Managing E-Services Quality Impact on E-Satisfaction: The Case of private Universities in Jordan

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Abstract:

As a reaction to the COVID-19 pandemic, non-public universities had been forced to shift to a brand new enterprise version that is based on e-offerings to talk and attain their college students. This article will offer a stable attitude for non-public universities to perceive the maximum critical elements of e-provider first-class and adapt them to obtain college students` e-satisfaction. The e-provider first-class version turned into prolonged through including extra elements and making use of them in a natural provider environment. Five critical dimensions had been used to degree the first-class of e-offerings, inclusive of efficiency, fulfillment, privacy, responsiveness, and contact. An on line questionnaire turned into allotted to college students in the course of the spring semester at non-public universities in Amman, Jordan. A general of 544 college students finished and submitted the questionnaire. The outcomes of the examine display that everyone e-provider best dimensions, together with efficiency, fulfillment, privacy, responsiveness, and touch, have a widespread effect on college students` e-satisfaction. The end result shows that touch become the maximum influential thing in college students' satisfaction. University control can hire those outcomes as an define to decorate current rules and techniques to enhance the best of e-offerings supplied to their college students.

Key words: Quality Management, Efficiency, Fulfillment, Privacy, Jordan**.**

JEL Classification Codes: M10, M15.

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Introduction:

Community colleges are income institutions that want to stay competitive by concentrating on more educators' needs as well as expanding the number of e-services available "Private college business practices are considerably different from some of those used by academic institutions," write Quinn alors que al. (2009), "but since public colleges really don't consider one's instructors as consumers, so even though private universities do." "Private colleges are businesses which are focused mainly on their consumers, that is, teenagers, through order to maintain them, generate income, and provide differentiated services," Demir et al. write (2020). "Private colleges, like with any multinational corporation, prioritise income generation by utilizing high-quality tools." Mazumder (2014) noted. As a consequence, Rahimizhian et al. (2020) stress the importance of "university being aware of the significance of service quality and Gratification." Private universities recognize about using e-offerings instead of traditional offerings will help to reduce both administrative and operational costs while also providing campuses with the ability to seize new geographic boundaries and opportunities. attain greater global students, consequently intensifying competition (Ataburo, Abdul Samed, & Emmanuel, 2017). Consequently, non-public college control determined it important to regulate their method to evolve to the wished transformation with the aid of using scrutinizing less-conventional methods of teaching (Munnik & Al-Mahdi, 2021). Therefore, the function of college control is to make sure a excellent e-provider and maintain the college`s resurgence, and from a economic perspective, that contributes significantly to overall performance and slicing expenses. In addition, e-provider fine increases students' impressions of provider fine and promotes the college's aggressive image (Ataburo, Abdul Samed, & Emmanuel, 2017). Hossain and Hossain (2019) finish that "the fine of a non-public college is associated greater to its administrative sports than to its curricula." Batagan et al. (2009) asserted that the e-provider fine control version permits measuring and direct assessment of e-offerings.

Leonard (2019) asserts that "technological tendencies are making it simpler for universities to transport from conventional provider first-class to digital provider first-class." The transition from conventional training to on line training emphasizes the provision of certified infrastructures along with IT structures and equipment, in addition to certified IT personnel. Due to the COVID-19 pandemic, universities have stopped face-to-face coaching to lessen transmission of the virus. Universities have began out to enhance their instructional structures to offer instructional offerings via net portals. Nowadays, universities offer complete and important statistics and

offerings to nearby and global college students and body of workers thru their instructional structures (Alvino, Di Vaio, Hassan, & Palladino, 2021). According to Leonnard (2019), college students and college can carry out many offerings and transactions with out coming to campus. For example, they are able to sign up for classes, pay fees, attend classes, publish assignments, down load route materials, test examination schedules, and different statistics. Private universities have applied e-provider and e-studying structures to offer advanced and complete on line offerings, growing performance and effectiveness. The e-provider device objectives to offer suitable and well timed assistance. Technological upgrades and healthcare troubles are inflicting massive adjustments and demanding situations to the control of personal universities. For a few universities, this new on line enjoy has strengthened many doubts approximately the first-class of digital offerings (Sahu, 2020). This calls for the college to be dynamic and aggressive with the aid of using adjusting its techniques and applications to draw and maintain college students. The adoption of e-provider first-class and superior generation are crucial elements withinside the new aggressive better training environment. The important goal of this studies is to spark off digital provider first-class control in non-public universities and its effect on digital pupil satisfaction.

1. Literature Review

1.1. E-service quality management (ESQM)

The large fashion of e-provider best studies has been consumer-orientated with the aid of using exploring the effect of numerous components of supplying a extraordinary e-provider the usage of numerous consumer-orientated measures of success, mainly consumer pleasure (Doherty, Mahani, Fiona, & Ellis, 2015). Kim Sun et al. (2014) emphasized, "The control of universities seeks to offer and aid statistics and packages to stakeholders via internet portals, and making sure the best and the procedure of this supplier is critical to the satisfaction of stakeholders." Zeithaml and colleagues (2002) Early concept of electronic provider best as "a location with the capability of providing green and powerful services to clients through digital media." Just at retail setup, the majority of the to be had definitions of Electronic Servqual (E-SQ) cognizance. As an example, Parasuraman et al. (2005) defined E-SQ as "the volume to which a internet site allows the green and powerful shopping, purchasing, and shipping of merchandise and offerings" to a consumer. Quality of Service and E-SQ, generated with the aid of using Zeithaml et al. (2002) and Parasuraman et al. (2005), are the fashions maximum normally utilized in visualizing and measuring the best of digital provider. The fundamental weak point of those fashions is the absence of bodily presence withinside the putting of digital offerings as discussed, with restricted studies

cognizance on provider establishments only (Ataburo, Abdul Samed, & Emmanuel, 2017) (Cristobal, Flavián, & Guinalíu, 2007). As a result, Parasuraman et al. (2005) recommended in addition research to take a look at the Electronic Service Quality (E-SQ) scale for provider webweb sites only, along with instructional institutes, so as to validate the scale. However, in instructional establishments, situations are extraordinary in which college students are required to pay charges earlier than they're allowed to apply any on line offerings. Therefore, college students don't have any preference however to apply the offerings offered, and in a few cases, their use is obligatory to satisfy the necessities of the university. This is the alternative of what a consumer might generally stumble upon in an digital retail location (Ataburo, Abdul Samed, & Emmanuel, 2017). During our assessment of the prevailing literature on digital offerings, we recognized the extraordinary dimensions of E-SQ. Table 1 brings collectively the principle dimensions of on line streaming provider from the prevailing literature.

Table (1): Models of E-service quality

Authors/Year	Label	No. of Dimensions	Dimensions
Donthu, (2001)	SITEQUAL	4	Computing power, security, usability, and visual design are all important considerations.
Vidgen,(2002)	WebQual	5	Layout, functionality, believe, details, and empathy are all important considerations.
Parasuraman (2002)	e-SERVQUAL	5	Material and information accessibility, usability, confidentiality, visual, and dependability
Gilly (2003)	eTailQ	4	Safety, web design, customer support, fulfilment, and dependability are all important considerations.
Parasuraman (2005)	E-S-QUAL	4	Effectiveness, confidentiality, uptime, and fulfilment are all important considerations.
Cristobal et al. (2007)	PeSQ	4	Web site, customer orders, client service, and assurance are all available.
Lee, (2009)	end-user	4	Solutions for user ability, layout, mischievousness, and endorse are all available.

Source: Authors Compilation

Table 1 shows that researchers used one of a kind dimensions. With the boom of studies aimed toward enhancing the digital carrier excellent scale in simply digital carrier sites (Parasuraman, Zeithaml, & Malhotra, 2005), there's an growing want to construct an included scale that consists of all of the factors of digital carrier excellent for each retail and offerings. The essence of an digital carrier differs from a conventional carrier in that it's miles primarily based totally at the interactive motion of data among clients and carrier providers (Li & Suomi, 2009). Electronic carrier excellent is taken into consideration to have the ability to provide strategic blessings together with enhancing operational effectiveness and profitability (Cronin, 2003). Recently, with the fast shift in better schooling from conventional schooling to e-getting to know because of the outbreak of COVID-19, it has emerge as essential for universities to degree the excellent of the e-carrier they offer and reveal scholar pleasure. Therefore, the number one reason of carrier excellent control is to make certain that the offerings supplied to clients observe the specified or anticipated excellent requirements (Cotîrlea, 2014).

The college control need to aid the alternate and undertake a brand new version primarily based totally on e-getting to know and enhance the e-carrier excellent requirements to maintain tempo with the contemporary situations resulting from the closure to facilitate the get admission to of college students to all varieties of offerings. High-stage digital offerings need to be visible, functional, reasonable, green and secure (Shehzadi, et al., 2021). When clients use digital offerings, there's no direct touch with the company. As a result, the excellent of carrier in on-line offerings and programs is greater vital than in conventional offerings (Zhou, 2013). Moreover, the offerings related to the transmission of data want to preserve advanced excellent that guarantees correct and dependable carrier transport to each inner and outside users (Martins, et al., 2019). Research indicates that if the college has a complicated platform for e-offerings and the e-carrier supplied is of excessive excellent, it's going to have a huge effect on scholar pleasure; If it's miles of low excellent, it's going to have a poor effect (Al-Fraihat, Joy, & Sinclair, 2020). Online Student Satisfaction displays the form, time, excellent of content material and amount of numerous on-line offerings the college presents to college students through its internet site and net portal. Jamil et al. (2020) specifies that those offerings include "path registration, on-line payment, clean get admission to the college portal, and the digital library." The evaluation of carrier excellent will decide ranges of scholar pleasure with each instructional and non-instructional factors, that's vital to the life of any better schooling institution. In the academic environment, college students` pleasure with the offerings supplied on-line is a dependable indicator of the achievement of the college's e-carrier (Shehzadi, et al., 2021).

Student pleasure is a first-rate criterion for comparing the fulfillment of digital offerings on college websites. Student pleasure is the case while college students consider that the great of facts and information received from diverse sources (for example, a college portal and a internet site) fits their expectancies concerning facts content, accuracy and novelty. Advanced digital offerings can beautify college students` capacity to learn, studies, and take part greater efficiently (Shehzadi, et al., 2021). Several empirical studies (Sheng & Liu, 2010) have tried to research the impact of e-carrier great requirements including efficiency, fulfillment, and privateers on e-pleasure. The consequences found out that every one dimensions have an impact on digital pleasure. The constrained studies that has been achieved on schooling and universities has observed a superb impact of e-carrier great on e-pleasure. Ali (2019) intends to decide whether or not the size of carrier great "internet site design, reliability, responsiveness, usability, and privateers" will have an effect on on-line scholar pleasure on the University of Bahrain. The consequences display that every one factors of e-carrier great have an effect on e-college students' pleasure, besides for usability. To discover the impact of e-carrier on e-pleasure, Jamil et al. (2021) carried out their look at on college students of personal universities in Erbil, Iraq. An digital carrier includes six components: responsiveness, efficiency, privateness, reliability, protection, and simplicity of use. They observed that privateers, responsiveness, and protection have a good sized effect on on-line scholar pleasure.

1.2. E-services Quality Dimensions

Efficiency: In his model, Parasuraman et al. (2005) Efficiency is a complete idea that consists of many abilties and an crucial a part of the size of digital carrier excellent. He described it as "the convenience and pace of getting access to and the use of the web website online". Kim Sun et al. (2014) emphasised that the convenience of use and availability of the web website online immediately influences the assessment of the excellent of the web website online. Al-Duwairi (2019) defined competence as "associated with content, usability, and location protection." Copley and others. (2019) Measuring the excellent of digital offerings via performance, in addition to smartphone accessibility. Recent studies (Shehzadi, et al., 2021) (Jyoti & Kesharwani, 2020)(Xiao, 2016) (Ataburo, Abdul Samed, & Emmanuel, 2017) found out that performance become the maximum crucial aspect of e-carrier excellent amongst many. For college students, competency represents many elements related to e-gaining knowledge of and technical offerings, which include registration, importing of direction materials, easy and smooth strategies in logging in and interacting with different members. Finally, Jamil et al. (2020) pressured that college digital offerings, which consist of the performance of the

internet site and the college portal, are crucial factors to heighten and decorate the digital pleasure of college college students. As a result, we endorse the subsequent hypothesis :

H1: There is a massive impact of performance on on line scholar pleasure in personal universities .

Fulfillment: Parasuraman et al. (2005) and Li and Suomi (2009) rated "fulfilment" as a key aspect of patron assessment of e-carrier excellent. Parasuraman et al. (2005) outline success as "the quantity to which the web website online`s guarantees concerning transport of orders and availability of objects were fulfilled." Li & Suomi (2009) states that correct statistics approximately the accessibility of a services or products is critical throughout the shopping method and clients` believe in a agency. To satisfy extra traits which include solid operation of the transaction processing device, correct transport guarantees, availability for alternate and/or attractiveness of transactions with out guarantee (Cristobal, Flavián, & Guinalíu, 2007). Experimental studies suggests that success has a superb impact on on line pleasure (Ariff, Yun, Zakuan, & Ismail, 2013)(Ting, Arrif, Zakuan, Sulaiman, & Saman, 2016)(Ataburo, Abdul Samed, & Emmanuel, 2017) (Leonnard, 2019) (Shehzadi, et al., 2021). Accordingly, we endorse the subsequent hypothesis :

H2: There is a massive effect of success on on line scholar pleasure in personal universities .

Privacy: Electronic carrier transactions vary from conventional transactions due to the fact they require extra private statistics approximately the patron (name, password and credit score card details) to perform the transaction. Li and Suomi (2009) outline privateness as "the diploma of internet site safety and purchaser records safety". Bressolles (2014), asserts, "Privacy pertains to the safety of personal records and the solemn duty now no longer to proportion or promote private statistics accrued from clients in the course of the Service." Privacy describes the quantity to which a purchaser believes the Web is loose from hacking and the way private statistics is secured (Al-Shamayleh, Al Jaafreh, Al Jaafreh, & Al Badayneh, 2015). When the use of the college portal, college students, like different consumers, emphasize their privateness and safety at the web website online. Recent studies has found out that privateness has a superb and massive impact on on line pleasure and is taken into consideration to have the most important impact on on line pleasure (Jameel, Sameer, Mohammed, Manaf, & Abd Rahman, 2020)(Ali, 2019)(Al-Shamayleh, Al Jaafreh, Al Jaafreh, & Al Badayneh, 2015) (Cotîrlea, 2014). As a result, we can recommend the subsequent hypothesis :

H3: There is a massive effect of privateness on on line scholar pleasure in personal universities.

Response: Several authors have described reaction as a problem-fixing technique used to assist consumer revel in even as the use of a internet site. Shamayleh et al. (2015) defined it as "a brief response whilst any technical difficulty arises or whilst The client has an inquiry approximately services or products or would really like technical help." Parasuraman et al. (2005) Explain the response as how the business enterprise efficaciously offers and manages escalated issues thru the website. In unusual cases, university college students also can come upon technical issues Diverse despite using an internet website. A quick reaction to university college students inquiries turns into vital to fulfill their desires, main to e-pupil delight. Students taken into consideration responsiveness as a key element of e-delight. According to Ali (2019), reaction had a fine and vast effect on e-delight. Shehzadi et al. (2021) that during enhancing the fine of e-service, responsiveness is a prerequisite for amplifying e-gaining knowledge of for college students. The attributes of responsiveness can also additionally have many dimensions, which includes good enough touch data, activate responses to client requests, and well timed responses to customers, and good enough reaction time, and resolve issues quickly (Li Y. , 2014). Responsiveness indicates how successfully technical personnel reply to person inquiries (Shehzadi, et al., 2021). Previous has argued that reaction has an immediate impact on digital delight (Jameel, Sameer, Mohammed, Manaf, & Abd Rahman, 2020) (Al-Shamayleh, Al Jaafreh, Al Jaafreh, & Al Badayneh, 2015) (Ali, 2019)(Hahn, Beverley, Hugh, & Xin, 2017). Therefore, we recommend the subsequent hypothesis :

H4: There is a vast effect of the reaction on on line pupil delight in personal universities .

Contact: Parasuraman et al. (2005) emphasized the want for delegates to have aid to be had thru digital offerings via way of means of telecellsmartphone or on line, in order that they might name for assist if a trouble arises. Fridays and Farooqi (2019) described a touch as "the availability of help via way of means of telecellsmartphone or on line representatives." When those verbal exchange channels are to be had, this could inspire the scholars to perform the transaction, understanding that they are able to assume contacting the to be had representatives in the event that they come upon any trouble. This may be greater humane and could offer suitable help to the scholars in keeping with their needs, as opposed to an answering gadget or a robot. Previous studies indicated that connectivity had an immediate impact on digital delight

(Shehzadi, et al., 2021)(Rodriguez, Ricardo, Pedro, & Shelley, 2020). As a result, we expect the subsequent :

H5: There is a vast effect of verbal exchange on digital pupil delight in personal universities.

2. Research Model

There isn't anyt any verified set of dimensions for measuring e-provider high-satisfactory in an academic context (Ataburo, Abdul Samed, & Emmanuel, 2017) (Jameel, Sameer, Mohammed, Manaf, & Abd Rahman, 2020). In a natural provider surroundings including universities, the scenario is distinct for retail companies, which suggests a distinct idea of e-provider high-satisfactory, and consequently its dimensions can also additionally range barely from the ones in a retail surroundings (Ataburo, Abdul Samed, & Emmanuel, 2017). The researchers selected the maximum not unusualplace factors withinside the training system. Based in this fact, this studies will advocate the subsequent model, as proven in Figure 1.

Fig (1) : Research model
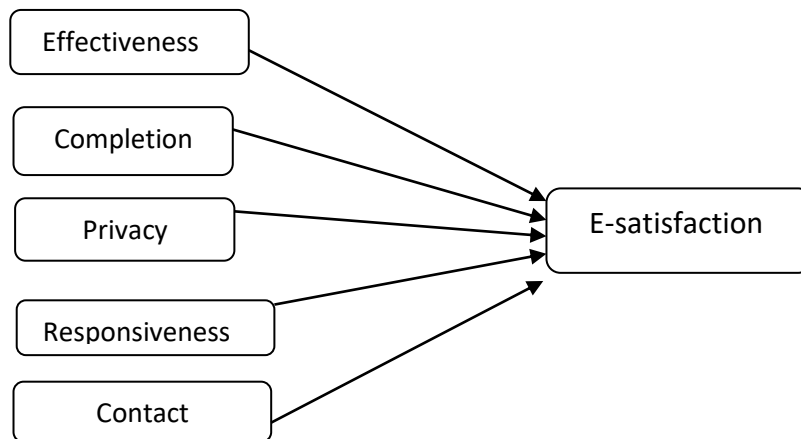
3. Methodology

The take a look at populace includes graduate college students and undergraduate college students in personal universities in Amman, Jordan. During the spring semester, a web questionnaire turned into dispensed to the college students. Questions for the modern take a look at have been extracted from preceding studies and revised accordingly. The digital carrier exceptional questions have been tailored from the E-Serqual dimensions of Parasuraman et al. (2005). To degree digital satisfaction, we used the scale proposed through Anderson and Srinivasan (2003), and Nissar and Prabhakar (2017). Dimensions have been the cap potential of college web sites and portals to supply high-satisfactory experiences, in addition to the cappotential of on-line

webwebsites to offer superior carrier and facts exceptional that passed college students` expectations. A appropriate sampling approach turned into utilized by dispensing the questionnaire to the What Sapp businesses of all guides for college students in one of a kind personal universities in Amman, Jordan. An extreme marketing campaign centered on inviting all college participants to inspire college students to fill out the questionnaire. A five-factor Likert scale, starting from 1 = strongly disagree to 5 = strongly agree, turned into used to acquire college students' answers. After one month, a complete of 544 college students finished the questionnaire.

4. Results

4.1. Respondents' Demographics

As exhibited in Table 2, extra than 1/2 of of the respondents had been female, with 52.1%, and 47.9% had been male. Regarding college students` age, 58.4% of college students elderly much less than 22 years old, even as different age classes had been nearly near every different. In phrases of training level, the bulk had been undergraduate college students (65.9%), and most effective 34.1 had been postgraduate college students. Table 2 suggests the college students' profiles.

Table (2) : Students' profile

	Frequency	Percent
Gender(n=544)		
Male	261	47.9
Female	283	52.1
Age(n=544)		
Less than 22	318	58.4
22 - 29 years	91	16.7
30-39 yeas	82	15.0
More than 40	53	9.7
Education level(n=544)		
Undergraduate	359	65.9
Postgraduate	185	34.1

4.2. Measurement Model

The preliminary degree is to check the validity and reliability of the dimension version. We began out with the aid of using acting thing evaluation and checking the burden thing for gadgets that degree the distinct dimensions of the version. Next, we examined the variables to make sure they have been legitimate for similarly evaluation

the use of composite reliability and extracted suggest of variance (AVE) (Kline, 2016). We will examine the validity of the discrimination the use of AVE and its rectangular rhizomes. All Pkwy are deemed appropriate, with all value higher than that of the minimum cost of 0.5, verifying strong evidence of discrimination validity. 3 small shows the results of the thing evaluation, which validate the size used in this research. As according Hair and collaborators (2010), thing tonnages must be greater than the 0.6 cut-off stage. We get rid of all gadgets with masses under stage 0.6 from similarly evaluation to decorate version healthy and reliability indicators. Given the low masses, we eliminated one query from the size of efficiency, fulfillment, and responsiveness. For the identical reason, questions have been not noted from the digital pleasure variable. After deleting the vulnerable loading elements, we tested inner dimensional consistency the use of composite reliability (CR).

4.3. Structural Model

The step targets to find out whether or not there may be an impact of the unbiased variables at the based variable. According to the primary speculation, performance has a full-size effect on on line pupil pride in non-public universities. The end result changed into ($ß = 0.691$, $t = 18.171$, $p\ 0.000$) and therefore the primary speculation changed into accepted. The 2d speculation examines whether or not there may be a full-size impact of achievement on on line pupil pride in non-public universities. The end result changed into ($ß = 0.700$, $t = 18.615$, $p < 0.0001$) and therefore the second one speculation changed into accepted. The 1/3 speculation examines whether or not privateness has a full-size effect at the digital pride of personal college students. The outcomes were ($ß = 0.550$, $t = 12.504$, $p\ 0.000$) and therefore the 1/3 speculation changed into accepted. The fourth speculation examines whether or not there may be a full-size impact of the reaction on digital pupil pride in non-public universities. The end result changed into ($ß = 0.720$, $t = 19.684$, $p < 0.0001$) and therefore the fourth speculation changed into accepted. The 5th speculation is that verbal exchange has a full-size effect at the digital pride of personal college students. The outcomes were ($ß = 0.810$, $t = 26.677$, $p\ 0.000$). Thus, the 5th speculation is accepted.

Table (3) : Results of confirmatory factor analysis

	Items	F1 >0.6	F2 >0.6	F3 >0.6	F4 >0.6	F5 >0.6	F6 >0.6	CR >0.7	AVE >0.5
	Efficiency								
1	Eff1	.673							
2	Eff2	.702						0.74	0.664
3	Eff3	.618							
	Fulfillment								
4	Fulf1		.712						
5	Fulf2		.755					0.85	0.761
6	Fulf3		.719						
	Privacy								
7	Priv1			.677					
8	Priv2			.926				0.76	0.688
9	Priv3			.689					
	Responsiveness								
10	Resp1				.758				
11	Resp2				.753			0.83	0.658
12	Resp3				.779				
	Contact								
13	Cont1					.790			
14	Cont2					.696		0.77	0.743
15	Cont3					.665			
	E-Satisfaction								
16	E-Sat1						.612		
17	E-Sat2						.744		
18	E-Sat3						.677	0.87	0.730
19	E-Sat4						.706		
20	E-Sat5						.626		
21	E-Sat6						.711		

Table (4): Hypotheses testing

Construct Path SE *T Sig Result*

H1. E-Satisfaction← Efficiency 0.691 .041 18.171 .000 Accepted

H2. E-Satisfaction← Fulfillment 0.700 .037 18.615 .000 Accepted

H3. E-Satisfaction← Privacy 0.550 .039 12.504 .000Accepted

H4. E-Satisfaction← Responsiveness 0.720 .036 19.684 .000 Accepted

H5. E-Satisfaction← Contact 0.810 .043 26.677 .000Accepted

Conclusion :

From a managerial perspective, the consequences acquired from this look at offer part of the higher know-how of the control of personal universities concerning the scale of e-carrier pleasant which have a enormous effect on e-scholar satisfaction. These consequences will decide the destiny instructions of e-offerings for non-public universities in Jordan. The e-carrier pleasant studies version has been multiplied with the aid of using including greater elements and making use of them in a natural carrier surroundings. Our consequences guide the appropriateness of the elements used with extra factors withinside the offerings. The researchers used 5 elements to degree the impact of e-carrier pleasant on e-satisfaction. The 5 elements decided on are efficiency, loyalty, privacy, responsiveness, and conversation. Data evaluation found out that each one 5 elements of e-carrier pleasant have a enormous effect on e-scholar satisfaction, that is constant with Shehzadi et al., 202, As cited earlier, natural offerings fluctuate from a conventional retail surroundings because of the shortage of face-to-face touch. Universities are required to offer numerous handy channels of conversation for college students to conquer such problems. Having multiple touch telecellsmartphone range for every branch and unit, including the Registration and Finance departments, which college students can get right of entry to at any time, is important for pleasant digital offerings. Using multiple language at the internet site may be useful for global college students. Finally, the consequences of this look at are constant with preceding studies, along with Shahzad et al., 2021; Rodriguez et al., 2020; and Ataburo et al., 2019.

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