</td>
<td>1.070</td>
<td>2.575</td>
</tr>
<tr>
<td>CS1</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.993</td>
<td>-4.782</td>
<td>1.021</td>
<td>2.458</td>
</tr>
<tr>
<td>EF8</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.848</td>
<td>-4.083</td>
<td>0.046</td>
<td>0.111</td>
</tr>
<tr>
<td>EF7</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.846</td>
<td>-4.071</td>
<td>0.286</td>
<td>0.689</td>
</tr>
<tr>
<td>EF6</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.854</td>
<td>-4.112</td>
<td>0.132</td>
<td>0.317</td>
</tr>
<tr>
<td>EF5</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.545</td>
<td>-2.623</td>
<td>0.039</td>
<td>0.094</td>
</tr>
<tr>
<td>EF4</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.751</td>
<td>-3.612</td>
<td>-0.141</td>
<td>-0.339</td>
</tr>
<tr>
<td>EF3</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.924</td>
<td>-4.449</td>
<td>0.214</td>
<td>0.515</td>
</tr>
<tr>
<td>EF2</td>
<td>1.00</td>
<td>5.00</td>
<td>-0.909</td>
<td>-4.374</td>
<td>0.197</td>
<td>0.473</td>
</tr>
<tr>
<td>EF1</td>
<td>1.00</td>
<td>5.00</td>
<td>-1.458</td>
<td>-7.017</td>
<td>1.695</td>
<td>4.080</td>
</tr>
</tbody>
</table>

#### 4.8.2 Exploratory Factor Analysis

Exploratory factor analysis was used to refine the constructs. The data was first run tests to assess its factorability using these indicators (Kaiser Meyer-Olin Measure of Sampling
Adequacy, Bartlett’s Test of Sphericity and communalities). KMO Measures of Sampling Adequacy of manifest variables was above the threshold of 0.6 (Kaiser, 1974), and p-values for Bartlett’s test of Sphericity was significant (below 0.05) as indicated in table 4.7

Table 4.7 KMO and Bartlett's Test

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
<td>.868</td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td></td>
</tr>
<tr>
<td>1733.673</td>
<td></td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>Df</td>
<td>210</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

The total variance is explained below:

Based on these Kaiser’s criterion, four factors, out of a total 21 factors, were imputed. Amongst themselves, they were able to explain 66.273% of the total variance in the data. Table 4.8 indicated that the four factors in the initial solution have eigenvalues greater than 1.5, with the threshold being eigenvalue greater or equal to 1.0 (Hair, Black, & Babin, 2010).

Table 4.8 Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>8.112</td>
<td>38.628</td>
</tr>
<tr>
<td>2</td>
<td>2.321</td>
<td>11.054</td>
</tr>
<tr>
<td>3</td>
<td>1.920</td>
<td>9.144</td>
</tr>
<tr>
<td>5</td>
<td>.966</td>
<td>4.602</td>
</tr>
<tr>
<td>6</td>
<td>.858</td>
<td>4.087</td>
</tr>
<tr>
<td>7</td>
<td>.628</td>
<td>2.992</td>
</tr>
<tr>
<td>8</td>
<td>.574</td>
<td>2.735</td>
</tr>
<tr>
<td>9</td>
<td>.536</td>
<td>2.554</td>
</tr>
<tr>
<td>10</td>
<td>.483</td>
<td>2.301</td>
</tr>
<tr>
<td>11</td>
<td>.419</td>
<td>1.993</td>
</tr>
<tr>
<td>12</td>
<td>.402</td>
<td>1.915</td>
</tr>
</tbody>
</table>
Extraction Method: Principal Component Analysis.
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

The pattern matrix:

Communality values to measure the variability of each observed variable that could be explained by the extracted factors were checked (Field, 2009). A low value for communality, for instance, less than 0.3, could indicate that the variable does not fit well with other variables in its component, and it is undesirable (Pallant, 2010). Communalities were above 0.5 signifying satisfactory factorability for all items as indicated in table 4.9. A simplified factor loading matrix or a pattern matrix, shown in table 4.9, is a matrix containing the coefficients or "loadings" used to express the item in terms of the factors, that is, interpretation of factors (Rummel, 1970). In this study, the pattern matrix coefficients ranged from 0.586 to 0.920 thus showing variables are almost perfectly related to a factor pattern.

Table 4.9. Pattern Matrix and communality.

<table>
<thead>
<tr>
<th>Component</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>EF1</td>
<td>0.79</td>
</tr>
<tr>
<td>EF2</td>
<td>0.882</td>
</tr>
<tr>
<td>EF3</td>
<td>0.761</td>
</tr>
<tr>
<td>EF4</td>
<td>0.777</td>
</tr>
<tr>
<td>EF5</td>
<td>0.688</td>
</tr>
<tr>
<td>EF6</td>
<td>0.9</td>
</tr>
<tr>
<td>EF7</td>
<td>0.836</td>
</tr>
<tr>
<td>EF8</td>
<td>0.771</td>
</tr>
<tr>
<td>S1</td>
<td>0.841</td>
</tr>
<tr>
<td>S2</td>
<td>0.879</td>
</tr>
<tr>
<td>S3</td>
<td>0.779</td>
</tr>
<tr>
<td>R1</td>
<td>0.849</td>
</tr>
</tbody>
</table>

13 .390 1.857 91.307
14 .313 1.489 92.796
15 .291 1.384 94.181
16 .244 1.161 95.342
17 .229 1.091 96.432
18 .223 1.063 97.495
19 .215 1.022 98.517
20 .183 0.874 99.390
21 .128 0.610 100.000
R2   0.896   0.736
R3   0.755   0.64
R4   0.586   0.548
R5   0.597   0.596
CS1  0.794   0.73
CS2  0.747   0.703
CS3  0.768   0.632
CS4  0.92    0.723
CS5  0.839   0.647

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

**4.8.3 Confirmatory Factor Analysis.**

Confirmatory factor analysis (CFA) was then performed using AMOS 21.0 software to assess the reliability and validity of the measures before using them in the research model (Anderson & Gerbing 1988).

\[ \chi^2 = 345.071 \; \text{df} = 183 \; \chi^2/df = 1.886 \; \text{CFI} = .900 \; \text{SRMR} = .073 \; \text{RMSEA} = 0.080 \]

*Figure 4.7. Confirmatory Factor Analysis for study variables.*

The CFA fit statistics of the overall measurement model for study variables was then extracted as shown in figure 4.7. The CFA model fit the data adequately since the fit indices were within an acceptable range (Gold et al., 2001).
4.8.4 Construct Reliability

Construct reliability was assessed by computing the composite reliability and the Cronbach alpha of the constructs. The Cronbach alphas were all above the 0.6 threshold as specified for PLS analysis (Hair et al., 2006). Composite reliability of reflective items were all above the acceptable 0.7 threshold which means all the variables in the study exhibited construct reliability as indicated in table 4.10.

Table 4.10 Reliability of constructs

<table>
<thead>
<tr>
<th>Construct</th>
<th>Number of items</th>
<th>Composite Reliability &gt; 0.7</th>
<th>Cronbach’s Alpha &gt; 0.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency</td>
<td>8</td>
<td>0.924</td>
<td>0.923</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>5</td>
<td>0.813</td>
<td>0.810</td>
</tr>
<tr>
<td>Online security</td>
<td>3</td>
<td>0.810</td>
<td>0.809</td>
</tr>
<tr>
<td>Consumer satisfaction</td>
<td>5</td>
<td>0.879</td>
<td>0.880</td>
</tr>
</tbody>
</table>

4.8.5 Convergent Validity.

Convergent validity was assessed using average variance extracted (AVE). Table 4.11 indicates that AVE of all constructs were above the 0.5 threshold indicating that the latent constructs account for at least fifty percent of the variance in the items. This indicates that the measurement scales exhibited adequate measurement validity (Hair et al., 2006).

4.8.6 Discriminant Validity.

In correlation matrix table 4.11, the diagonal elements in bold are the square root of the average variance extracted (AVE) of all the latent constructs. The discriminant validity is assumed if the diagonal elements are higher than other off-diagonal elements in their rows and columns (Compeau, Higgins, & Huff, 1999). Discriminant validity was confirmed for the measurement model.
### Table 4.11 Correlation Matrix

<table>
<thead>
<tr>
<th></th>
<th>AVE</th>
<th>Efficiency</th>
<th>Satisfaction</th>
<th>Responsive</th>
<th>Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency</td>
<td>0.605</td>
<td>0.778</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.595</td>
<td>0.536***</td>
<td>0.771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsive</td>
<td>0.517</td>
<td>0.504***</td>
<td>0.402***</td>
<td>0.719</td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td>0.588</td>
<td>0.517***</td>
<td>0.355**</td>
<td>0.406***</td>
<td>0.767</td>
</tr>
</tbody>
</table>

Significance of Correlations: *** p < 0.001

**Structural Model Estimation**

\[ \chi^2 = 409.514; \text{df} = 186; \ \chi^2/df = 2.202; \text{CFI} = .913; \text{SRMR} = .071; \text{RMSEA} = 0.079 \]

*Figure 4.8: structural model for study variables.*

The structural model fit statistics of the overall structural model for study variables was then extracted as shown in figure 4.8. The structural model fit the data adequately since the fit indices were within an acceptable range (Gold et al., 2001).
4.8.7 Path coefficients

### 12 Path coefficients

<table>
<thead>
<tr>
<th>Path</th>
<th>Unstandardized Estimate</th>
<th>Standardised estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction &lt;-- Efficiency</td>
<td>0.46</td>
<td>0.448</td>
<td>0.099</td>
<td>4.651</td>
<td>***</td>
</tr>
<tr>
<td>Satisfaction &lt;-- Responsive</td>
<td>0.138</td>
<td>0.172</td>
<td>0.061</td>
<td>2.262</td>
<td>0.025</td>
</tr>
<tr>
<td>Satisfaction &lt;-- Security</td>
<td>0.087</td>
<td>0.104</td>
<td>0.076</td>
<td>1.152</td>
<td>0.249</td>
</tr>
</tbody>
</table>

#### 8.7.1 Efficiency on Consumer satisfaction

Efficiency was found to have a positive and statistically significant relationship with Consumer satisfaction. The path coefficient was positive and significant at the 0.05 level ($\beta=0.46$, $T$-value =4.651 $p<0.05$) as indicated in table 4.12 and figure 4.8. The positive relationship means if, efficiency increases by 1, Consumer satisfaction of the respondents will increase by 0.46.

#### 8.7.2 Responsiveness on Consumer satisfaction

Responsiveness was found to have a positive and statistically significant relationship with Consumer satisfaction. The path coefficient was positive and significant at the 0.05 level ($\beta=0.138$, $T$-value =2.262 $p<0.05$) as indicated in table 4.12 and figure 4.8. The positive relationship means if, responsiveness increases by 1, Consumer satisfaction of the respondents will increase by 0.138.

#### 8.7.3 Security on Consumer satisfaction

Security was found to have a non-statistically significant relationship with Consumer satisfaction.

#### 8.7.4 Predictive Model of the Study

The quality of the structural model can be assessed by $R^2$ which shows the variance in the endogenous variable that is explained by the exogenous variables. Based on the results reported in figure 4.8, the $R^2$ was found to be 0.24 indicating that efficiency, responsiveness and security taking can account for 24% of the variance in the consumer satisfaction.
4.9 Chapter Summary

The chapter presented the results of data collected through questionnaires and subsequently analysed. The study aimed at fulfilling the research objectives outlined in chapter 1.4 of the research report. Firstly, the study presented the response rate of questionnaires from data collected, Secondly a descriptive study of variables contained in the questionnaires was carried out, thirdly an exploratory factor analysis was carried out, fourthly a confirmatory factor analysis was carried out and lastly the data analysed was modelled.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSION AND RECOMMENDATION

5.1 Introduction
This chapter, chapter five will address the following areas: First, to summarize the results and findings of the previous chapter (Chapter four). Based on the findings of the research objectives the chapter will provide a conclusion and give recommendation. Secondly, to provide a suitable conclusion based on the findings and give further recommendation for further study.

5.2 Summary of the Study
The aim of the research was to find out the role of online service quality on customer satisfaction with online retailing sites in Nairobi Kenya. To fulfill the aim of the study, three research objectives were selected from the online service quality dimensions. The research objectives included: Finding out the role of efficiency on customer satisfaction, finding out the role of security on customer satisfaction and finding out the role of responsiveness on customer satisfaction. The questionnaires also consisted of various facets in form of questions that addressed questions such as: the likelihood of respondents using the site again and the likelihood of respondents recommending it to peers through positive word of mouth as a result of their experience using the online retailing sites.

The study utilized a descriptive research design in the collection of data as data on the SERVQUAL or e-S-QUAL already existed. The sample population with a sample size of 140 students was picked from the United States International University-Africa students consisting of Master’s Degree students and Bachelor Degree students. Due to ease of access, proximity to students, time and financial constraints convenience sampling was used to identify respondents. 157 structured questionnaires were administered and subsequently 140 questionnaires returned from respondents who said that they had ever used online retailing sites. This represented an 89 % response rate which was good to proceed to data analysis. Data about questionnaire responses was codes into Statistical Package for Social Sciences (SPSS) where there was further analysis and results on descriptive statistics such as frequency and skewness/kurtosis on demographic
characteristics, extent of correlation and regression between variables and a model was generated from the analysis.

Out of the responses Jumia Kenya was the most popular website choice for online shopping, followed by OLX Kenya, Kilimall among others. The first research objective on the questionnaire aimed at finding out the role of efficiency of online retailing sites on customer satisfaction. Efficiency refers to ease of navigation and using the interface of the online retailing sites. Majority of the respondents thought that they were satisfied with the efficiency of the online retailing sites that they used with the highest percentage of 81% respondents responding that online retailing site make it easy for them to find what they need. 53% of respondents indicated that the online retailing sites loads its pages fast.

The second research objective on the questionnaire aimed at finding out the role of security on customer satisfaction. Security refers to the safety and privacy from non-authorized users accessing transaction information. While various literature has s security is an important factor when analysing customer service quality and customer satisfaction, in the study conducted security was found to be statistically insignificant when considering it as a factor that affects customer satisfaction. A percentage of 49% of respondents agreed that the online retailing sites that they were using protects their browsing activities while they are shopping online.

The third objective sought to find out whether the respondents found online retailing sites responsive. Responsiveness of online retailing sites includes processing of orders, handling after sale customer service and rectification of errors encountered by customers. Majority of the respondents totalling to a percentage of 62%, agreed that the online retailing sites that they used gives them further instructions on what to do when their order is not processed well. The least percentage of 36% indicated that the online retailing sites enables correction during processing of orders.

Lastly, the last objective wanted to establish whether the respondents are likely to use, recommend and repeat transactions based on their usage of the online retailing sites. In terms of analysis of the quality or aspects of customer satisfaction 77% of the respondents indicated that they are likely to recommend the sites that they shopped from.
to other interested parties. Consequently 58% of respondents indicated that they are likely to consider the site in future should they want to make any further purchases online.

5.3 Discussion

5.3.1 Role of Efficiency on Customer Satisfaction

From the study the majority of the respondents responded positively that efficiency of online retailing sites leads to satisfaction. 81% of respondents indicated that the sites that they used made it easy to find what they need. Similarly, over 53% of respondents agreed that the online shopping sites that they used made it easy to: get information, navigate through the site, transact quickly and also have good organization, loads pages fast, are simple to use, allows fast access and are well organized.

These results and findings from the study were in line with Bauer et al. (2015) who stated that good organization and visual appeal of a website makes it easy for customers to make orders and consequently businesses to fulfill those orders. Similarly, the findings of the study are in line with Rinder (2012) and Kinuthia and Akinnusi (2014) who asserted that a simple well organized website will enable quick loading of pages and download of information hence encourage more visits by customers.

A well-organized online retailing site is important in ensuring a good online shopping experience. An efficient website has a user friendly interface that enables users to browse through the website fast and easy and perform and easily transact. The online retailing site should be well organized with a simple graphics interface, well organized information, ability to search for information easily through a search bar and ease of scrolling through the site.

When potential customers who are using a website do not locate what they want they are frustrated and will leave the website for another site (Xue, Harker & Heim, 2000). In addition to this, content on websites should be simple so as to enable loading of pages fast to ensure a good browsing experience by customers. Online retailing businesses are ensuring that their sites are well organized and easy to understand content and differentiate their website to gain competitive so as to not lose customers who are dissatisfied with website quality.
5.3.2 Role of Security on Customer Satisfaction

From the study, security had no significant statistical relationship with customer satisfaction. Similarly, a percentage of 47 percent of respondents believed that online retailing sites protects their online shopping activities and does not share their personal activities while 53 percent believed the opposite of the latter to be not true. Hence from the study the respondents may have had mixed views on security/privacy as being a major issue when they were purchasing for products or services online. This findings were in line with those of Jiradilok et al. (2014) who noted that security is not standard or security is relative and will only become important depending on the site that was selected as a choice to shop from. Hence security was not a major priority to respondents when considering their satisfaction with an online retailing site.

From the findings, a larger percentage of the respondents of 62% agreed that the online retailing sites that they used protected their online payment systems activities. Internet security and privacy in Africa are a major issue particularly in countries such as Nigeria where transactions involve use of credit cards and other transaction cards (Abioudun, 2013). However in Kenya, the most popular websites picked by respondents such as Jumia Kenya and Olx Kenya had differing modes of payment with the most popular mode of payment being an option of cash on delivery or mobile money transfer payment which are safer modes of payment than the use of transaction cards. The respondents had mixed reviews with larger percentage not agreeing that the online retailing site protected their browsing activities and personal information online. This points out that more needs to be done in Kenya by legislative bodies to offer comprehensive online privacy and security policies so as to protect the privacy of online shoppers in Kenya.

5.3.3 Role of Responsiveness on Customer Satisfaction

Respondents value good service quality in terms of concern and promptness in delivery of products through an online retailing site and convenient return policy and rectification of any problems that may arise during their transaction with an online retailing website. From the study a larger percentage of respondents agreed that the online retailing site addresses their orders and concerns and gives them a convenient return and fix policy.
This also means that popular online retailing offer a considerably satisfactory level of responsiveness towards customer orders over their online retailing platforms.

The highest number of respondents at 62% agreed that online retailing sites will give them instructions when problems occur while the lowest percentage of 36% agreed that the sites are prompt in rectification of problems. The findings agree with those of Lin (2007) who noted that responsiveness has a significant relationship with customer satisfaction and customers innately expect personnel and website interface, if using an online platform, to respond fast to their needs and concerns.

As per the finding, the online retailing sites that were used by the respondents are capable of handling errors within the Information technology system or selling process. Jumia Kenya, one of the most popular online retailing site as well as Kilimall Kenya both have documented user agreement on their websites and well organized instructions on return policies. Hence customers can trust the online retailing platforms when purchasing a product or service and expect prompt response by customer service representatives to address any concerns they may have about the product or service.

5.3.4 Customer Satisfaction among Respondents

Generally the respondents were satisfied with the online retailing sites with a large percentage saying that they would recommend the website to others and use the website to do future transactions. 77% of respondents are likely to say positive things about the online retailing site that they used and recommend the site to people who seek their advice. 67% respondents are likely to encourage friends and others to use the online retailing site while 58% of respondents will use the online retailing site in future and 61% of the respondents will do business with the site in coming months.

From the findings on usage of the of the online retailing sites it was evident that respondents were satisfied with the online retailing site hence repurchase products in future and recommend the products due to their belief in the value the online retailer offers them. The findings are in line with that of Casaló et al. (2008) who state that customers are likely to trust the online retailing site if their need are satisfied and expect the good results or experience that they had to persist hence remain loyal to the organization.
Similarly, as a result of satisfaction with the services of an online retailing site the respondents are likely to give positive word of mouth to other users who inquire about the features and benefits of a site and want to use it. Similarly a satisfied customer is more likely to give positive review about the online retailing site which can be used by competitors to gain advantage over the other (Caner & Banu, 2015). As is in the findings, where the satisfied respondents will recommend the online retailing sites to peers, a satisfied customer is highly likely to positively give information to interested parties whether voluntarily or involuntarily.

5.4 Conclusion

5.4.1 Role of Efficiency on Customer Satisfaction

The study sufficiently concluded that efficiency of online retailing sites has a role to play on the satisfaction of customers. Customers are generally satisfied with the ease of use of the interface of online retailing websites and the feedback that it gives back when using the interface. With an easy to use interface online retailing websites could retain their customers due to their competitive advantage and get additional orders from satisfied customers. Online retailing sites used in Nairobi make it easy to find what is needed, makes it easy to get where a person wants, enables quick transaction, has well organized information, loads its pages fast, is simple to use, allows fast access and is well organized.

5.4.2 Role of Security on Customer Satisfaction

The study has exhaustively concluded that in the Kenyan context, online security is not a major factor in the considering whether customers are satisfied with the service quality of online retailing websites. Customers were satisfied with the level of security of transaction methods but had mixed feelings on protection of their browsing activity and sharing of personal information. With a relatively safe method of transacting either through cash on delivery or mobile money transfer system respondents had no issue with online retailing sites and had mixed feelings regarding information being shared online with security being relative and dependent on the website. However, from the analysis security was found to have little impact on overall customer satisfaction with online retailing sites in Nairobi Kenya.
5.4.3 Role of Responsiveness on Customer Satisfaction

The study has also concluded that responsiveness has a role to play on customer satisfaction. The online retailing platform offers a very responsive service to customers that enables them to fix errors related to the ordering process and get compensation when errors occur during the purchase process or when the product did not perform as expected. Online retailing sites give convenient return options, handle returning or cancelling or product and service well, offer return guarantees, gives further instructions of processing orders and rectifies problems promptly.

5.4.4 Customer Satisfaction

Overall, the study exhaustively concluded that customers were satisfied with the online retailing system and were likely to say positive things about the site, recommend the site to other people, encourage friends to use the site, use the site for future transactions and do business with the site in the coming months. The positive word of mouth would voluntarily or involuntarily lead to an online retailing business acquiring new customers and future transactions with current customers.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Role of Efficiency on Customer Satisfaction

The study recommends maintenance and further improvement of online retailing sites by online retailers. The search and scroll features should be accurate and fast to enable a user to find what they want on a webpage or get anywhere on the site efficiently, the website interface and layout should be improved to be simple so as to enable faster loading of pages and faster transaction. An efficient website which is easy to use and fast will be an important source of competitive advantage against competitors who are in the same business space of online retailing.

5.5.1.2 Role of Security on Customer Satisfaction

The study recommends online retailers to have well documented online security policies and end user agreements that can be read by customers to enable them to trust a website.
Sharing of information about the user to other websites should be done after consent from the user and the privacy of the user being considered. In addition to this online retailing sites should give its users an option of choosing various payment methods while making the current mobile money payment and cash on delivery option faster, easier to use and optimized to user’s changing preferences.

5.5.1.3 Role of Responsiveness on Customer Satisfaction

The study recommends online retailers to give the best warranty and return policy to customers who are using online retailing websites. A good business after service can be important in retention of customers and repeated sales as customers are assured of quality products and if not better handling of spoilt products or service. This gives the customer a guarantee that they can get compensation or given good after service should they have an issue with the quality of product or service that they ordered through the online retailing website. Similarly online retailers should constantly improve the ease and speed of handling any problems that customers encounter in rectification and replacement of products or services through real time response to customers while communicating with them. This is important by hiring highly skilled technical employees to handle complaints from customers and any errors related to the website.

5.5.2 Recommendations for further Studies

The study mainly focused on the United States International University-Africa students. With online retailing becoming an important phenomena in Africa further studies that are comparative should be done to exhaust the study and make Africa a thriving online retailing center in the world. Stakeholders in the online retailing industry should formulate better policies in collaboration with legislative authorities and scholars to promote a safer and faster online retailing experience for customers. With the study finding no statistical significance between online security and customer satisfaction online security should be further studied to look at various facets or dimensions that may relate to customer satisfaction.
REFERENCES


Frieden, D.J. (2014) 7 Key Elements of Effective Terms of Use: Privacy Policies [Online] Available at
http://ecommercelaw.typepad.com/ecommerce_law/2014/09/7-key-elements-of-effective-terms-of-use-privacy-policies.html


APPENDICES

APPENDIX I: STUDENT LETTER OF INTRODUCTION

Indeche Andrew

United States International University (USIU) – Nairobi

P.O. Box 62401-00200,

Nairobi, Kenya

Dear Sir/Madam

I am a Master of Business Administration student at the United States International University-Africa. In partial fulfillment of the degree requirements, I am carrying out a research entitled “The role of Online Service Quality on Customer Satisfaction with Online Retailing Sites in Nairobi Kenya”. I am collecting data from United States International University Students to carry out my study.

I have selected you to be one of my respondents to carry out the study. I kindly request for your assistance in carrying out the study through your participation by filling the attached questionnaire. The data collected is confidential and will be used only for academic purposes.

Thank you,
APPENDIX II: QUESTIONNAIRE

The questionnaire is for a Master of Business Administration research on online retailing sites in Nairobi. The information collected on this questionnaire will be used for educational research purposes only.

PART I: GENERAL INFORMATION.

1. What is your age?
   
   18-24 Years  □  Above 55 Years  □
   25-40 Years  □
   41-55 Years  □

2. What is your sex?

   Male  □  Female  □

3. What is your education level?

   Undergraduate student  □  Doctorate Student  □
   Masters student  □

4. Have you ever shopped online before.......?

   B) If yes which site……………?

   For how long have you used the online shopping website?
Less than 3 months □ 6 to less than 12 months □
3 to less than 6 months □ 12 months or more □

5. How frequently do you use the online shopping website?
4 or less times a month □ 9 to 12 times a month □
5 to 8 times a month □ 13 or more times a month □

PART II: SPECIFIC INFORMATION

1. The following section contains question to investigate how the quality of service offered by online retailing sites affects customer satisfaction. There is no correct or wrong answer to the questionnaire. Tick an answer to indicate your response as indicated below.

1=Strongly Disagree  2=Disagree  3=Neutral  4=Agree  5=Strongly Agree

<table>
<thead>
<tr>
<th>Ef_1</th>
<th>This online shopping site makes it easy to find what I need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ef_2</td>
<td>It makes it easy to get anywhere on the site</td>
</tr>
<tr>
<td>Ef_3</td>
<td>The online shopping site enables me to transact quickly</td>
</tr>
<tr>
<td>Ef_4</td>
<td>The online retailing site has well organized information</td>
</tr>
<tr>
<td>Ef_5</td>
<td>The online retailing site loads its pages fast</td>
</tr>
<tr>
<td>Ef_6</td>
<td>The online retailing site is simple to use</td>
</tr>
<tr>
<td>Ef_7</td>
<td>The online retailing site allows me to access it fast</td>
</tr>
<tr>
<td>Ef_8</td>
<td>The online retailing site is well organized</td>
</tr>
</tbody>
</table>

Tick an answer to indicate your response as indicated below.
2. 1=Strongly Disagree  2=Disagree  3=Neutral  4=Agree  5=Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>S₁</td>
<td>The online retailing site protects my activities when shopping online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S₂</td>
<td>The online retailing site does not share my personal information with other sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S₃</td>
<td>The online site protects information about my transaction card-Visa, Mastercard, Creditcard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tick an answer to indicate your response as indicated below.

3. 1=Strongly Disagree  2=Disagree  3=Neutral  4=Agree  5=Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>R₁</td>
<td>The online retailing site gives me a convenient option of returning products or cancelling a service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R₂</td>
<td>The online retailing site can handle returning of product or cancelling a service well</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R₃</td>
<td>The online retailing site offers a guarantee/promise that a product or service returned will be replaced or repaired if it does not meet standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R₄</td>
<td>The online retailing site gives me further instructions if my order is not processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R₅</td>
<td>The online retailing site rectifies problems promptly</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tick an answer to indicate your response as indicated below.

4. How likely are you to?

1=Unlikely  2=Very Unlikely  3=Neutral  4=Likely  5=Very Likely

69
<table>
<thead>
<tr>
<th>CS</th>
<th>Description</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS\textsubscript{1}</td>
<td>Say positive things about this site to other people?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS\textsubscript{2}</td>
<td>Recommend this site to someone who seeks your advice?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS\textsubscript{3}</td>
<td>Encourage friends and others to do business with this site?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS\textsubscript{4}</td>
<td>Consider this site to be your first choice for future transactions?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS\textsubscript{5}</td>
<td>Do more business with this site in the coming month?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>