Abstract

In the literature there have been many different approaches to the concept of E-Services Quality (ES Q) and their relationship with satisfaction and electronic loyalty. However, these approaches and relationships are not clear. This, on one hand, makes it difficult for researchers to advance along this line of research from solid conceptual models, since there is no integration of concepts and results. On the other hand, at a business level, it makes CEO’s lack of appropriate tools to manage e- services. Based on a literature review of published papers on the subject until 2010 (selected from the database Web of Knowledge) an integrative theoretical model is designed, based on a systematic consideration of ES Q. The most cited subdomains in the literature on ES Q arise as the inputs of the process (channel characteristics, security, fulfillment, customer service and entertainment), grouped into two higher order dimensions: process quality and output quality. As outputs are considered the e- satisfaction and the e-loyalty (considering behavioral loyalty, or short-term and the attitudinal loyalty or long- term). The findings allow the integration of contributions in this research, the proposal of future research lines and the formulating of direct implications.

Keywords