

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**THE EFFECT OF SERVICE QUALITY ON ONLINE
SHOPPER SATISFACTION AND LOYALTY TOWARDS
TIMELESS PREMIUM VINTAGE HOUSE**

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MBA II – 62
MBA 24th BATCH**

AUGUST, 2023

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ACADEMIC YEAR (2018 – 2020)

Supervised by:

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that this thesis entitled “**The Effect of Service Quality on Online Shopper Satisfaction and Loyalty towards Timeless Premium Vintage House**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The main objectives of this study are to examine the effect of service quality on online shopper satisfaction towards Timeless Premium Vintage House and to analyze the effect of online shopper satisfaction on loyalty towards Timeless Premium Vintage House. Primary data is collected from 384 respondents who were asked a structured questionnaire designed with 5-point Likert scale, Raosoft formula. To select the respondents, this study applies systematic sampling method. Secondary data is collected from internet websites, relevant international research papers, textbooks and previous research papers. In this study, descriptive method and regression method was used. According to the findings of this study, among five dimensions of service quality; information quality, trust and assurance have significant and positive effects on online shopper satisfaction. Among them, assurance service quality dimension is the most predictor in this study. It is also showed that online shopper satisfaction has a significant and positive effect on loyalty towards Timeless Premium Vintage House. Therefore, Timeless Premium Vintage House should focus on service quality in order to increase customer loyalty.

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CHAPTER 1

INTRODUCTION

Along with the significant growth of internet connectivity, and growing extensive use of Facebook social media, online shopping has become increasingly popular among people who want to escape traffic problems and crowded roads. As the people are living in social distancing practices (COVID 19) and lifestyle have changed, online shops become popular as an alternative way of buying products in the marketing practices of firm.

Service Quality is the combination of the phrases "service" and "quality". The term "service" refers to "any activity or benefit that one party can provide to another that is essentially intangible and does not result in ownership of anything. Quality is now acknowledged as a strategic plan for improving operational effectiveness and corporate performance. In order to improve business performance, a service provider must be able to efficiently satisfy customers. This is referred to as providing high-quality service. In the service sector too quality is an important element for the success of business. It is because of the realization of its positive link with profits, increased market share, customer satisfaction (Ramya et al., 2019).

Every business's success depends on the satisfaction of the customers. Whenever a business is starting off, customers always come first and then the profit. Companies that are fully satisfying their customers will continue to hold the top spots in a market. Today's business company has acknowledged that customer satisfaction is crucial for a company's performance and, at the same time, it's essential for growing its market value. In general, customers are those people who purchase products and services from a market or business that satisfy their requirements and preferences. Customers buy products to fit their financial expectations. As a result, businesses should decide their pricing decisions on the product quality that attracts customers and builds long-term relationships with customers.

In order to maintain its financial value, the company must ensure that they are offering full service. This will raise the number of customers and maintain the long-term relationship between the customer and the company. And existing consumers

will help to attract new customers by providing or sharing information about the companies' products and services. Satisfaction is defined as feeling satisfied with what the person desired or wanted. It is challenging to determine whether customers are happy with the product or service's accessibility. Thus, giving customers what they want is a difficult task because several factors must be taken into consideration. Nowadays, competition can be seen between corporate organizations and markets all over the world, and it has been one of the most difficult challenges for competitors. Though it seems to be tough in the growing market, competitors are developing their marketing channels effectively (Khadka & Maharjan, 2017).

One of the most crucial components of retaining consumer attention is to offer the greatest and most advantageous products in this competitive market. If a customer is satisfied, it is almost certain that customer loyalty will follow. Customer loyalty is another crucial aspect of customer satisfaction. The impact of the satisfaction in loyalty has been the most popular subject in study of the marketing theory. Therefore, a number of researches have established a direct connection between loyalty and satisfaction. As satisfied customers are loyal and dissatisfied customers are a vendor (Heskett, 2011). Finding the loyal customer is not accessible even the customers seem to be satisfied with the products and the services. In fact, the behavior and attitude of customers toward specific goods and services is the most important factor. Customers who behave positively toward the service provider are referred to be loyal customers. (Abdullah, 2012).

Customer loyalty can be divided into two types: behavioral and emotional loyalty towards goods and services. Behavioral loyalty relates to frequent shopping at a specific merchant, whereas emotional loyalty refers to customers' concern for a specific retailer based on previous purchasing experience and attitude. Increased satisfaction should promote consumer loyalty in this both behavioral and emotional loyalty model. Customers who are dissatisfied have the option of complaining to a competitor. In Myanmar, buying of second-hand clothes online is growing among young people. With the rising competition among second-hand clothing online store, customer loyalty is vital for Timeless Premium Vintage House because there are high switching behaviors of customer in online businesses. Therefore, it is critical for Timeless Premium Vintage House to examine the service quality components on

customer satisfaction and the effects of customer satisfaction on the customer loyalty to compete in the marketplace.

1.1 Rationale of the Study

As the prices of brand new clothing become rising in Myanmar, the sale of second hand clothing is brisk in the market. One of the most popular reasons for purchasing second hand clothes, across all age groups, is to reduce expenses. Furthermore, generation Z is the most likely generation to purchase second hand clothes, and also the most likely to purchase second hand clothes to be more eco-friendly. In order to grow business, second hand clothing online vendors are facing the challenge to attract new customers and retain internal existing customers. To fulfill the customer demand for second hand clothing, the major players in the second hand clothing market need to be aware of customers' perception on these products.

Since the social media platform is playing key role in Myanmar, it is important for Facebook page of online shop to fully understand the customer's never-ending change in needs and wants. In order to grow and maintain Facebook page for online shop, it is important to prioritize customer satisfaction and customer loyalty.

In the modern era, customer satisfaction has been one of the top tools for a successful business. With the high rise sale of second hand clothing, there is high competition in the market. Therefore, second hand clothing online vendors need to understand providing the quality of goods and services in the 20th century is not only to satisfy the customers but also to have a safe position. As a result, businesses must get to know their customers considerably better than they have in the past. However, the business must be able to create trust with the customer in order to obtain feedback. Customer expectations should be considered in improving customer satisfaction. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Customer satisfaction and loyalty to second hand clothing become vital in order to promote second hand clothing and conserve environment.

For second hand online shop vendors, it is crucial to build customer loyalty and increase business sustainability to understand what is service quality, what are the importance dimensions of service quality and how these key dimensions of service quality provide customer satisfaction and also effects on the customer loyalty.

In accordance with service quality, this study seeks to fill the research gaps between customer loyalty and reliability, responsiveness, information quality, trust and assurance. By conducting this research, Timeless Premium Vintage House can find requirements and improve service quality. This study would provide advantages for Timeless Premium Vintage House to improve the customer loyalty by carrying out these types of service qualities.

1.2 Objectives of the Study

The objectives of the study are as follows:

1. To examine the effect of service quality on online shopper satisfaction towards Timeless Premium Vintage House.
2. To analyze the effect of online shopper satisfaction on loyalty towards Timeless Premium Vintage House.

1.3 Scope and Method of the Study

This study focuses on the effect of service quality on online shopper satisfaction and loyalty. The scope of this study is only focused on the followers of Timeless Premium Vintage House Facebook page. The analytical research method is utilized and both primary and secondary data are used. A sample of 384 respondents is chosen by using Raosoft formula. To select the respondents, this study applies systematic sampling method. Secondary data is gathered through textbooks, internet articles, international research papers and other related documents. Data collection period is from June to July, 2023.

1.4 Organization of the Study

There are five chapters involves in this study. Chapter one is about the introduction of the study, the rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two involves theoretical background of the study which is related with e-service quality, dimensions of e service quality, customer satisfaction, customer loyalty, previous studies and conceptual framework of the study. Chapter three presents profile and services provided by Timeless Premium Vintage House. Chapter four is about the analysis of the study on the effect of service quality on online shopper satisfaction and loyalty. Chapter five is the conclusion of the study of findings and discussion, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter includes concepts of service quality, customer satisfaction, customer loyalty and previous studies from relevant literature studies. In this chapter, the conceptual framework of the study with special reference included.

2.1 Concepts of Service Quality

Service quality traditional quality of service refers to the quality of all customers encounters and experiences with businesses that are not focused on the Internet (Parasuraman et al., 1988). In SERVQUAL, the five dimensions are Tangibles: The appearance of physical structures, supplies, staff and materials for communication; Reliability: The ability to perform the promised service dependably in a reliable and accurate way; Responsiveness: The desire to serve the customer and to provides adequate services; Assurance: The knowledge and courtesy of employees and their ability to express trust and confidence; Empathy: Care and individualized attention offered to customers. SERVQUAL was originally used to measure service quality in various service firms, including banks, credit card companies, telecommunications companies and travel companies, and was found to be relevant in the traditional service industry. Some research groups used the SERVQUAL scale to assess service quality in the context of e-service. However, SERVQUAL was found problematic and could not be suitable for the quality management of e-services. The explanation is that e-service varies from traditional service, with three aspects that stand out: the lack of sales employees, the lack of a traditional tangible feature, and customer self-service. In this light, it is obvious that the SERVQUAL is not appropriate for the measurement of e-service quality and that it makes sense to create an instrument for the measurement of e-service quality.

A study of the SERVQUAL scale is needed to contextualize e-service quality, as most of the existing e-service quality scales are built on the basis of the SERVQUAL instrument. As developed by (Parasuraman et al., 1988), the goal is to provide a generic instrument to measure service quality across a wide range of service

categories. The most used instrument for SERVQUAL is composed of five dimensions based on the original ten dimensions provided by them.

According to (Li & Suomi, 2008), in different service sectors, the SERVQUAL scale has been used to measure service quality and some research have used the SERVQUAL model to measure service quality by rewording the items in the context of e-service. In order to be used meaningfully in the context of e-service, the generic dimensions of the SERVQUAL model need to be reformulated because e-service is very distinct from traditional services, with three features that stand out (Li & Suomi, 2008) defined that

- (1) In e-service, there is no service interactions between customers and sales persons as in traditional service
- (2) In e-service, the process of service is almost accomplished with some intangible elements in the virtual environment.
- (3) In e-service customers do self-service in buying and understand control over the market process.

Obviously, the SERVQUAL scale is not appropriate for assessing e-service quality, considering the variations between traditional service and e-service. In e-service studies, new scales appropriate for measuring e-service quality are required.

2.1.1 E service Quality

According to (Zeithaml et al., 2000), with continuing competition in the marketplace, service quality has become important in order to maintain a competitive advantage. In addition, it is important and necessary to gain and maintain customer satisfaction. (Hawary, 2017) explained that service quality is the key entrance to TQM, total quality system should satisfy customers and fulfill their needs. In the current decade of services developments related to the wireless revolution, this revolution has reduced the direct link between organizations and customers (Idris, 2006), that has led to the development of electronic services as organizational strategies, particularly in e-commerce activities. Electronic service is different from traditional service through other platforms of interacting with customers (Javadi, 2011). In order to ensure that modern technology has transferred business processes to achieve greater accuracy, speed and protection to meet the needs of existing

customers, to achieve satisfaction and to attract more customers with new and innovative technology available.

As described by (Zeithaml et al., 2002), the quality of e-service is "the extent to which a site allows efficient and effective purchases, purchases and deliveries." Since many venues are electronic merchants, they are considered as service providers because they facilitate the delivery of products and services from the producer to the final customer. It is important to remember (Wolfenbarger & Gilly, 2003)'s well-known four factors: website design, reliability, security / privacy and customer service. Data related to the research of Wolfenbarger and Gilly (2003), Lee and Lin (2005) studied the dimensions of e-service quality and demonstrated that the dimension of design, reliability, responsiveness and trust in the site affects the overall quality of the service. (Santos , 2003) suggested that the quality of the online service to consumers is crucial because it is relatively easy to make comparisons between suppliers and to identify the technical characteristics and prices of goods and services through channels.

2.1.2 Dimension of E-service Quality

It is clear from the previously mentioned differences between the traditional service and the e-service that the SERVQUAL scale is not suitable for measuring e-service quality (Rowley, 2006). In e-service studies, it is required to create a scale suitable for measuring e-service quality. In fact, some other variables, such as perceived control and perceived risks, are relevant in assessing e-service quality in the e-service context. In order to develop measurement scales adapted to the e-service quality sector, several studies have been conducted Examples of findings on e-service quality are described in Table 1, including the research context and dimensions of e-service quality.

Zeithaml et al. (2002) observed that some SERVQUAL dimensions can be applied to e-service quality, and some other dimensions should be included. The E-S-QUAL scale includes 11 e-service quality dimensions, and later the E-S-QUAL is transformed into a seven-dimension scale: efficiency, fulfillment, privacy, system availability, responsiveness, compensation, and contact (Zeithaml et al., 2005). (Yang & Jun, 2002) suggested the differentiation of dimensions between internet buyer and non-buyer. The differentiation of dimensions to satisfaction and dissatisfaction with

online service examined by (Yang & Fang, 2004). (Sohn & Tadisina, 2008) suggested an 8-dimension scale to analyze the effect of e-service quality on purpose to reuse the e -service. The trust of the customer in the scale is implied to be an important dimension. (Yen, 2005) in their research work stated that some other important e-service quality studies suggest that customer’s loyalty, trust and experience are significant aspects in e-service quality that can influence the understanding and evaluation of e-service quality by customers. From the consumer view, these new dimensions and elements of e-service quality have not been analyzed on the traditional scale of service quality.

Table (2.1) Dimension of E-service quality discovered by Other Authors

Context	Authors	Dimension of E-service quality
E - service	(Dabholkar, 1996)	Web site design, Reliability, Delivery, Ease of use, Enjoyment and Control.
Online retailing	(Zeithaml et al., 2000)	Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact.
E-quality	Madu and Madu (2002)	Performance, Features, Structure, Aesthetics, Reliability, Storage capacity, Serviceability, Security and system integrity, Trust, Responsiveness, Product differentiation and customization, Web store policies, Reputation, Assurance and Empathy.
E - service	(Sunjadaja et al., 2003)	Security, Interaction, Responsiveness, Information, Reliability, Delivery, and Customization.
E-service	(Cristobal et al., 2007)	Web site design, customer service, assurance and order management.

Source: Ojasalo (2010)

With regard to the dimensions of the e-service quality studies seen in Table 2.1, it is clear that most of the studies are designing adapted e-service quality scales based on the adjustment of the SERVQUAL instrument.

(A) Reliability

Li and Suomi (2008) have discussed that reliability is the most significant dimension of e-service quality, according to some research studies. It is important to make customers trust that the organization can do what it promises to do in the virtual world. Reliability is the first determining factor of customer satisfaction and the second determining factor of customer loyalty to the website (Zeithaml et al., 2002). Reliability is defined as a service-based capability to provide high resolution and confidence to customers (Sung et al., 2009). In order to be reliable, companies must provide services as promised by the company and reliably (Dmour & Hani , 2005).

Reliability refer to the ability of the company to provide the quality of the information that meets the criteria of timeliness, accuracy, understandability and relevance, in addition to its ability to fulfill its obligations to the customer, thereby achieving a high degree of satisfaction (Swaid & Wigand, 2007).This study is about reliable services from online stores that provide excellent service and can explain the problem quickly. As for the online shop, reliability is one of the reasons for achieving customer satisfaction.

(B) Responsiveness

The responsiveness explains how much an online store offers resources that are essential to its clients (e.g. user requests, information collection and navigation speed) that are voluntary (Parasuraman et al., 1988). Customers expect online shops to respond quickly to their inquiries (Liao & Cheung, 2002). Researchers analyzing the responsiveness of web-based systems emphasized the value of the perceived service quality and customer loyalty (Yang & Jun, 2002).

Responsiveness on the e-service quality scale is a very limited term relative to reactivity in SERVQUAL. In e-service, when customers have concerns or issues, the company offers timely service to customers through digital media, making customers more relaxed when shopping and continuing to shop without interruption (Hongxiu & Reima, 2008) ,in their book stated that the characteristics of the responsiveness factor are as follows.

- Relevant contact details and performance
- Quick replies to customers
- Promptly replies to customers
- Time for appropriate response

(C) Information Quality

The quality of system is the level of perceived customer satisfaction with the technical and operational performance of the website (Kim & Shin, 2012). When shopping online, customers need to focus on the information and photos given by the website in order to understand the items, they can place more emphasis on system properties such as ease of use, ease of navigation, response time, and download time (Dickinger & Stangl, 2013).

It is possible to view e-service as a data-driven service process. Information is valuable for customers to make their decision in e-service, when they do not physically examine what they want to buy and how about the company. Customers require sufficient information to make their buying decisions and to conduct their self-service (Hongxiu & Reima, 2008). Customers are more likely to have better judgment when they are given accurate information as much as possible. Therefore, the more accurate information that online retailers supply, the better decisions customers might make with less time and effort, which ultimately increases customer satisfaction.

(D) Trust

Some research suggests that trust is the most significant factor of e-service (Ranganathan & Ganapathy, 2002) as this is a dangerous alternative to traditional brick-and-mortar establishments. When differences emerge, the information displayed on the website must agree with the printed words; otherwise, the organization loses its trust and good faith. The prestige of the retailer determines the ability of others to enter in an exchange with a given actor (Grabner-Krauter, 2002). The addition of services that improve the social presence of the website gives customers a feeling that the company is seeking to manage positive customer relationships and therefore increase the buying intention through increased customer trust (Gefen et al., 2003), satisfaction (Szymanski & Hise, 2000), and website quality (Yoo & Donthu, 2001).

Without their permission or awareness, businesses must mitigate customer concerns of data fraud and abuse of personal information either by Internet crime or knowledge of the use of their personal information (Bauer et al., 2005). However, companies face a dilemma: on the one hand, they need to improve e-protection policies to raise customer trust, perhaps by making influential comments on privacy and security issues on websites (Yang et al., 2004); on the other hand, high levels of inconvenience can be caused by unnecessarily strict protection measures.

The ability to be trustworthy is defined as trust. Trust affects customer's understanding of e-service quality in the process of virtual online service. A core component of trust is the extent to which the customer trusts that the e-service provider has good interests and motivations towards the customer and is concerned with achieving favorable customer results, and the anonymity of the customer with the e-service provider has a positive impact on the customer's view of e-service quality (Hongxiu & Reima, 2008).

(E) Assurance

Assurance in the dictionary form explains as a positive declaration which aimed to give confidence or a certainty in one's own ability, a promise. It is a feeling which is mental, physical and emotional response that people feel they can trust. (Hanna, 2022) explains service assurance as a set of procedures intended to optimize performance. This is related to the idea to improve customer experience and to maximize customer satisfaction inevitably maximizes the long-term profitability of an enterprise. The quality assurance, quality control and service-level management which all are related to service assurance. Being a systematic quality control process, it ensures that produced product or performed service adheres to a defined set of quality criteria or meets the requirements of the client or customer. Service assurance is delivering the service as promise to meet customer expectations. Customers want firms to be experts in the services they provide. Employee knowledge and courtesy is needed to assure to convey trust and confidence (Klokkenga, 2020). As of today, there are many options that the customer can choose. For the company, it is needed to convey trust and confidence their products and services. For that, assurance becomes one of the important dimensions in promoting quality of service of a company.

2.2 Customer Satisfaction

One of the most important factors of a successful business has always been customer satisfaction. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, 1992). Customer satisfaction is associated with marketing since it determines the customer's expectations regarding how the goods and services are provided by the companies. A critical outcome is actionable knowledge on how to further satisfy customers (Oliver, 1999).

E-satisfaction is the satisfaction of customers when they receive and send orders for goods or services, after-sales services, product or service prices, site content quality, site speed, site reliability, and site security and privacy (Lee, 2001). (Oliver, 1999) generally mentioned customer satisfaction in a traditional way that consumers buy products or services from the same brand without being affected by the surrounding environment or marketing strategies. (Tracey et al., 1999) explain customer satisfaction as the degree to which the customer believes that he has provided a good or service worth more than the price paid. It is the state of fulfillment of its expectations (Oliver, 1997). Customer satisfaction is a key agent in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Additionally, satisfied customers are likely to tell other people about their good experiment. Customer satisfaction is extremely important for the advertisement to be competitive in the long term and is one of the most relevant marketing research topics (Balabanis et al., 2006).

Traditionally, customer satisfaction is an evaluation of consumer service in order to satisfy customer needs and expectations (Zeithaml & Bitner, 2003). Many researchers have indicated that satisfaction is positively associated with service quality and is an significant mediator of quality of service (Caruana et al., 2000).

At a point, customer satisfaction is a core component of the business plan as well as customer retention and product repurchase. In addition, reliability is known to be a crucial factor for customer satisfaction (Shah Alam & Yasin, 2010) and (Yang & Fang, 2004). Another factor that researchers and marketing experts consider crucial for customer service satisfaction (Zeithaml & Bitner, 2003). For the online shop, e-satisfaction is the customer's pleasant sense due to the positive experience with an e-

service. If customers feel that they may need more satisfaction, they can easily switch to alternative online shops, and may find more convenient e-service quality.

Customers expect to successfully complete e-transactions, to easily receive ordered goods, to receive personalized attention and to adapt better to their expectations through e-management (Cristobal et al., 2011). All of this needs to impact e-satisfaction. Usually, satisfied customers rebound and purchase more. Increased customer satisfaction can offer market advantages such as customer loyalty, extend a customer's life cycle, increase the customer's purchasing period of products, and improve positive word of mouth feedback with consumers. If the consumer is satisfied with the company's goods or service, the customer may make repeated transactions and recommend products or services to potential customers. If the company lacks or ignores the desires of customers, it is difficult for a business enterprise to rise up (Tao, 2014). The most important topics expected to reach or surpass the satisfaction of customers are the product and its specifications, functions, efficiency, sales operation and customer service.

2.3 Customer Loyalty

Customer loyalty is another crucial aspect of customer satisfaction. The impact of the satisfaction in loyalty has been the most popular subject in study of the marketing theory. Therefore, a number of researches have established a direct link between loyalty and satisfaction. As satisfied customers are loyal and dissatisfied customers are a vendor (Heskett, 2011).

Loyalty is an idea in business since 1940s. Customer loyalty means a consumer's devotion to a company, product line, or brand. Customer loyalty indicates the extent to which customers are faithful to company's products and services, and strong desire to select one brand over the competition. That is, loyal customer tendency to shop particular brands in regularly. They will spend more money for their loyalty brand and also advertise their loyal brand with word-of-mouth, and patient when some mistaken is found for their loyal brand. (Brown, 1952) firstly made empirically studied at loyalty in customer. Focusing more on customer behavior, Brown found customer loyalty associated with the repeat purchase at particular brands.

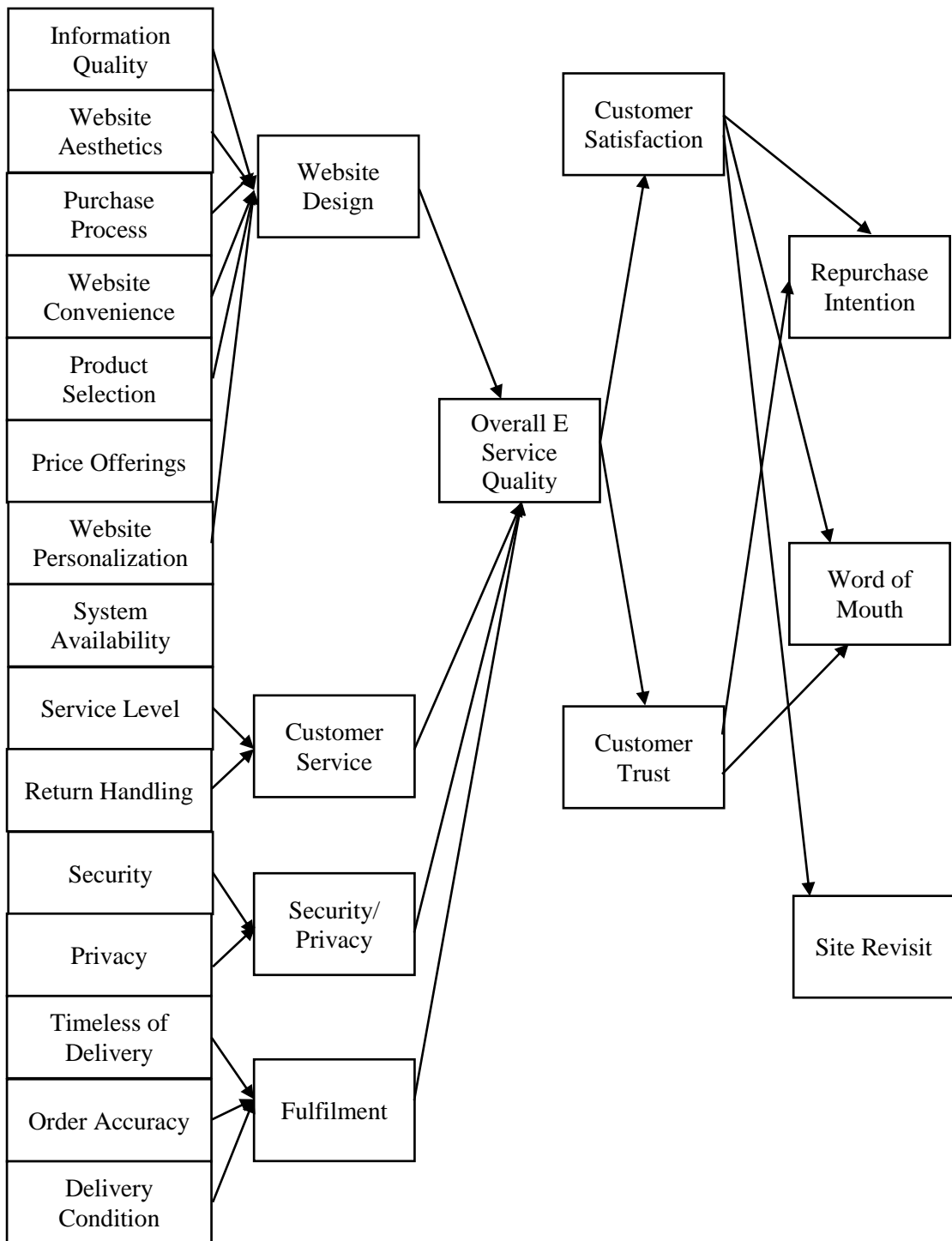
Jones and Sasser (1995) classified customer loyalty into two types: long-term loyalty and short-term loyalty. Only the long-term loyalty would be true loyalty, not easily influenced by externals to change their view about a product or service. Short-term loyalty may easily disappear when customers find or are given an attractive alternative. Creating values to customer value would only be the vital to corporate success. Increased customer value leads to higher loyalty, and loyalty in turn can lead to higher growth, profits, and customer value (Hiray & Anjum, 2020). The four key criteria that drive consumer loyalty are service quality, product quality, pricing strategy, and shop features. One of the most complicated elements that do not exist before being consumed is service.

Only the happy customer will positively and significantly related to customer satisfaction. (Chen, 2008) mentioned that when customers are satisfied with a product, they are more likely to repurchase it and promote favorable word of mouth about it. (Lin, 2011) viewed customer loyalty is defined as a commitment to utilize, repurchase, cross-purchase, or refer a specific brand's products or services. Based on the above definitions, customer loyalty as the' degree to which customers are happy and demonstrate their respect for a website, product or service in attitudinal, behavioral and general ways.

2.4 Review on Previous Research Papers

Rita et al. (2019) conducted a study to find out the impact of e-service quality and customer satisfaction on customer behavior in online shopping. Study focuses on the most important dimensions of e-service quality focusing in this study includes website design, customer service, security/privacy, and fulfilment dimensions that have impact on customer satisfaction, customer trust, and customer behavior at online shopping. The focused consumer behavior includes customer behavior such as repurchase intention, word of mouth, and site revisit behavior. The following study model was developed by (Rita et al., 2019), as follows. The analytical findings demonstrated that the three e-service quality characteristics of website design, security/privacy, and fulfilment have an effect on overall e-service quality. The customer service is not very significant related to overall e-service quality.

Figure (2.1) Conceptual Framework of Rita et al.

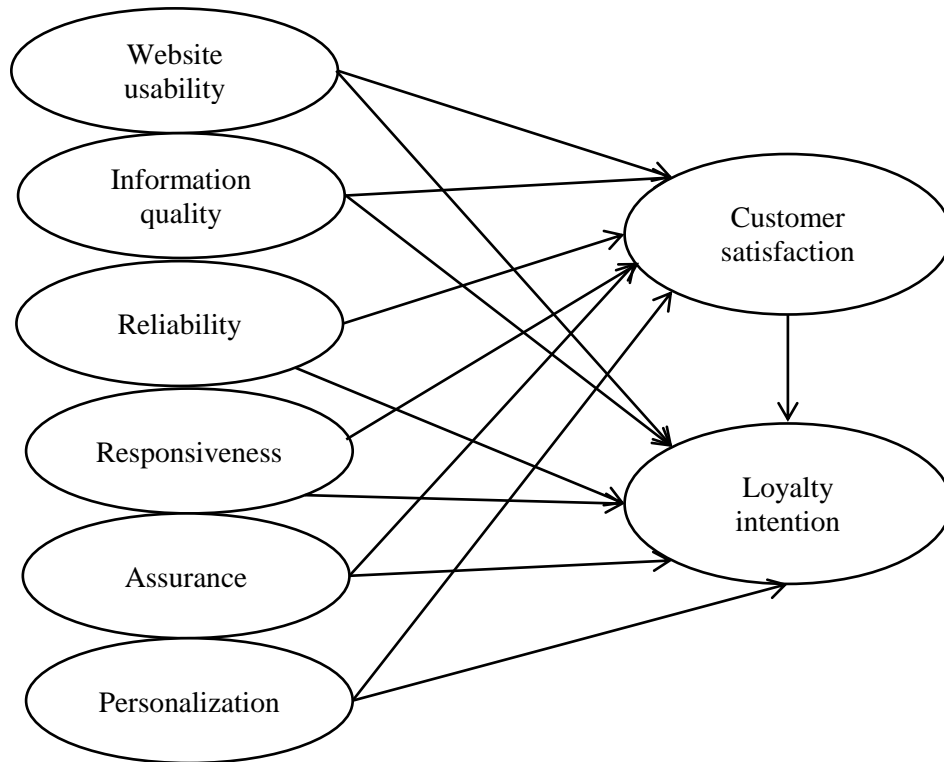


Source: Rita et al. (2019)

The findings revealed that three aspects of e-service quality, namely website design, security/privacy, and fulfillment, have an impact on overall e-service quality. The customer service is not very significant related to overall e-service quality.

Kusdiby and Februdi (2019) measure the influence of electronic service quality on customers satisfaction and loyalty in online shopping setting in Indonesia reveal that electronic service quality has a positive and significant influence on satisfaction.

Figure (2.2) Conceptual Framework of Kusdiby and Februdi

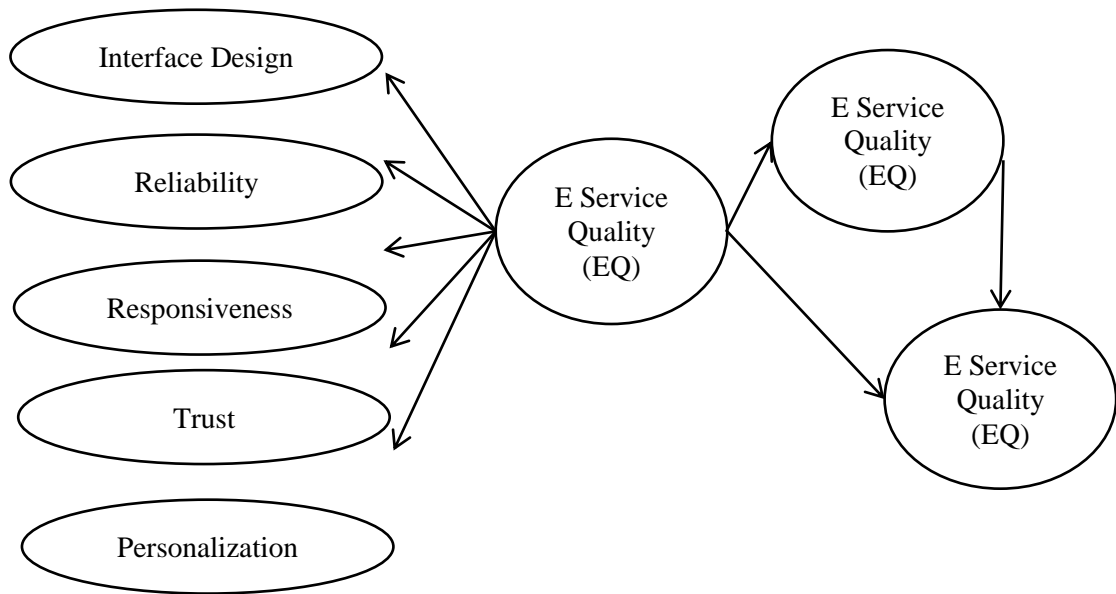


Source: Kusdiby and Februdi (2019)

Also, consumer satisfaction influences positively and significantly on loyalty. Theoretically, this study defines the relationship between electronic service quality, customer pleasure, and brand loyalty in the context of online shopping. It is important that electronic service quality dimensions are important to build their online shop competitiveness.

Hashemi and Abbasi (2017) investigate the effect of e-service quality on customer satisfaction with Mellat Bank of Khorramabad city. The independent variable is e-service quality, with four efficiency, service provision, accessibility, safety and security, and customer satisfaction as the dependent variable.

Figure (2.3) Conceptual Framework of Hashemi and Abbasi

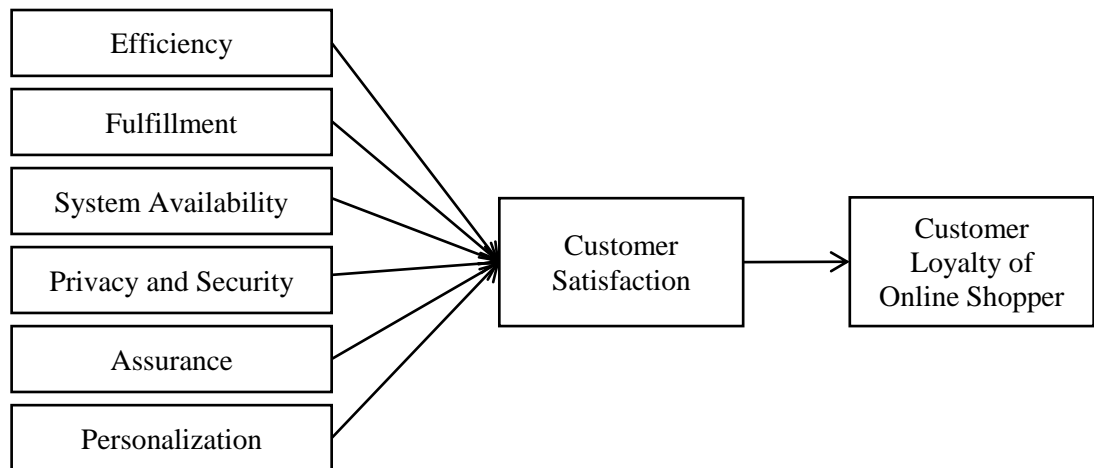


Source: Hashemi and Abbasi (2017)

The analytical results indicate that electronic service quality has a significant positive impact on satisfaction. Interface design, trust and responsiveness have high correlation, and effect on customer satisfaction. On the other hand the effect of reliability and personalization on customer satisfaction was found insignificant on the basis of e service quality Hashemi and Abbasi (2017). The conceptual framework of Hashemi and Abbasi (2017) is shown in Figure (2.3).

Khamsorn (2014) developed the effect of e- service quality on customer satisfaction and customer loyalty for online shoppers in Thailand. (Khamsorn, 2014) reveal that electronic service quality has a positive and significant influence on satisfaction.

Figure (2.4) Conceptual Framework of Khamsorn



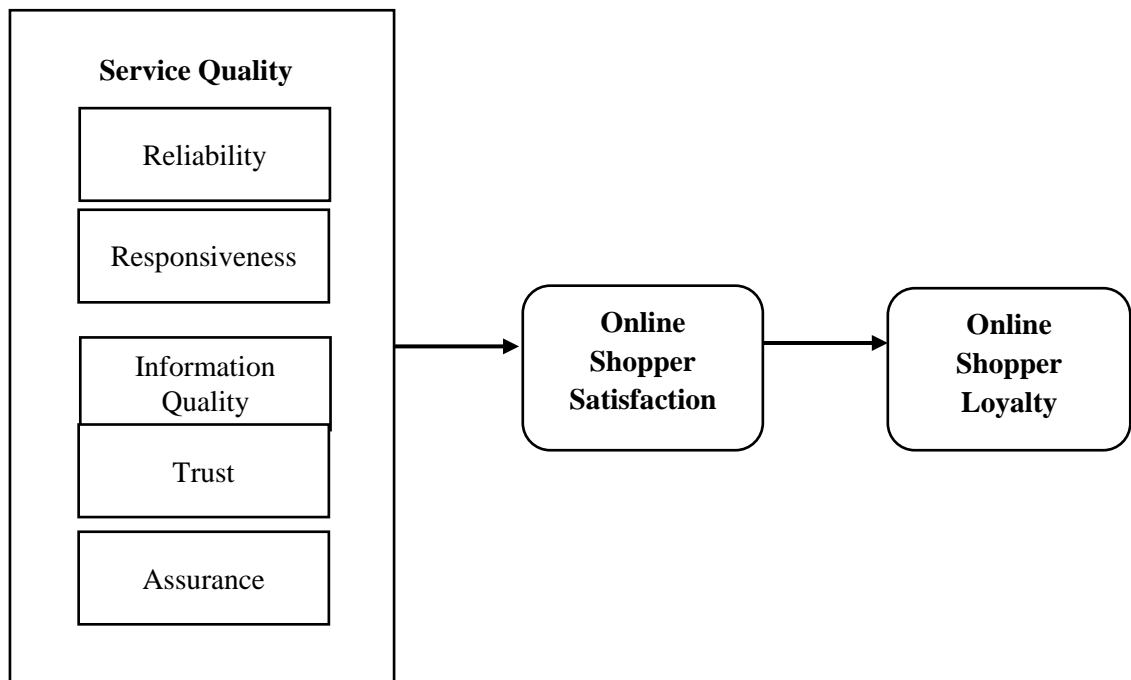
Source: Khamsorn (2014)

Also, customer satisfaction influences positively and significantly on loyalty of online shopper. The electronic service quality is critical to the competitiveness of online shop. The conceptual framework of (Khamsorn, 2014) is shown in Figure (2.4).

2.5 Conceptual Framework of the Study

The conceptual framework of the study has been developed based on the theories mentioned above. The conceptual framework shows the effect of service quality on online shopper satisfaction and loyalty towards Timeless Premium Vintage House. The independent variables, service quality inclined by the dependent variables online shopper satisfaction. The online shopper loyalty is inclined by online shopper satisfaction. The conceptual framework of the study is shown in Figure (2.5) below:

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation Based on The Previous Research Papers (2023)

In Figure (2.5) the conceptual framework involves the service quality dimensions, online shopper satisfaction and online shopper loyalty. There are five service quality dimensions which are reliability, responsiveness, information quality, trust and assurance. This framework shows how the effect of service quality examines on online shopper satisfaction and how online shopper satisfaction contributes on online shopper loyalty towards Timeless Premium Vintage House.

Reliability, responsiveness and information quality are adapted from the conceptual framework of Kusdibyo and Februadi ((2019). For trust are adapted from Jafar Hashemi and Fatemeh Abbasi (2017) and assurance are adapted from (Khamson, 2014). As for the relationship between service quality and online shopper satisfaction, the relationship between online shopper satisfaction and loyalty are adopted from the conceptual framework of (Khamson, 2014).

CHAPTER 3

PROFILE AND SERVICES PROVIDED BY TIMELESS PREMIUM VINTAGE HOUSE

This chapter presents profile and services provided by Timeless Premium Vintage House which is a low price premium branded second-hand clothes shop and consist of online shopping business in Myanmar and vintage market in Myanmar. In this chapter, mainly focuses on services include reliability, responsiveness, information quality, trust and assurance.

3.1 Online Shopping Business in Myanmar

In Myanmar, Facebook has become known as the key platform of internet-based engagement across the country as a result of the growing use of mobile phones in recent years. Events that are of interest to the public are increasingly encountered and even occur first on Facebook, prior to any other traditional media or internet sites. This has led the analysts to declare that ‘Facebook is the internet in Myanmar’ (Bourgault, 2013). Since 2012, internet usage in Myanmar has grown from 1.8% to 35.2% of its entire population in 2023. There were (19,833,200) Facebook users in Myanmar in April 2023, which accounted for 35.2% of its entire population. The majority of them were men for 53.5%. People aged 25 to 34 years were the largest user group (7,200,000). In largest user group age between 25 to 34 years were men leads by (3,900,000).

As internet penetration becomes to increase in Myanmar due to the shrinking costs of data plans and the strengthening of Myanmar’s infrastructure. This means the potential of online shopping in Myanmar is becoming greater than ever before. There are products young customers prefer to purchase online and products they don’t prefer to purchase online. Goods such as clothing, handbags, furniture, food, and electronics were listed in the items of customers purchased online. Used or second-hand items also appeared to be popular to those looking to save money on more expensive items. Things people are more hesitant to purchase in online are expensive items such as electronics from lesser known retailers, and shoes which customers often want to try on before purchasing.

According to Myanmar Insider, Myanmar people still find it inconvenient to use online shopping websites. As those websites are larger in size, it takes long to load. Also there is lack of interaction with the customers. The main disadvantage is that online payment is difficult since few users have online bank accounts and no credit cards are issued locally. This leads to the growing number of online stores on social media. According to MMRD, 96% of Internet users in Myanmar use social media. Facebook becomes the most popular social media platform with 93% using it, followed by Viber at 80% and Twitter is at 6%.

Almost every Internet user in Myanmar has a Facebook account and thus business owners started doing business on the social media and investing more on Facebook Ads. It enables many individual, especially young people to start their own business by opening Facebook online shops with little to no capital. All they have to do is determine what to sell and find a product source. If everything is ready, they can set up a Facebook page within minutes and start selling.

According to Myanmar Times, many people in Myanmar shop on Facebook. Facebook accounts for over 85 pc of all internet traffic in Myanmar. Its dominance means there is a lot of online shopping on the social media behemoth. Anyone can set up a Facebook Page to become a seller in minutes, and anyone with the Facebook app is a potential buyer. Facebook instant messaging allows quick communication between sellers and buyers. Many physical shops set up Facebook pages to reach out to buyers online, such as Eaindra store and Suu Baby & Mommy Store and small wholesalers find potential buyers through Facebook groups. Sellers increasingly use live videos on Facebook. Many website stores face significant challenges, such as the dominance of Facebook and the reluctance of customers to use another shopping platform. In Myanmar, website store mostly depend on Facebook and offer discounts on their apps and attract people but most online shopping is done on Facebook and Messenger. Example: the 150,000 shoppers are done who used the Shop.com.mm app during the 11.11 online sales seemed meagre compared to shop.com.mm's 15 million followers on Facebook.

3.2 Second-hand Clothes Market in Myanmar

MyLocalPassion stated that reselling second-hand, prelove, or vintage clothes are known as second-hand clothes business. They are brought into Myanmar in large packets, which is why we call them as "Bale Clothes" in Myanmar. These clothing packages come with a range of fashionable items, including occasionally limited-edition branded apparel from businesses throughout the world. The origin of second-hand clothes stores came from Scotland and can now be found in many countries. In the past, people from Myanmar were not very familiar with the second-hand fashion market because they regarded second-hand clothes as cheap clothing and a low-quality product which are used by the poor. People from the middle classes choose to wear affordable fashion which is imported from China and Bangkok.

Nowadays, most of clothing online shop in Myanmar who is selling Chinese products is turning their business to locally made products and second-hand clothes which are imported from Japan and Bangkok. Because of COVID 19 situation in Myanmar, people have become jobless. Therefore, people have to use their income very wisely and they are fulfilling their needs with budget products. As a result, second-hand clothes have become one of the greatest solutions for everyone. At the same time, most customers are aware that buying used things is not as horrible as they always believed. In second-hand clothes stores, they can even find 100% new branded products and some are worth more than their price. People are enjoying second-hand clothes hunting to find the best bargains now. Second-hand clothing product is sent to Myanmar as big packages. Most of them are brought into Myanmar over the Thai border, particularly from the Myawaddy-Maesot border. Second-hand clothing wholesalers from Thailand collect and categorize the second hand vintage fashion from all over the places to create second-hand clothes packages with their own brand names.

One of the most well-known thrifting brands imported to Myanmar from Thailand is Island, TRI, and Queen Brand packaging. Wholesalers and importers from Burma make connections with them to import those packages to the country. The products are bought by retail merchants all around Myanmar as soon as the packages arrive in the nation. The price of the packages varies depending on types and quality of the clothing, and the weight (KG) of the package.

3.3 Profile of Timeless Premium Vintage House

Timeless Premium Vintage House which is second-hand clothes shop where women can buy original 100% genuine brand second-hand clothes with cheap price was launched in 2020. In 2020, Timeless Premium Vintage House initiated investment with 40,000 MMK on Facebook. Now they are opened two physical stores and gave job to 100 sales staff for physical stores. Timeless Premium Vintage House are opened and sold in physical stores where are Yankin Center and Capital (Thaketa). It sells a variety of premium bale designs at a low price starting from 6,000 MMK. Some packages are full of new clothing, while others are filled with old clothes that could not be used or sold at all. Unsold clothing is donated to orphanages or needy places if it is usable.

There are two stages to get better and premium quality of second hand clothing in Timeless Premium Vintage House. At the stage of collection of second hand clothing, they collect big pack of used clothing coming from the most selected acquisition sources; to be sure to always offer them high quality in every proposed choice. The collection stage requires a lot of attention and experience because it determines the quality and variety of the choice that they offer to customers. It is for this reason that Timeless Premium Vintage House only turn to reliable partners, personally checking the validity of each of sources of acquisition.

At the stage of selection of second hand clothing, their skilled staff manually sort and select each piece of clothing individually, in a meticulous sorting process from which they obtain different types of quality based on the target market. Timeless Premium Vintage House pays attention to details in this stage. During the selection phase, to be assigned to the correct category, each garment is carefully observed and checked in every finish: in a single glance this is how they can ensure perfect wearable condition.

The mission statement of Timeless Premium Vintage House online shop is they tackles the negative social and environmental impacts of producing, consuming and wasting clothes by increasing use of second-hand clothes, providing people with reuse services to stop wearable clothes being thrown into the waste stream or left unused and running campaigns to raise awareness of the socio-environmental impacts of clothes and to persuade and inspire people to take action to keep clothes in use for

longer. And also to reduce the overuse of increasingly scarce natural resources, reduce waste and carbon emissions and extend the life cycle of wearable clothes. The vision statement of Timeless Premium Vintage House online shop is a world in which the clothes they make, buy, and wear do not damage people or the environment.

3.4 Service Quality Practices of Timeless Premium Vintage House

Timeless Premium Vintage House provides premium-quality products and services to ensure online shopper satisfaction and loyalty. The following is a detailed expression of Timeless Premium Vintage House's service provided.

(a) Reliability

As people become more interested in the second-hand clothing market, Timeless Premium Vintage House upgrades their ways of selling. Timeless Premium Vintage House wash and iron the clothes carefully before displaying their products online on Facebook and physical store. Packaging is also important. Timeless Premium Vintage House properly packs and delivers the items in accordance with the order list. Before delivering the items to the customers, supervisors of Timeless Premium Vintage House check the product lists and customer order. Timeless Premium Vintage House properly describes product label, including product photos, and pricing. Timeless Premium Vintage attracts more customers by making an effort to make their products look good. Therefore, customers are willing to pay more money for nicely displayed products.

(b) Responsiveness

The page admins of Timeless Premium Vintage House are knowledgeable and skilled. The page admins are knowledgeable enough about second-hand clothes to recommend and explain depending on customer preferences when they are buying second-hand clothes. It patiently responds when customer want to know about product availability. It also provides autoreply system in their page message box. Customers can communicate with page administrators in real time during working hours.

(c) Information Quality

Timeless Premium Vintage House constantly aims to provide accurate and reliable information. It also has a pricing system that guarantees the best reasonable price to online shopper, which means that the price at Timeless Premium Vintage

House is the same as the price from the physical store. Timeless Premium Vintage House provides frequently answers for questions in Facebook messenger by using auto reply. For any further information, sale staff and page admins of Timeless Premium Vintage House provide complete and clear information about the items so that customers can figure out if the items are a good fit for them. The product information, including photos of the item, materials, and price, are clearly stated on Timeless Premium Vintage House online shop. Timeless Premium Vintage House always inform to customers pre-announcement for the exact date and time for live sales.

(d) Trust

Timeless Premium Vintage House takes trust and privacy issues seriously since it handles customer information such as contact information. Timeless Premium Vintage House also explains the payment, such as contact information, address, payment methods, and transaction data. Regarding payment, Timeless Premium Vintage House provides all mobile banking payments without extra charges and cash on delivery (COD) is available. Therefore, customers have high trust in their payment with Timeless Premium Vintage House.

(e) Assurance

Whenever new items arrive, Timeless Premium Vintage House trains all staff about product knowledge. As soon as customer got the item, customer was asked to come to the chat box after live sale. If customers don't send contact information to Timeless Premium Vintage House page chat box, customers will be reminded. It also requests the delivery service to make a phone call to the customer before delivering. When the product arrives to the customer, it request to check whether the product is correct or not. The payment is made only when the item is correct. After the customer transfers the money, page admin sends a receipt that the money has been transferred. If the wrong item was sent, Timeless Premium Vintage House makes sure to resolve and return the wrong item.

Additionally, questions from customers are gathered within a week and answered in videos or live sales. If there are any inconsistencies, Timeless Premium Vintage House often follows up to ensure that customers are satisfied.

3.5 Demographic Characteristics of Respondents

Table (3.1) explains the demographic profile of respondents who are chosen as samples from total online shoppers to answer online shop's e-service quality in Yangon.

Table (3.1) Demographic Profile of Respondents

Sr. No	Particular	Frequency	Percentage
	Total	384	100.00
Gender of Respondents			
1	Male	139	36.2
2	Female	244	63.54
Age of Respondents			
1	16 to 25 years old	35	9.11
2	26 to 35 years old	189	49.22
3	36 to 45 years	154	40.1
4	Above 46 years	6	1.56
Marital Status			
1	Married	80	20.83
2	Unmarried	304	79.17
Average Income per month			
1	Under 250,000 kyats	39	10.16
2	250,001 kyats – 500,000 kyats	106	27.6
3	500,001 kyats – 750,000 kyats	83	21.61
4	750,001 kyats – 1,000,000 kyats	133	34.64
5	Above 1,000,000 kyats	23	5.99

Source: Survey Data, 2023

Demographic profiles of online shoppers were based on 384 sample respondents who are mainly based in Yangon region. As shown in the above Table (3.1), the result of the analysis on the gender of respondents shows that the most participants were females: 64% and 36% of total respondents were males. For that, female respondents contain more participants as survey people than males.

The age levels of respondents are also analyzed by answering respondents' age in the age range from 16 to 25 years old, 26 to 35 years old, 36 to 45 years old, and above 46 years old. By the above table, 35 numbers of total 384 respondents were in the age of 16 to 25 years old, 189 respondents were in the age of 26 to 35 years old, 154 respondents were in the age of 36 to 45 years old, and 6 respondents were above 46 years old. In terms of percentagewise, 89% of the most of total respondents were in the age range of 26 to 45 years old, and very few people who are above 46 years purchase online as the least with 2%, respectively.

Marital status of respondents is also analyzed. By the study, it included that there are 80 respondents who are married people, while the most of respondents (77%) were not married yet. By the study, it can be assumed that the people whose age in the 26 to 44 and un-married people were the most use of online shopping behavior in Myanmar.

By the Table (3.1), respondents' monthly income level is also revealing that there are 39 respondents who earn under 250,000 kyats per month, 106 respondents earn from 250,001 kyats – 500,000 kyats, 83 respondents earn from 500,001 kyats – 750,000 kyats, 133 respondents earn from 750,001 kyats to 1,000,000 kyats, and 23 respondents earn above 1,000,000 kyats, respectively. In term of percentagewise, 90% of online shoppers were earn more than 250,001 kyat per month.

Respondents' online shopping behavior and their purchase at Timeless Premium Vintage House online is analyzed by the Table (3.1), the study shows that all the respondents have bought clothes at that Timeless Premium Vintage House online.

To understand the respondents' purchase frequency, they are asked to explain the reason to choose Timeless Premium Vintage House online shopping for clothing. Their answers are listed in the Table (3.2), as follows.

Table (3.2) Consumer Behavior of Respondents

Sr. No	Particular	Frequency	Percentage
	Total	384	100.00
Purchase Frequency of Respondents			
1	One time	46	11.98
2	Two time	161	41.93
3	Three times	151	39.32
4	More than three times	26	6.77
Sr. No	Reason to choose Timeless Premium Vintage House		
1	Convenience	12	3.13
2	Price	31	8.07
3	Trust	38	9.9
4	Brand	57	14.84
5	Excellent Customer Service	34	8.85
6	Delivery system	16	4.17
7	Friend referral	54	14.06
8	Wide choice of products	134	34.9
9	Others	8	2.08

Source: Survey Data, 2023

As shown in the above Table (3.2), 46 respondents have purchased one time, 161 respondents have purchased two-time, 151 respondents have purchased three times, 26 purchases more than three times. In term of percentage, most of respondents have purchase more than two-time with 42%, and followed by respondents who purchase three times with 39%, respectively.

In the analysis of their reasons to choose Timeless Premium Vintage House online shopping, Table (3.2) reports that 12 respondents have the reason of

convenience to purchase, 31 respondents have reason for price of that online shop products, 38 reply their trust on that online shop, 57 have reason for the brand of online shop, 34 reply because of excellent customer services, 16 for delivery system of that online shop, 54 is by the friends' referrals, 134 is by the wide choice of products, and the rest 8 have by the other reasons. By means of percentage, 35% of the most of respondents choose Timeless Premium Vintage House online shopping because of its wide choice of clothing products, and followed by reason of friends' referral to choose that online shopping.

CHAPTER 4

ANALYSIS ON THE EFFECT OF SERVICE QUALITY ON ONLINE SHOPPER SATISFACTION AND LOYALTY

In this section, it is the analysis of the collected data from the surveying on respondents regarding to Timeless Premium Vintage House online shop. This section shows the reliability test result, descriptive analysis of the e service quality dimensions,

4.1 Reliability Test

By the use of survey method, survey questionnaire is the major survey instrument to collect information for the customers of Timeless Premium Vintage House online. There are several items on the same aspect. For the consistency of survey questions which are constructed in each factor, the measure of the method was the use of reliability test by examining Cronbach's alpha value analysis. Table (4.1) explains the statistical analysis on the survey questions constructed in each factor. The value of Cronbach's alpha quantifies the level of agreement on a standardized 0 to 1 scale (Frost, 2022). The alpha value of 0 explains there is no correlation between the items at all. This means, items are entirely independent. Alpha value 1 explains the perfect correlation. The higher the Cronbach alpha value indicates the high-level agreement between items. The alpha value of 0.7 is frequently used as a benchmark value for Cronbach's alpha. From this value and higher value, the items are sufficiently consistent to indicate the measure is reliable.

Table (4.1) Reliability Statistics

Sr. No.	Factors	Cronbach's Alpha	No. of Items	Comment on Reliability
1	Reliability	.840	7	Good consistency
2	Responsiveness	.859	6	Good consistency
3	Information	.832	7	Good consistency
4	Trust	.898	6	Good consistency
5	Assurance	.902	6	Excellent consistency
6	Satisfaction	.851	10	Good consistency
7	Loyalty	.836	7	Good consistency
	Overall reliability	.860	49	Good consistency

Source: Survey data, 2023

As shown in above table, reliability service dimension is composed with 7 items, responsiveness is with 6 items, information is with 7, trust is with 6, assurance is with 6, satisfaction variable is with 10, and customer loyalty is with 7 items. There are altogether 49 items test. By the Cronbach's alpha value analysis, all the values are higher than 0.8, indicating that all the good consistency and thus the items are sufficiently consistent for reliable measure.

4.2 Service Quality, Online Shopper Satisfaction and Loyalty of Timeless Premium Vintage House

In this research, service quality dimensions, Online Shopper satisfaction and loyalty of Timeless Premium Vintage House is the use of descriptive analysis by asking the respondents' options based on Five-point Likert scale, the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale $(4/5 = 0.80)$. The length of the cells is determined from 1 to 1.80 represents (strongly disagree), from 1.81 until 2.60 represents (do not agree), from 2.61 until 3.40 represents (true to some extent), from 3.41 until 4.20 represents (agree), from 4.21 until 5.00 represents (strongly agree).

4.2.1 Reliability

The first measure of the service quality dimensions is the reliable service provided by Timeless Premium Vintage House online shop. In this analysis, total 7 items are used to ask 384 online shoppers, and their responses are listed in the Table (4.2), as follows.

Table (4.2) Reliability

Sr. No.	Particular	Mean Value	Standard Deviation
1	Delivering on promised date	3.86	0.45
2	Packaging package well	3.52	0.62
3	Selling in stock clothes	3.59	0.61
4	Providing same quality with photos	3.63	0.61
5	Informing customer quickly for error	3.65	0.62
6	Arriving in good conditions	3.77	0.71
7	Offering free delivery	3.66	0.69
	Overall Mean	3.64	

Source: Survey Data, 2023

By the Table (4.2), the descriptive analysis explains the overall mean value of reliable service quality of Timeless Premium Vintage House online shop is 3.64. Therefore, it is a agree level for the service reliability of Timeless Premium Vintage House. The higher the overall mean value, it indicates the majority of respondents agreed with there are high reliable service quality of Timeless Premium Vintage House online shop. According to respondents' options, the mean value of the reliable service by the order delivered as promised date is 3.86, which indicates that timely delivery as promised is the most important service reliability of Timeless Premium Vintage House online shop. The second higher mean value of 3.77 can explain that the ordered clothes which arrive without damage that could be the second most important reliable service quality accepted by the most respondents. The lowest mean value of 3.52 for the statement of well packaged for its clothing product while delivery. This means that Timeless Premium Vintage House's packaging is also a reliable service quality. Based on the maximum and minimum mean values, most of respondents are found as believing the service quality of Timeless Premium Vintage House online shopping is the reliable service quality.

4.2.2 Responsiveness

The ability of responsiveness to the customer inquiry is also one of the important service qualities. In measuring responsiveness service quality at Timeless Premium Vintage House online shopping, total 6 statements are used. Table (4.3) explains the descriptive analysis result of the analysis of responsiveness service quality of online shopping, as follows.

Table (4.3) Responsiveness

Sr. No.	Responsiveness	Mean Value	Standard Deviation
1	Always being ready and willing to respond enquiries	3.77	0.70
2	Providing telephone number to ask question easily	3.85	0.68
3	Responding quickly when customer ask question	3.88	0.70
4	Replying message politely	3.95	0.71
5	Explaining in detail about product information	3.83	0.69
6	Showing sincere interest toward customer	3.79	0.66
	Overall Mean	3.85	

Source: Survey Data, 2023

According to Table (4.3), the calculated overall mean value of 3.85 is higher mean value, indicating that most of respondents are pleased the responsiveness of Timeless Premium Vintage House online shopping website. Therefore, it is a agree level for the responsiveness of Timeless Premium Vintage House. In all the respondents' options, the mean value of Timeless Premium Vintage House replies message politely is 3.95. The highest mean value indicates that the response politeness to the customers could be the most important responsiveness service quality at that online shop. The second highest mean value is received as 3.88 for the statement of "Timeless Premium Vintage House's page admin responses quickly when I ask question". That is, customer responses by page admin could be also the important responsiveness service quality of Timeless Premium Vintage House Online Shop. The lowest mean value of 3.77 is rated as higher for the statement of readiness and willingness to respond to customers' enquiries. By the analysis of all the six statements, it can be concluded that Timeless Premium Vintage House's responsiveness service quality is also an important service quality for higher customer satisfaction.

4.2.3 Information Quality

The information quality is one of the electronic service quality or e-service qualities that are measured by the online customers. The fullness of information may support on customer purchase behavior intention. In this analysis, total seven statements are used. Table (4.4) reports on the customer rating on information quality of online shop, are as follows.

Table (4.4) Information Quality

Sr. No.	Information	Mean Value	Standard Deviation
1	Providing accurate information	3.64	0.66
2	Providing enough information for identifying same quality with photos	3.79	0.68
3	Providing easily understandable information	3.91	0.71
4	Informing exact date and time for streaming live sale	4.05	0.70

Sr. No.	Information	Mean Value	Standard Deviation
5	Providing updated information	3.86	0.69
6	Providing useful information	3.80	0.64
7	Offering timely information	3.75	0.59
	Overall Mean	3.83	

Source: Survey Data, 2023

By the Table (4.4), the overall mean value of 3.83 is for information service quality. Therefore, it is a agree level for the information quality of Timeless Premium Vintage House. The high mean value indicates that most respondents are believing Timeless Premium Vintage House Facebook page information is one of the important factors for online customers' satisfaction for their purchase intention. The highest mean value of 4.05 is for the statement of Timeless Premium Vintage House informs exact date and time before streaming live sale. The second high mean value of 3.91 is for the statement of the information on Timeless Premium Vintage House Facebook page is easy to understand. The result findings indicate that most of respondents easily understand the product information. They are found as pleased to have pre-announcement for the exact date and time for live sales from online shop. By the study on information quality of Timeless Premium Vintage House online page, most of customers are giving high voting for having the clear product information provided by Timeless Premium Vintage House online shopping.

4.2.4 Trust

Customer trust is important. Customer trust in the website affects the overall quality of the e-service. To understand how well respondents' trust on Timeless Premium Vintage House online shop, total six statements which are relevant to trust on website is analyzed. Table (4.5) explains the result of the descriptive analysis on online shoppers' rating on the trust at Timeless Premium Vintage House, as follows.

Table (4.5) Trust

Sr. No.	Trust	Mean Value	Standard Deviation
1	Keeping personal information safely	3.76	0.70
2	Protecting customer personal information	3.70	0.58
3	Trustworthiness for preventing misuse of personal information	3.78	0.62
4	Having trust for sending well condition clothes	3.74	0.56
5	Feeling of safe in payment	4.00	0.72
6	Believing in prepaid payment system	3.82	0.52
	Overall Mean	3.80	

Source: Survey Data, 2023

By the above Table (4.5), the overall mean value of 3.80, which the high mean value is over 3. Therefore, it is a agree level for the trust of Timeless Premium Vintage House. The high mean value indicates that most of respondents have high trust on Timeless Premium Vintage House Online shopping. The high mean value of 4.00 is showing that they have high trust by the feeling of safe in their payment with Timeless Premium Vintage House when they pay for their clothing orders. The second high mean value of 3.82 is indicating most respondent trust Timeless Premium Vintage House, and thus, they believe they never losses for their prepaid with banking payment system before they are receiving the orders.

The lowest mean value of 3.70 is indicating most respondents' options show high trust that Timeless Premium Vintage House will keep their customer information and do not share to other without customers' permissions. Based on the highest mean value and lowest mean value, study finds out that Timeless Premium Vintage House Online shopping is believed as trust online shopping by their customers.

4.2.5 Assurance

For every business success, they have to meet desired quality standards of the customers and company. For the assurance of service quality of Timeless Premium Vintage House's service, it is tested by the use of total six statements. It examines

how well online shop work through its services to ensure their products and services are consistent and high-level products. Table (4.6) shows the result of the analysis on service assurance, as follows.

Table (4.6) Assurance

Sr. No	Assurance	Mean Value	Standard Deviation
1	Calling to ask address only two times for delivering	3.62	0.62
2	Selling nearly new clothes	3.75	0.56
3	Selling neat and clean clothes	3.90	0.67
4	Solving customer complaint promptly	3.89	0.57
5	Having enough knowledge of customer questions	3.82	0.74
6	Behaving well	3.78	0.74
	Overall Mean	3.79	

Source: Survey Data, 2023

By the Table (4.6), the overall mean value of 3.79 is higher mean value over mean average value of 3, indicating that most of respondents believe products of Timeless Premium Vintage House online shopping meet customers' desired quality standards. Therefore, it is a agree level for the assurance of Timeless Premium Vintage House. The most acceptance of service assurance is by the highest mean value of 3.90, indicating that the clothes sold by Timeless Premium Vintage House are always neat and clean. No one customer has doubt on their product qualities. Most respondents rating higher on service assurance with the mean value of 3.89 for the fact that Timeless Premium Vintage House solve customer problems promptly as soon as they receive complaints. Customers' satisfaction on service assurance is also by the facts of page admin answering enough knowledge to response to customer's questions, and behaves well to the customers when contacted.

4.2.6 Summary Analysis on E-Service Quality Dimensions

The following Table (4.7) shows the summary analysis of service dimensions by the descriptive study.

Table (4.7) E-Service Quality Dimension of Timeless Premium Vintage House

Sr. No.	Particular	Mean
1	Reliability	3.64
2	Responsiveness	3.85
3	Information	3.83
4	Trust	3.80
5	Assurance	3.79

Source: Survey Data, 2023

By ordering to what respondents' perceived level on the service quality dimensions, the mean value of responsiveness is highest mean value, followed by information, trust, assurance and lastly reliability service dimension, respectively. Because of the high mean values of all the e-service quality dimensions, there is said to be positive association with overall e-service quality towards Timeless Premium Vintage House online shopping.

4.2.7 Online Shopper Satisfaction

Table (4.8) shows the online shoppers' satisfaction on Timeless Premium Vintage House Online Shop.

Table (4.8) Online Shopper Satisfaction

Sr. No	Online Shopper Satisfaction	Mean Value	Standard Deviation
1	Meeting customer expectation towards the services that are provided	3.82	0.70
2	Getting close to the ideal online shop	3.70	0.58
3	Truly enjoying in purchases very much	3.79	0.63

Sr. No	Online Shopper Satisfaction	Mean Value	Standard Deviation
4	Purchasing on Timeless Premium Vintage House is a wise one	3.76	0.57
5	Feeling satisfied with the clothes condition	4.05	0.74
6	Willing to accept a reasonable price increase	3.86	0.56
7	Feeling excited to buy clothes from Timeless Premium Vintage House	3.81	0.62
8	Feeling joyful for buying clothes from Timeless Premium Vintage House	3.76	0.56
9	Feeling safe to buy clothes from Timeless Premium Vintage House	4.06	0.70
10	Getting overall satisfactory buying experience with Timeless Premium Vintage House	3.89	0.58
	Overall Mean	3.85	

Source: Survey Data, 2023

As shown in the above table, the overall mean value of 3.85 is high mean value over the neutral mean value 3, indicating that most of respondents are found as higher satisfaction on clothes of Timeless Premium Vintage House Online Shopping. Therefore, it is a agree level for the online shopper satisfaction of Timeless Premium Vintage House. The highest mean value of 4.06 indicates that most of respondents satisfy for safe buying clothes from Timeless Premium Vintage House. The second highest mean value of 4.05 indicates the most respondents satisfied with the clothes condition from Timeless Premium Vintage House. Their satisfaction is also by their willingness to accept a reasonable price increase because the services this shop offers meet their expectations. Most respondents are also feeling of satisfactory with meeting their expectations and overall, most respondent feel that they are satisfied with Timeless Premium Vintage House Online Shop.

4.2.8 Online Shopper Loyalty

All the business organizations demand to have loyal customers because only the loyal customers will make repeat purchase for over time with the company. To examine the customer loyalty level at Timeless Premium Vintage House Online shop, all the respondents have to express their options of loyalty by the use of seven relevant statements. Table (4.9) explains the result of the customer loyalty analysis, as follows.

Table (4.9) Online Shopper Loyalty

Sr. No	Online Shopper Loyalty	Mean Value	Standard Deviation
1	Repurchasing more from Timeless Premium Vintage House in the future	3.92	0.67
2	Willing to recommend to family, friends and other people	4.05	0.66
3	Choosing Timeless Premium Vintage House again even customer has the alternatives of other online shop in the future	4.02	0.64
4	Willing to repurchase from Timeless Premium Vintage House if pricing is increased	3.94	0.64
5	Making the right choice of repurchasing from Timeless Premium Vintage House	4.04	0.64
6	Feeling satisfying to say positive things about Timeless Premium Vintage House	4.23	0.71
7	Buying again from Timeless Premium Vintage House in the near future	4.10	0.68
	Overall Mean	4.05	

Source: Survey Data, 2023

According to the above table, the overall mean value of 4.05 is high mean value over the average mean value of 2.61 to 3.40, indicating majority of respondents are found to be higher loyal status. Therefore, it is a agree level for the online shopper loyalty of Timeless Premium Vintage House. Customer loyalty is by the fact of their

high desirable to intend to say positive things about Timeless Premium Vintage House that to other people because of the respondents rating highest mean value of 4.23. The second most customer loyalty is assumed to be customer behavior of their willingness to recommend to family, friends and other people by the received high mean value of 4.05. The third higher mean value of 4.04 is also in the range of respondents' agreeable level. This means that majority of respondents are loyal by their behavior of intention to shop again to that online shop because of the satisfactory with the product quality and brand image of Timeless Premium Vintage House online shop. The higher customer loyalty is assumed to be the impact of high customer satisfaction at Timeless Premium Vintage House online. Customer loyalty is important measure for the possibility of the repeat purchase or customer satisfaction with brand or service of a company.

4.3 Analysis of the Effect of Service Quality on Online Shopper Satisfaction

After analyzing the respondents' options upon the service quality dimensions, customer satisfaction, and their loyalty level by the descriptive methods, their relationships between e-service quality dimensions and customers satisfaction, and then the effect of customer satisfaction on customer loyalty is further analyzed. The following Table (4.10) indicates the statistical analysis result of variations of one variable upon another variable.

Table (4.10) Effect of Service Quality on Online Shopper Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.139	0.064		2.174	0.030	
Reliability	0.015	0.025	0.016	0.613	0.540	2.752
Responsiveness	0.017	0.023	0.021	0.744	0.458	3.185
Information	.099**	0.033	0.107	2.962	0.003	5.389
Trust	.296**	0.032	0.306	9.235	0.000	4.549
Assurance	.551**	0.039	0.551	14.102	0.000	6.349
R	.953 ^a					
R Square	0.909					
Adjusted R Square	0.908					
Durbin-Watson	1.215					
F	755.090**					

a. Dependent Variable: Customer Satisfaction

** Significant at 1% value

Source: Survey data, 2023

To examine the effect on customer satisfaction (dependent variable) by the service quality dimensions (independent variable), multiple regression analysis method was used. As shown in the Table (4.10), The R square value is 0.909. This can be explained 90.9% variance of customer satisfaction by the variance of service quality dimensions by means of reliable service quality, responsiveness, information, trust, and assurance factors. The adjusted R square value of .908 indicates that 90.8% variation on customer satisfaction by the effect of service quality of Timeless Premium Vintage House Online Shop. The F test value is also significant value at 1%

($F=755.090$, $P<0.01$). The significant F value indicates the overall significance of this model is highly significant at 1% level. The standardized coefficient for reliability is 0.015, and is not significant value at 1% level. The standardized coefficient value for responsiveness service dimension is also .017, and also does not show significant value at 1% level. Their lower standardized coefficient values are also negative variation towards customer satisfaction.

Among five independent variables; information quality, trust and assurance are strongly significant with customer satisfaction while reliability and responsiveness do not have a significant relationship with customer satisfaction.

The standardized coefficient value of information quality is 0.099 and is significant value at 1% level. Table (4.10), information quality has a significantly positive effect on customer satisfaction at 1 percent level. The positive effect means that the increase in information quality of Timeless Premium Vintage House leads to more customer satisfaction because customers want to get product information and feedback for their enquires right away. Timeless Premium Vintage House provides a good clear information quality to the customers.

The standardized coefficient value of trust is 0.296 and also significant value at 1%. It points that trust of Timeless Premium Vintage House also has a significant and positive effect on customer satisfaction. The positive effect means that the increase in trust of Timeless Premium Vintage House leads to more customer satisfaction because online shoppers are concerned that their personal information to misused. They feel that contact information, address, payment methods, and transaction data need to be protected. Timeless Premium Vintage House used to keep customer private information to be secured. Thus, the feeling of trust with Timeless Premium Vintage House also leads to customer satisfaction.

The coefficient value for assurance service quality is 0.551 and is significant value at 1% level. It shows that assurance also has a significant and positive effect on online shopper satisfaction. The positive effect means that the increase in assurance of Timeless Premium Vintage House leads to more customer satisfaction because customers want delivery service to make a phone call before delivering. Timeless Premium Vintage House usually request delivery service to make a phone call to their customer before delivering. Therefore, the assurance service quality offered by Timeless Premium Vintage House leads to customer satisfaction.

Among the five service quality dimensions, the reliability service quality and responsiveness service quality do not show significant variation on customer satisfaction. Only the variation of customer satisfaction is by the effect of information, trust and assurance to meet customer expectation of the online shop. The positive value indicates that assurance service quality dimension is the most predictor in this study. Therefore, Timeless Premium Vintage House provides effective information quality, trust and assurance for customers which are significant contributor to the customer satisfaction towards Timeless Premium Vintage House.

4.4 Analysis of the Effect of Online Shopper Satisfaction on Online Shopper Loyalty

The effect of customer satisfaction on customer loyalty level is analyzed by the multiple regression analysis method. Table (4.11) shows the effect of customer satisfaction on customer loyalty analysis by the statistical calculation method, as follows.

Table (4.11) Effect of Online Shopper Satisfaction on Online Shopper Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.574	.117		4.887	.000
Satisfaction	.902**	.030	.837	29.837	.000
R	.837 ^a				
R Square	.700				
Adjusted R Square	.699				
Durbin-Watson	1.173				
F	890.244**				

a. Dependent Variable: Customer Loyalty

** Significant at 1% value

Source: Survey data, 2023

As shown in Table (4.11), multiple regression analysis results shows that R square value is .700. This means there has strong variation on customer loyalty by the variation of customer satisfaction. The R square value of .699 indicates customer loyalty is predicted by 69.9% by the effect of customer satisfaction. By the multiple regression analysis result, the unstandardized beta value of customer satisfaction is .902 and is significant at 1% level. The higher coefficient value indicates that customers will be more loyal to the Timeless Premium Vintage House online when increase in customer satisfaction.

According to the result, the most of respondents are satisfied with their buying decision in Timeless Premium Vintage House. Furthermore, customers are happy with the payment procedure and the delivered items, which match to the display information and photo on the page. Customers feel satisfy to say positive things about Timeless Premium Vintage House. As a result of satisfaction with service quality of Timeless Premium Vintage House, customers want to buy again from Timeless Premium Vintage House in the near future. A highly satisfied customer will spread positive word of mouth and a loyal customer leads to an increase in both company's sales and profitability. Customer loyalty to a brand increases as customer satisfaction increases. A loyal customer increases both sales and profits. Therefore, Timeless Premium Vintage House maintains a good relationship with the customers.

CHAPTER 5

CONCLUSION

This chapter provides the findings derived from the studying of the e-service quality dimensions on customer satisfaction and loyalty focusing on the famous online shop named Timeless Premium Vintage House online. This chapter presents summary of findings, discussions, recommendation and suggestion, also the needs for further studies.

5.1 Findings and Discussions

This study focuses on the effect of service quality on online shopper satisfaction and loyalty. In this study, there are two major objectives: to examine the effect of service quality on online shopper satisfaction and for the second objective, it also analyze the effect of online shopper satisfaction on loyalty.

According to the profile of respondents, it is discovered that the most of respondents are females and unmarried. The majority of respondents are between twenty six to forty six years old and most respondents earn from two hundred fifty thousand kyats to one million kyats. Despite the fact that the majority of respondents are young adults, the monthly income level is high and they frequently buy clothing two time and three times. Reason to choose Timeless Premium Vintage House is mostly from wide choice of products.

According to the analysis of information quality of Timeless Premium Vintage House, respondents are informed for exact date and time before streaming live sale which has the highest mean value. The lowest mean value is discovered when page provides accurate information. The result shows that the online shopper is likely to have the clear information about product.

According to the analysis of trust of Timeless Premium Vintage House, the highest mean value is found when most of respondents have feeling of safe in their payment with Timeless Premium Vintage House and the lowest mean value is found that will keep their customer information and do not share to other without customers' permissions. Along with enhancing the trust, increases positive affect.

According to assurance, most of respondents are likely to buy neat and clean second hand clothes and has the highest mean value. When delivery service is called to ask address above two times has the lowest mean value. It was found that online shopper prefer the facts of page admin answering enough knowledge to response to customer's questions, and behaves well to the customers when contacted.

For online shopper satisfaction, it is found that most respondents are feeling safe to buy clothes from Timeless Premium Vintage House has the highest mean value and the lowest mean value is getting close to the ideal online shop. This result showed that the majority of respondents feels satisfy that their expectation had been met. A pleasant service quality provides satisfaction for customers. Customers are satisfied when they get good service.

Regarding online shopper loyalty, having high desirable to intend to say positive things about Timeless Premium Vintage House have the highest mean value. Repurchasing more from Timeless Premium Vintage House have the lowest mean value. This showed that the majority of respondents are loyal to that online shop due to their satisfaction with the product quality and brand image. Online shopper loyalty is an important measure of whether a customer would repurchase a product or service from a company or be satisfied with its quality or brand.

According to regression analysis, service quality dimensions such as information, trust and assurance have significant and positive effects on online shopper satisfaction. The effect of reliability and responsiveness are not significant on online shopper satisfaction. According to the results, assurance is the most contributing on online shopper satisfaction towards Timeless Premium Vintage House.

According to regression analysis, online shopper satisfaction is positively significant on loyalty towards Timeless Premium Vintage House. Therefore, online shopper satisfaction has a significant and positive impact on online shopper loyalty.

5.2 Suggestion and Recommendations

This section includes some recommendations and suggestions based on the findings of the analysis. The study is related to loyalty towards Timeless Premium Vintage House influenced by service quality dimensions (reliability, responsiveness, information quality, trust, assurance).

Concerning reliability, Timeless Premium Vintage House should use good packaging design to increase satisfaction. Customer's first experience of product is often the packaging. It is showed that Timeless Premium Vintage House often neglects their package design while packing their orders. However, the customers prefer to buy from this online shop which the orders is arriving in good conditions. Therefore, Timeless Premium Vintage House should improve good packaging design to keep customers interest and buying again to the shop.

Regarding responsiveness, Timeless Premium Vintage House's page admin replies message politely; there is certain things that they may be improved. It could be suggested to hire more page admins so that customers receive quick responses rather of auto replies. It is showed that customers can get the proper goods and services in their initial purchase.

According to information quality, providing clear product information and informing exact date and time before streaming live sale that encourages the customers to know in an easy and clear, which promotes loyalty. Timeless Premium Vintage House online shop clearly states the product information such as product photo, size, price and material. According to the results, Timeless Premium Vintage House should maintain providing complete and clear product information which may lead to loyalty.

Regarding trust, customers expect their information to be kept safe and secure. Timeless Premium Vintage House keeps their customer information and do not share to other without customers' permissions. However, Timeless Premium Vintage House Facebook page needs to use strong passwords and two-factor authentication on their accounts. Additionally, managers should check all permitted logins. If page admins or other team members frequently access an online page from a phone, a third-party application is able to protect admins and team members in case that their phone is lost or stolen. Timeless Premium Vintage House should make enhance online shopper privacy and business page security by doing this issue.

According to assurance, it has a strong effect in increasing the number of customer loyalty. Most customers buy neat and clean second hand clothes and when page admin staffs who have enough product knowledge answers politely and solve customer problems as soon as receive complaints. Therefore, Timeless Premium

Vintage House should maintain selling neat and clean clothes and train page admin to solve customer complaint promptly to enhance satisfaction and loyalty. In addition, Timeless Premium Vintage House should collaborate with delivery service for accurate delivery information and tracking system so that online shoppers can also track the status information of the ordered items.

In order to increase the satisfaction and loyalty of Timeless Premium Vintage House online shoppers, if they put more effort into the service quality dimension, which is considered the most important, customer satisfaction will improve, and this improvement will lead to repeated purchases. Customer loyalty which is a sign of encouraging others, will also improve. In order to find out the satisfaction levels of online shoppers, Timeless Premium Vintage House need to frequently carry out market researches. These suggestions can help Timeless Premium Vintage House increase online shoppers' satisfaction and loyalty.

5.3 Needs for Further Research

This study only focuses on online shopper who buys second hand clothes from Timeless Premium Vintage House in Yangon. The findings from this study do not cover the service quality of Timeless Premium Vintage House. Therefore, the further study focusing the larger sample consisting followers of Timeless Premium Vintage House Facebook page, Instagram and physical store can be worthwhile. The fact that this research mainly focuses on service quality which are reliability, responsiveness, information quality, trust, assurance, does not cover all of Timeless Premium Vintage House's service quality. In order to grow Myanmar's online shopping industry, further studies can be analyzed with larger data and more detailed service quality which can be helpful to both organizations and academics.

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APPENDIX 1

Questionnaire

Section (A): Demographic Information

1. Gender

- Male
- Female

2. Age

- 16 years – 25 years
- 26 years – 35 years
- 36 years – 45 years
- Above 46 years

3. Marital Status

- Single
- Married

4. Income per month

- Under 250,000 kyats
- 250,001 kyats – 500,000 kyats
- 500,001 kyats – 750,000 kyats
- 750,001 kyats – 1,000,000 kyats
- Above 1,000,000 kyats

5. Have you bought clothes at Timeless Premium Vintage House online?

- Yes
- No

6. If you have bought, how many times have you bought?

- One Time
- Two Times
- Three Times
- More than three times

7. Why do you choose Timeless Premium Vintage House? Because of

- Convenience
- Price
- Trust
- Brand
- Excellent Customer Service
- Delivery system
- Friend referral
- Wide choice of products
- Others

Section (B): Service Quality, Online Shopper Satisfaction and Loyalty

Please think about how much do you disagree or agree and rate your level upon the following statements in terms of (1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		Degree				
		1	2	3	4	5
Reliability						
1	My order is delivered by the date promised.					
2	Timeless Premium Vintage House’s packaging is well packaged.					
3	Timeless Premium Vintage House’s clothes are almost always in stock.					
4	Timeless Premium Vintage House provides same quality with photos.					
5	Timeless Premium Vintage House informs customers immediately if there are any problems.					
6	The ordered clothes arrive without damage.					
7	Timeless Premium Vintage House gives delivery free if it delivered wrong items.					
Responsiveness						
1	Timeless Premium Vintage House is ready and willing to respond to customers’ enquiries.					
2	Timeless Premium Vintage House provides Telephone number to ask question easily.					

3	Timeless Premium Vintage House's page admin responses quickly when I ask question.					
4	Timeless Premium Vintage House replies message politely.					
5	Timeless Premium Vintage House explains me in detail about the information I ask.					
6	Timeless Premium Vintage House shows sincere interest and always ready to solve problems.					
Information Quality						
1	Timeless Premium Vintage House Facebook page always provides accurate information.					
2	Timeless Premium Vintage House Facebook page gives me enough information so that I can identify the clothes to the same degree as if I am in the store.					
3	The information on Timeless Premium Vintage House Facebook page is easy to understand.					
4	Timeless Premium Vintage House informs exact date and time before streaming live sale.					
5	The information Timeless Premium Vintage House provide is always updated.					
6	Timeless Premium Vintage House Facebook page provides useful information to purchase.					
7	Timeless Premium Vintage House tells delivery date and time.					
Trust						
1	I trust Timeless Premium Vintage House to keep my personal information safe.					
2	I trust that Timeless Premium Vintage House will not give information to other without my permission.					
3	I trust Timeless Premium Vintage House's page admin will not misuse my personal information.					
4	I trust Timeless Premium Vintage House's clothes are well condition.					
5	I feel safe in my payment with Timeless Premium Vintage House.					
6	I trust Timeless Premium Vintage House, so I always prepaid with banking payment system.					
Assurance						
1	Timeless Premium Vintage House's delivery service is called to ask address above two times.					
2	The clothes sold by Timeless Premium Vintage House are nearly new.					
3	The clothes sold by Timeless Premium Vintage House are always neat and clean.					

4	Timeless Premium Vintage House solve customer problems promptly.					
5	Timeless Premium Vintage House's page admin has enough knowledge to answer customer's questions.					
6	Timeless Premium Vintage House's page admin behaves well when contacted.					

Section (C): Online Shopper Satisfaction

Please tick (✓) in the box to indicate how agreeable you are with the following statements of (1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		Degree				
		1	2	3	4	5
Online Shopper Satisfaction						
1	Timeless Premium Vintage House Online Shop meets the expectation towards the services that are provided.					
2	Timeless Premium Vintage House Online Shop is getting close to the ideal online shop.					
3	After buying clothing at Timeless Premium Vintage House Online Shop, I have truly enjoyed purchasing very much.					
4	Overall, I am satisfied with Timeless Premium Vintage House Online Shop.					
5	My decision to purchase from Timeless Premium Vintage House was a wise one.					
6	I am satisfied with the clothes condition from Timeless Premium Vintage House.					
7	I am willing to accept a reasonable price increase because the services this shop offers meet my expectations.					
8	I am excited to buy clothes from Timeless Premium Vintage House.					
9	I feel that I can receive joyful feeling after buying clothes at Timeless Premium Vintage House Online Shop.					
10	I feel safe to buy clothes from Timeless Premium Vintage House.					

Section (D): Online Shopper Loyalty

Please tick (✓) in the box to indicate how agreeable you are with the following statements of (1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

No.		Degree				
		1	2	3	4	5
Online Shopper Loyalty						
1	I will repurchase from Timeless Premium Vintage House that I feel satisfied in the near future.					
2	I would like to recommend Timeless Premium Vintage House online shop that I satisfied to my family, friends and other people.					
3	I will likely choose Timeless Premium Vintage House that I satisfied even I have the alternatives of other online shop in the future.					
4	If the clothes from Timeless Premium Vintage House that I feel satisfied were to raise the price, I would still continue to buy from Timeless Premium Vintage House.					
5	I believe I made the right choice by repurchasing products from Timeless Premium Vintage House that I satisfied.					
6	I intend to say positive things about Timeless Premium Vintage House that I satisfied to other people.					
7	I intend to shop again Timeless Premium Vintage House online in the near future.					

APPENDIX II

STATISTICAL OUTPUT

Reliability Statistics

	Cronbach's Alpha	N of Items
Reliability	.840	7

Reliability Statistics

	Cronbach's Alpha	N of Items
Responsiveness	.859	6

Reliability Statistics

	Cronbach's Alpha	N of Items
Information	.832	7

Reliability Statistics

	Cronbach's Alpha	N of Items
Trust	.898	6

Reliability Statistics

	Cronbach's Alpha	N of Items
Assurance	.902	6

Reliability Statistics

	Cronbach's Alpha	N of Items
Satisfaction	.851	10

Reliability Statistics

	Cronbach's Alpha	N of Items
Loyalty	.836	7

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.953 ^a	.909	.908	.1587	1.215

a. Predictors: (Constant), AssuOMV, Rel_OMV, Resp_OMV, Trust_OMV, Info_OMV

b. Dependent Variable: Sat1_OMV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.117	5	19.023	755.090	.000 ^b
	Residual	9.523	378	.025		
	Total	104.640	383			

a. Dependent Variable: Sat1_OMV

b. Predictors: (Constant), AssuOMV, Rel_OMV, Resp_OMV, Trust_OMV, Info_OMV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.139	.064		2.174	.030		
	Rel_OMV	.015	.025	.016	.613	.540	.363	2.752
	Resp_OMV	.017	.023	.021	.744	.458	.314	3.185
	Info_OMV	.099	.033	.107	2.962	.003	.186	5.389
	Trust_OMV	.296	.032	.306	9.235	.000	.220	4.549
	AssuOMV	.551	.039	.551	14.102	.000	.158	6.349

a. Dependent Variable: Sat1_OMV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.837 ^a	.700	.699	.3092	1.173

a. Predictors: (Constant), Satisfaction

b. Dependent Variable: Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.106	1	85.106	890.244	.000 ^b
	Residual	36.519	382	.096		
	Total	121.625	383			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.574	.117		4.887	.000
	Satisfaction	.902	.030	.837	29.837	.000

a. Dependent Variable: Loyalty

Distribution of the Means Scores on 5-Point Likert Scale

<u>Mean Value</u>	<u>Estimation Degree</u>
1.00 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Average
3.41 - 4.20	High
4.21 - 5.00	Very High

Source: Hamad Alsawalqah