

## Analysis Effects of E-Services Quality on Customer Trust and Online Shopping "An Empirical Study on Amazon Customers in Jordan"

Dr. Emad Ali Kasasbeh (1)\*

### Abstract

This study aimed to analyze the impact of e-services quality (including perceived service quality, perceived website quality, and perceived reputation) on customer trust and online shopping behavior among Amazon customers in Jordan. To achieve this objective, the researcher employed a descriptive-analytical approach, gathering data through a questionnaire developed after an extensive review of relevant literature. The questionnaire comprised 25 items that assessed the independent variables of e-services quality and the dependent variables of customer trust and online shopping as reported by participants. A total of 400 questionnaires were distributed, and 388 responses were retrieved. After excluding 8 invalid responses, 380 valid questionnaires were used for analysis. Various appropriate statistical methods were employed for data analysis. The findings revealed that the mean values for both the independent and dependent variables were high. Additionally, the results indicated that perceived service quality significantly influences customer trust and online shopping behavior among Amazon customers in Jordan. Furthermore, perceived website quality was found to have a significant impact on both trust and online shopping, while perceived reputation also significantly affected trust and online shopping among this customer base.

**Keywords:** E-Services Quality, Perceived Service Quality, Perceived Website Quality, Perceived Reputation, Customer Trust, Online Shopping

### تحليل تأثير جودة الخدمات الإلكترونية (جودة الخدمة المتصورة، جودة الموقع الإلكتروني المتصورة، السمعة المتصورة) على ثقة العملاء والتسوق عبر الإنترنت

#### الملخص

هدفت هذه الدراسة إلى تحليل تأثير جودة الخدمات الإلكترونية (جودة الخدمة المتصورة، وجودة الموقع الإلكتروني المتصورة، والسمعة المتصورة) على ثقة العملاء، والتسوق عبر الإنترنت بين عملاء أمازون في الأردن. ولتحقيق هذا الهدف، استخدم الباحث نهجًا وصفيًا تحليليًا، وجمع البيانات من خلال استبيان تم تطويره بعد مراجعة واسعة للأدبيات ذات الصلة. يتكون الاستبيان من (25) فقرة لتقييم المتغيرات المستقلة لجودة الخدمات الإلكترونية والمتغيرات التابعة لثقة العملاء والتسوق عبر الإنترنت. تم توزيع ما مجموعه (400) استبيان، وتم استرداد (388). إجابة. بعد استبعاد (8) إجابات غير صالحة، تم استخدام (380) استبيانًا صالحًا للتحليل. تم استخدام طرق إحصائية مختلفة مناسبة لتحليل البيانات. كشفت النتائج أن متوسط القيم لكل من المتغيرات المستقلة والتابعة كانت مرتفعة. بالإضافة إلى ذلك، أشارت النتائج إلى أن جودة الخدمة المتصورة تؤثر بشكل كبير على ثقة العملاء والتسوق عبر الإنترنت بين عملاء أمازون في الأردن. وعلاوة على ذلك، وجد أن جودة الموقع الإلكتروني المتصورة لها تأثير كبير على كل من الثقة والتسوق عبر الإنترنت، في حين أثرت السمعة المتصورة أيضًا بشكل كبير على الثقة والتسوق عبر الإنترنت من وجهة نظر العملاء. **الكلمات المفتاحية:** جودة الخدمات الإلكترونية، جودة الخدمة المتصورة، جودة الموقع الإلكتروني المتصورة، السمعة المتصورة، ثقة العملاء، التسوق عبر الإنترنت.

(1) National University College of Technology, Amman, Jordan.

\* Corresponding Author: [Emad.Kasaasbh@yahoo.com](mailto:Emad.Kasaasbh@yahoo.com)

## 1. Introduction

Globally, there is a noticeable increase in online shopping, driven by the extensive reach of the internet. Over the past two decades, internet usage has grown significantly. By 2019, out of a global population of 7.676 billion, approximately 4.388 billion were internet users, including 3.484 billion active social media users and 3.256 billion accessing the internet via mobile devices (Kemp, 2019). In Asia, which has an estimated population of 4.24 billion, around 2.33 billion (about 55%) are internet users, yielding a penetration rate of 54.2% (Internet World Stats, 2019). In 2018, nearly 1.8 billion individuals made online purchases across various platforms such as Walmart, Amazon, daraz.pk, and flipkart.com. Online retail sales reached \$2.8 trillion in 2018, with projections suggesting an increase to \$4.8 trillion by 2021 (Clement, 2019). The UK, China, and Finland are the leading countries in e-commerce retail sales, with 76.9% of consumers shopping via computers or laptops; 37% of these shoppers are aged between 30 and 39. The overall global penetration rate for online shopping is 47.3% (Saleh, 2019).

Despite this growth, many consumers in various countries remain hesitant to shop online due to several factors, including a lack of trust (Stouthuysen et al., 2018), privacy concerns (Regner & Riener, 2017), insufficient education (Badwan et al., 2017), perceived risk (Pelaez et al., 2019), and perceived quality (Sahoo et al., 2018). Conversely, motivations for online shopping include time savings, discounted pricing, convenience, competitive pricing, expert advice, and greater access to information (Carlson & Kukar-Kinney, 2018).

This study focuses on trust, which previous research identifies as a crucial element in online shopping (Thomas et al., 2018). Perceived risk is recognized as a significant challenge in this context due to its direct impact on consumer attitudes and purchasing intentions. There is a need to broaden the theoretical understanding and provide detailed evidence on contexts that support and facilitate online shopping (Hsu et al., 2018). Various theories of trust, such as cue utilization, suggest that trust plays a mediating role in consumer interactions. While trust has been extensively studied, there is a gap in exploring its causal relationships and process-oriented perspectives, particularly concerning its mediating function. Moreover, online suppliers and e-retailers must recognize that consumers' primary concern during the buying process often centers on perceived risk rather than the products or services offered. This perceived risk can significantly diminish purchase intention (Chuang & Fan, 2011), indicating that it may also moderate the relationship between trust and purchasing behavior.

The motivation for this research arises from the limited examination of trust-building

mechanisms and their interactions, as well as their significant impact on internet society and online buying intentions (Truong et al., 2017). This article aims to contribute to the literature by providing insights into the mediating role of trust in relationships among perceived service quality, perceived website quality, perceived reputation, and perceived risk. Additionally, it will explore how perceived risk moderates the connection between trust and purchase intention. This research can offer valuable insights to both established and emerging online shopping platforms, highlighting the importance of trust and the influence of perceived risk on the dynamics of online purchasing.

## 2. Research objectives

The primary objective of this study is to analyze the effects of e-services quality (perceived service quality, perceived website quality, and perceived reputation) on customer trust and online shopping, focusing on Amazon customers in Jordan. To achieve this overarching goal, the study aims to accomplish the following specific objectives:

- 1) To examine the impact of perceived service quality on customer trust and online shopping among Amazon customers in Jordan.
- 2) To assess how perceived service quality influences customer trust and online shopping behaviors of Amazon customers in Jordan.
- 3) To explore the effect of perceived website quality in customer trust and online shopping among Amazon customers in Jordan.

## 3. Literature Review

Perceived service quality is a key component of trust in online shopping (Al-Dweeri et al., 2019; Hsu et al., 2018). According to Agag and El-Masry (2017, p. 6), it refers to “consumers’ perceptions about responsiveness, empathy, and assurance.” Online selling platforms can foster customer trust and develop long-term relationships by delivering high-quality services (Shafiee & Bazargan, 2018). Additionally, perceptions of service quality influence the acceptance of online shopping (Ibrahim et al., 2019), with a significant correlation identified between perceived retailer service quality and trust (Das, 2016).

In exploratory research conducted by Lien et al. (2017), the impact of service quality including environmental quality, interaction quality, and outcome quality on user satisfaction in WeChat was examined, alongside the effects of satisfaction and stickiness on usage intentions.

The study, which surveyed 310 respondents in China, demonstrated a positive relationship between service quality and usage intentions. Based on these findings, the following hypotheses are proposed:

### **3.1 Perceived Service Quality**

Perceived service quality is a critical factor influencing trust in online shopping (Al-Dweeri et al., 2019; Hsu et al., 2018). Agag and El-Masry (2017, p. 6) describe it as “consumers’ perceptions about responsiveness, empathy, and assurance.” Many online retail platforms foster customer trust and cultivate long-term relationships by delivering high-quality services (Shafiee & Bazargan, 2018). Moreover, perceptions of service quality play a significant role in the acceptance of online shopping (Ibrahim et al., 2019), with evidence showing a strong correlation between perceived retailer service quality and trust (Das, 2016). In a study by Lien et al. (2017), the researchers explored how service quality specifically environmental quality, interaction quality, and outcome quality affects user satisfaction on WeChat, as well as how satisfaction and stickiness impact usage intentions. This research, which involved a sample of 310 respondents in China, revealed a positive relationship between service quality and usage intentions. Based on these insights, the following hypotheses are proposed:

### **3.2 Perceived Website Quality**

Websites play a crucial role in the success of businesses, serving as the primary communication channel between companies and their customers (Chen et al., 2017; Kleinlercher et al., 2018). A meta-analysis conducted by Di Fatta et al. (2016) examined user-perceived web quality and concluded that it significantly impacts ease of use, usefulness, and playfulness, ultimately encouraging website usage in online shopping. Pawlasová and Klézl (2017) defined website quality as “the user’s perception of the design of a website where the group-buying experience is conducted.” Their study, involving 169 respondents from Korea, found a positive relationship between website quality and trust in online retailing, with customer satisfaction serving as a mediator in this relationship.

Many researchers have identified perceived service quality as a key dimension of website quality. In contrast, Sharma and Bahl (2018) highlighted web design as an antecedent of perceived service quality, establishing a significant relationship between web design, perceived quality, and customer trust in e-commerce. Lee et al. (2016) introduced a conceptual model of website quality encompassing four dimensions: design, fulfillment/reliability, security/privacy/trust, and customer service. Their study concluded

that all dimensions of website quality significantly influence purchase intention. Accordingly, the following hypotheses are proposed:

### **3.3 Perceived Reputation**

Doney and Cannon (1997) define perceived reputation as consumers' beliefs regarding a retail store's honesty, care for its customers, and ability to fulfill its commitments. It reflects how much consumers trust that a selling company is both honest and attentive to customer needs. A meta-analysis by Y. Kim and Peterson (2017) identified perceived risk, security, privacy, information quality, web design quality, system quality, and perceived reputation as essential factors influencing online trust. Reputation is often viewed as a crucial element in establishing customer trust (Fedorko et al., 2017) and nurturing long-term customer relationships (Suryadi et al., 2018). Research has demonstrated the significant impact of perceived reputation on trust in online shopping (Agag & El-Masry, 2017; Rosa et al., 2018) and on purchase intention (Mohseni et al., 2018). Companies that make long-term investments in building customer relationships are more likely to develop a strong reputation. Consumers generally prefer businesses with good reputations in e-commerce because they perceive these companies as lower-risk options and know where to find support. Therefore, this paper proposes the following hypothesis:

### **3.4 Customer Trust and Online Shopping**

Bauman and Bachmann (2017) emphasize that online trust is a fundamental component of business strategy, as it reduces perceived risk and fosters positive word of mouth. They describe the online shopping experience as one in which a consumer, acting as a trustor, navigates a risky environment. In this context, the consumer utilizes the internet to communicate their needs to an e-vendor and shares personal information, including payment details. They expect the website to be a reliable platform for transactions and anticipate that the vendor will act honestly and professionally in fulfilling their purchase requests. F. Khan et al. (2015) note that trust lacks a singular definition, as it is a concept employed across various disciplines such as sociology, psychology, and management. They define trust as "a binding force in the online shopping transaction between buyer and seller," comprising three key elements: predictability, reliability, and fairness. This understanding frames trust as an economic calculation, where values are assessed through comparisons of the relationship and the actual costs of maintaining it (Yuen et al., 2018).

In the context of product recommendations on social media platforms like Facebook, S. Kim and Park (2013) identify four critical antecedents of trust: perceived ability, perceived

benevolence/integrity, perceived critical mass, and trust in the website. Scholars have suggested that e-retailers should prioritize efforts to reduce perceived risk, thereby enhancing customer trust and ultimately increasing purchase intention for online products and services. Key factors influencing trust in online shopping also include the privacy and security features of websites, as well as shared values (Arnott et al., 2007; Katta & Patro, 2017).

Chuang and Fan (2011) conducted an analysis of 325 members of electronic bookstores in Taiwan, finding that trust positively mediates the relationship between e-retailer quality and consumers' purchase intention. They argue that trust is a significant mediating factor that warrants further research. Similarly, Hong and Cha (2013) established a direct effect of perceived risk antecedents on trust, along with a mediating role of trust between these antecedents and online purchase intention. Qureshi et al. (2009) examined the relationships in e-commerce concerning customer repurchase intention, discovering both direct and indirect links among perceived website quality, perceived reputation, order fulfillment capability, trust, and repurchase intention.

More recently, Jeon et al. (2017) explored the mediating roles of online trust and utilitarian value in the relationship between perceived website interactivity and online travel communities, revealing a significant mediating effect of online trust. Oghazi et al. (2018) utilized consumer trust as a mediator between online purchase return policies and purchasing decisions, analyzing a sample of 730 online consumers of fast-moving consumer goods in Sweden. Additionally, Stouthuysen et al. (2018) confirmed the mediating roles of institutional and competence trust in the dynamics between vendor-specific guarantees, customer reviews, and customer intention to purchase online products.

#### 4. Conceptual model.

proposed conceptual research model is therefore presented in Figure 1.

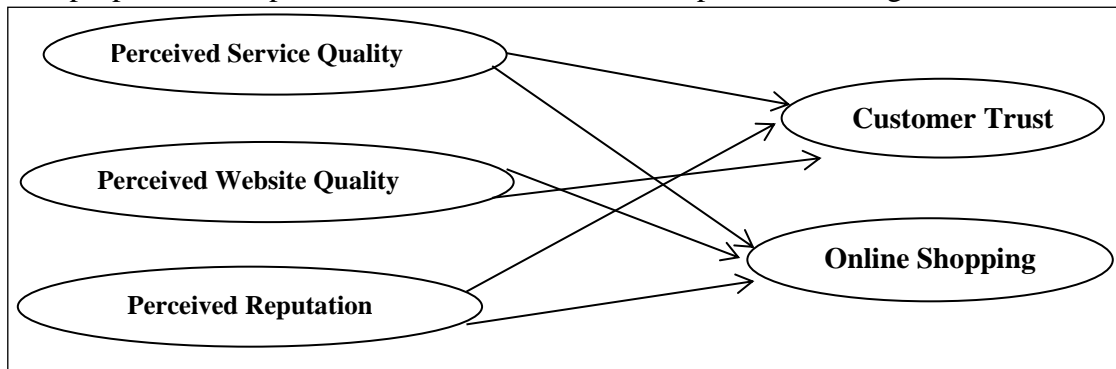


Figure 1. Conceptual model.

## 5. Studies hypotheses

- H1a:** Perceived service quality does not have a significant influence on customer trust among Amazon customers in Jordan.
- H1b:** Perceived service quality does not have a significant influence on online shopping among Amazon customers in Jordan.
- H2a:** Perceived website quality does not have a significant influence on customer trust among Amazon customers in Jordan.
- H2b:** Perceived website quality does not have a significant influence on online shopping among Amazon customers in Jordan.
- H3a:** Perceived reputation does not have a significant influence on customer trust among Amazon customers in Jordan.
- H3b:** Perceived reputation does not have a significant influence on online shopping among Amazon customers in Jordan.

## 6. Methodology

This study is quantitative in nature and relies on a descriptive causal approach to examine the relationship between variables and identify their trends and effects. It investigates Analysis Effects of E-Services Quality on purchase intention and online shopping. Data was collected through a specially designed questionnaire, which was then entered into the SPSS program for analysis. Following data collection, the data was verified for reliability, validity, and the relationship between variables. Hypotheses were tested using both simple and multiple regression analyses.

## 7. Population and Sampling:

Amazon's site in Jordan aims to deliver exceptional services to customers across the Middle East and North Africa. The platform creates job opportunities for Jordanian youth and promotes innovation in technology and logistics. It also focuses on supporting small and medium-sized enterprises through Amazon's platforms, thereby contributing to the local economy and boosting e-commerce. Additionally, the site strives to enhance the online shopping experience by offering comprehensive services tailored to the needs of consumers in Jordan.

Considering the absence of a specific framework and the large size of the study population, Stephen Thompson's equation indicates that the optimal sample size for an unspecified population should be no less than 384 respondents. According to Abdul Hamid et al. (2022), for a population size ranging from 100,000 to 1,000,000, a sample of 384 electronic forms was deemed appropriate for customers engaging with the Amazon site in Jordan. To secure an adequate number of questionnaires, the researcher distributed 400 in total. Out of these, 388 were retrieved, with 8 being deemed invalid, resulting in 380 valid questionnaires for analysis.

## 8. Data Collection Sources

The researcher used two types of sources to gather the necessary data and information for the study:

**Secondary Sources:** These include scientific and literary sources that were utilized to compile the theoretical framework of the study, develop its tools, and review and compare findings with those of the current study. Secondary sources encompassed books, theses, dissertations, scientific research, articles, journals, and various publications related to the study topics in both Arabic and English.

**Primary Sources:** These sources were used to collect original data from the study population, which was essential for the practical aspect of the study. Primary sources included the questionnaire developed specifically to gauge the opinions and attitudes of the study sample regarding the dimensions and variables of the study model. This questionnaire served as the primary tool for the study.

### 8.1 Reliability and Validity of the Tool

**Reliability:** This refers to the tool's ability to produce consistent results when applied multiple times, even over time. To test reliability, a retest was conducted with 10% of the respondents to ensure the stability of the collected responses, which can be relied upon for analysis and results extraction. The reliability of the data collection tool will be assessed using Cronbach's alpha coefficient.

**Validity:** The researcher assessed the tool's validity by examining its face validity and the coherence of its questions. This ensures that the questions align with the study's objectives and questions. The questionnaire was reviewed by experts with accumulated scientific and practical experience, including university professors with



relevant expertise. Their suggestions and recommendations regarding the phrasing of the questions were incorporated, and adjustments were made based on their feedback.

**Table 1: Cronbach's Alpha Results for Study Variables**

| Area                      | Number of Items | Cronbach's Alpha |
|---------------------------|-----------------|------------------|
| Perceived service quality | 4               | 0.882            |
| Perceived website quality | 4               | 0.836            |
| Perceived reputation      | 4               | 0.798            |
| Customer Trust            | 4               | 0.801            |
| Online shopping           | 4               | 0.917            |

**Table 1.** demonstrates that the study variables exhibit high internal consistency. The Cronbach's alpha values are as follows: 0.882 for Perceived Service Quality, 0.836 for Perceived Website Quality, 0.798 for Perceived Reputation, 0.801 for Customer Trust, and 0.917 for Online Shopping. These values are deemed adequate and appropriate for this study, reflecting strong reliability across all variables.

## 9. Descriptive Statistics

**Table 2: Mean Scores and Standard Deviations for E-Services Quality and purchase intention and online shopping**

| No. | Area                      | Mean        | Standard Deviation | Level       | Rank |
|-----|---------------------------|-------------|--------------------|-------------|------|
| 1   | Perceived service quality | 4.18        | 0.71               | High        | 1    |
| 2   | Perceived website quality | 4.16        | 0.69               | High        | 2    |
| 3   | Perceived reputation      | 4.06        | 0.66               | High        | 3    |
|     | <b>Overall</b>            | <b>4.08</b> | <b>0.62</b>        | <b>High</b> |      |

**Table 2.** shows that the mean scores for E-Services Quality are high, with an overall mean of 4.13. The individual areas also have high mean scores, ranging from 4.18 to 4.06. "Perceived service quality" ranks highest with a mean of 4.18, while "Perceived reputation" ranks lowest with a mean of 4.06. The mean score and standard deviation for Customer Trust were both high, with a mean of 4.08 and a standard deviation of 0.76. Similarly, the mean score and standard deviation for Online Shopping were also high, with a mean of 4.01 and a standard deviation of 0.72.

## 10. Results of Testing the Main Hypothesis

The main hypothesis seeks to analyze the effects of E-Services Quality including Perceived Service Quality, Perceived Website Quality, and Perceived Reputation on Purchase

Intention and Online Shopping. The hypothesis posits that: "There are no effects of E-Services Quality (Perceived Service Quality, Perceived Website Quality, Perceived Reputation) on Purchase Intention and Online Shopping at the significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan. To test this hypothesis, Multiple Linear Regression analysis was employed. The results are as follows:

**Table 3: Results of Testing the Impact of E-Services Quality on Purchase Intention and Online Shopping**

| Dependent Variable                 | F       | (R <sup>2</sup> ) | R     | Sig* |
|------------------------------------|---------|-------------------|-------|------|
| Customer Trust and Online shopping | 259.380 | 0.680             | 0.831 |      |

**Table 3.** reveals a significant effect of E-Services Quality including Perceived Service Quality, Perceived Website Quality, and Perceived Reputation on Purchase Intention and Online Shopping. The F-value is 259.380, with a significance level (Sig) of 0.000, which is below the 0.05 threshold. Furthermore, the R<sup>2</sup> value of 0.680 indicates that 68.0% of the variance in Purchase Intention and Online Shopping can be explained by the variances in Perceived Service Quality, Perceived Website Quality, and Perceived Reputation, while controlling for other factors. Consequently, the null hypothesis is rejected, and the alternative hypothesis is accepted, which asserts: "There is an effect of E-Services Quality including Perceived Service Quality, Perceived Website Quality, and Perceived Reputation on Purchase Intention and Online Shopping."

### Results of Testing the Sub-Hypotheses Derived from the Main Hypothesis

The sub-hypotheses derived from the main hypothesis aim to investigate analyze the effects of E-Services Quality including Perceived Service Quality, Perceived Website Quality, and Perceived Reputation on Purchase Intention and Online Shopping. These sub-hypotheses were tested using multiple linear regression analysis and t-values. The results are as follows:

**Table 4: Results of Testing the Sub-Hypotheses**

| Independent Variables                        | Unstandardized Coefficients (B) | Standardized (Beta) | t-value     | SigT* |
|--|---------------------------------|---------------------|-------------|-------|
|  | Coefficient                     | Standard Error      | Coefficient |       |
| Perceived service quality in Customer Trust  | 0.163                           | 0.050               | 3.241       | 0.001 |
| Perceived service quality in Online shopping | 0.161                           | 0.052               | 3.243       | 0.001 |
| Perceived website quality in Customer Trust  | 0.174                           | 0.051               | 3.436       | 0.005 |
| Perceived website quality in Online shopping | 0.172                           | 0.049               | 3.249       | 0.001 |

|   |       |       |        |       |
|---|-------|-------|--------|-------|
| Perceived reputation in Customer Trust  | 0.139 | 0.048 | 2.835  | 0.005 |
| Perceived reputation in Online shopping | 0.496 | 0.044 | 11.172 | 0.001 |

### Results of Testing the First Sub-Hypothesis

The first sub-hypothesis aims to assess the effect of Perceived service quality in Customer Trust. The hypothesis is stated as follows: "There is no effect of Perceived service quality in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the value of B for Perceived service quality is 0.163, and the standardized coefficient Beta a is 0.050. This indicates a significant effect, with a t-value of 3.241 and a significance level (Sig) of 0.001. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This means: "There is an effect of effect of Perceived service quality in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

### Results of Testing the Second Sub-Hypothesis

The Second sub-hypothesis aims to assess the effect of Perceived service quality in Online shopping. The hypothesis is stated as follows: "There is no effect of Perceived service quality in Online shopping, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the value of B for Perceived service quality is 0.161, and the standardized coefficient Beta a is 0.052. This indicates a significant effect, with a t-value of 3.243 and a significance level (Sig) of 0.001. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This means: "There is an effect of ffect of Perceived service quality in Online shopping, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

### Results of Testing the Third Sub-Hypothesis

The Third sub-hypothesis aims to assess the effect of Perceived website quality in Customer Trust. The hypothesis is stated as follows: "There is no effect of Perceived website quality in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the value of B for Perceived website quality is 0.174, and the standardized coefficient Beta a is 0.051. This indicates a significant effect, with a t-value of 3.436 and a significance level (Sig) of 0.005. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This means: "There is an effect of effect of Perceived website quality in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

### **Results of Testing the Fourth Sub-Hypothesis**

The Fourth sub-hypothesis aims to assess the effect of Perceived website quality in Online shopping. The hypothesis is stated as follows: "There is no effect of Perceived website quality in Online shopping, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the value of B for Perceived website quality is 0.172, and the standardized coefficient Beta is 0.049. This indicates a significant effect, with a t-value of 3.249 and a significance level (Sig) of 0.0015. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This means: "There is an effect of effect of Perceived website quality in Online shopping, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

### **Results of Testing the Fifth Sub-Hypothesis**

The Fifth sub-hypothesis aims to assess the effect of Perceived reputation in Customer Trust. The hypothesis is stated as follows: "There is no effect of Perceived reputation in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the value of B for Perceived reputation is 0.139, and the standardized coefficient Beta is 0.048. This indicates a significant effect, with a t-value of 2.835 and a significance level (Sig) of 0.0015. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This means: "There is an effect of effect of Perceived reputation in Customer Trust, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

### **Results of Testing the sixth Sub-Hypothesis**

The sixth sub-hypothesis aims to evaluate the impact of perceived reputation on online shopping. It is stated as follows: "There is no effect of perceived reputation on online shopping, at a significance level of  $\alpha \leq 0.05$ ." According to the results presented in Table 5, the B value for perceived reputation is 0.496, with a standardized coefficient Beta of 0.044. This indicates a significant effect, as evidenced by a t-value of 11.172 and a significance level (Sig) of 0.001. Consequently, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates that "there is an effect of perceived reputation on online shopping, at a significance level of  $\alpha \leq 0.05$ ," among Amazon customers in Jordan.

## **11. Conclusion**

The statistical results confirm that perceived service quality significantly influences both customer trust and online shopping behaviors. Specifically, the coefficients for perceived service quality are positive and statistically significant in both contexts: customer trust (B = 0.163, Sig

= 0.001) and online shopping ( $B = 0.161$ ,  $Sig = 0.001$ ). These findings align with previous research that underscores the importance of service quality in fostering trust and encouraging online shopping.

Al-dweeri et al. (2019) and Hsu et al. (2018) emphasize that perceived service quality is crucial for building trust in online shopping. Agag and El-Masry (2017) define it as encompassing responsiveness, empathy, and assurance, suggesting that high service quality leads to increased customer trust and a greater likelihood of engaging in online transactions. The findings from Lien et al. (2017) also support this, showing that service quality positively affects user satisfaction and usage intentions. Therefore, the results here corroborate these prior studies by demonstrating a significant effect of perceived service quality on trust and shopping behavior.

The results also indicate that perceived website quality has a significant impact on both customer trust ( $B = 0.174$ ,  $Sig = 0.005$ ) and online shopping ( $B = 0.172$ ,  $Sig = 0.0015$ ). This supports previous research that highlights the critical role of website quality in shaping consumer perceptions and behaviors.

Di Fatta et al. (2016) and Pawlasová and Klézl (2017) have shown that user-perceived web quality significantly affects ease of use, usefulness, and overall trust in online retailing. Sharma and Bahl (2018) further demonstrate that web design is a precursor to perceived service quality, which in turn impacts customer trust. The results of the current study align with these findings by establishing that perceived website quality positively influences customer trust and online shopping intentions.

The analysis confirms a significant effect of perceived reputation on customer trust ( $B = 0.139$ ,  $Sig = 0.0015$ ). This result is consistent with established literature on the role of reputation in online shopping. Doney and Cannon (1997) describe perceived reputation as reflecting a company's honesty and reliability, which are crucial for building trust. Furthermore, studies by Agag and El-Masry (2017) and Rosa et al. (2018) highlight the importance of reputation in enhancing trust and purchase intention. The current findings support these conclusions by demonstrating a clear relationship between perceived reputation and customer trust.

The results from this study reinforce the importance of service quality, website quality, and reputation in influencing customer trust and online shopping behaviors. These findings are consistent with the broader literature, which underscores the pivotal role of these factors in shaping online consumer experiences and driving purchase intentions. The integration of these

insights contributes to a deeper understanding of the dynamics between perceived quality dimensions and their impact on trust and shopping behavior in the digital context.

## 12. Recommendations

### General Recommendations

**Enhance E-Service Quality:** Businesses, especially in the e-commerce sector, should focus on improving e-service quality by regularly assessing and updating their service offerings to meet customer expectations. This includes enhancing the overall user experience on their platforms.

**Promote Customer Trust:** Organizations should implement strategies to build and maintain customer trust. This can be achieved through transparent communication, secure payment methods, and responsive customer support, all of which contribute to a positive shopping experience.

**Leverage Data Analytics:** Utilize data analytics to gather insights about customer behavior and preferences. This information can inform marketing strategies and service improvements, leading to increased customer satisfaction and loyalty.

### Recommendations for Practitioners

**Invest in Website Quality:** Practitioners should prioritize investments in website design and functionality to ensure a seamless shopping experience. This includes optimizing load times, ensuring mobile compatibility, and providing clear navigation.

**Training and Development:** Retailers should focus on training their staff on the importance of e-service quality and customer interaction to enhance service delivery and foster customer relationships.

**Feedback Mechanisms:** Implement feedback systems to regularly gather customer opinions and suggestions regarding service quality. This can help in making informed decisions and improving service offerings.

### Recommendations for Researchers and Academics

**Further Research on E-Service Quality:** Future studies should explore the specific dimensions of e-service quality that most significantly impact customer trust and behavior. This can help in refining theoretical frameworks and practical applications.

**Cross-Cultural Studies:** Researchers should conduct cross-cultural studies to assess how

e-service quality impacts customer trust and online shopping behavior in different cultural contexts, thereby broadening the understanding of these dynamics.

Longitudinal Studies: Academic investigations could benefit from longitudinal studies that examine the changes in customer trust and online shopping behavior over time, particularly in response to changes in e-service quality and market conditions.

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