THE IMPACT OF E-SERVICE QUALITY, E-RECOVERY SERVICES ON E-LOYALTY IN ONLINE SHOPPING: THEORETICAL FOUNDATION AND QUALITATIVE PROOF

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ABSTRACT

The aim of this research is to investigate the influence of e-service quality and e-service recovery on customer loyalty considering the E-satisfaction and E-trust as mediating variables within the UAE online shopping context. This study used a qualitative approach by collecting the primary data through different methods such as conducting face-to-face, call phone interviews, and analyze all the data we have collected using a summative content analytical approach. The methodology process of this study goes through many steps starting from collecting the primary data from ten interviews and the means goes through many steps followed in transcript, create the codes, and discussed the interviews' contents were stated in detail. The findings of this study display that e-service quality and e-recovery dimensions have positive impact on customers' e-satisfaction and e- trust. The results indicate that Technical adequacy and efficiency the most affecting factors from e-service quality directly. Also compensation is the most influencing factor from e-recovery service. E-satisfaction and

E-trust has positive impact on customer online shopping experience, which in turn significantly influence customer loyalty. This paper had several limitations and some managerial implications, and all were discussed in detail.

INTRODUCTION

According to Forbes, 2019 was the year of highest online shopping in the UAE. Also, the highest spenders on online shopping are also based in the UAE among the Middle East, South Asia and North Africa (MENASA) as an average of $1,648 per shopper. With an expected growth in 2020, especially with the current global situation of covid-19 and the upcoming EXPO 2020. E-commerce transactions in the UAE are estimated to total $16 billion (Dh59 billion) in 2019 and raise 23 per cent annually between 2018 and 2022. As the year for online shopping in the UAE As the e-commerce marketplace increases regionally and globally, customers today can get their hands on a vast range of consumer goods and services, all available via a tap, click or swipe. The UAE is making rapid strides as the fastest growing e-commerce market in the Middle East and North Africa (MENA), according to a joint study by Dubai Economy and global payments technology company Visa, which ranks first in Forbes list of 'World's Best Regarded Companies' (Al-Gasaymeh et al., 2015; Alshurideh et al., 2019; Al-Gasaymeh et al., 2020; Assad & Alshurideh, 2020; Assad & Alshurideh, 2020).

Nowadays, online shopping services play a major role in retaining and attracting customers (Alshurideh, 2010, 2016; Alshurideh, 2017, 2019; Al Kurdi et al., 2020; Alshurideh et al., 2020; Kurdi, Alshurideh, & Alnaser, 2020). Thus, every company is trying to enhance their online stores and consider all the factors in improving to keep bringing back and attracting more customers and make them loyal (Alshurideh, 2016a, 2016b; Alzoubi et al., 2020). With the huge attraction of online shopping, many researchers have been conducted about online services, but, very few researches have focused on the role of online services, specifically, quality and recovery of services, and their impact on improving loyalty and online shopping experiences (Shafiee & Bazargan, 2018). Online service quality has many different dimensions and specters, models and measurements; therefore, the literature review suggests that. Service quality is a multifactorial and multidimensional, even though the main components of e-service quality vary among different studies (ELSamen & Alshurideh, 2012; Obeidat et al., 2012; Zeithaml, Parasuraman, & Malhotra, 2002). Online shopping is a multidimensional process that can be divided into different sub-processes such as navigation, searching for information, online transactions, or customer interactions (Lee & Lin, 2005; Al Dmour et al., 2014; AlMehrzi et al., 2020).

This paper is aimed to evaluate the impact of the electronic service quality and e-service recovery impact on electronic satisfaction, electronic trust, electronic shopping, and electronic loyalty. Below, we will propose research questions, research objectives and importance of this study.

Research questions

E-commerce has become more prevalent globally, and with quarantine influencing an increasing number of people worldwide, the sector is set to grow and diversify even more rapidly. According to the strong growth in the demand on online shopping, as well as the current crisis has accelerated the shift towards online retailing. Some retailers, however, are facing challenges in establishing and enhancing their online presence. Therefore, there is a need to discover the main factors that could influence the success of this context positively and enhance its performance. This study aims to investigate the main question; what is the relationship between E- service quality, E-recovery services, E-satisfaction, E-trust and E-loyalty in the UAE online shopping? This study poses the main question through sub-research questions:

- Is there any influence of e-service quality on customer satisfaction in UAE online shopping?
- Is there any influence of e-service quality on customer trust in UAE online shopping?
- Is there any influence of e-recovery service on customer satisfaction in UAE online shopping?
- Is there any influence of e-recovery service on customer trust in UAE online shopping?
- Is there any influence of customer satisfaction on customer loyalty in UAE online shopping?
- Is there any influence of customer trust on customer loyalty in UAE online shopping?

This study will apply qualitative approach to collect the primary data from ten participants by utilizing semi-structured and phone call interviews with a customer had online shopping experience in the UAE. A qualitative has been conducted for evaluating the collected data to answer the main research question and sub-questions.

Research objectives

The objective of this research is to use different dimensions of e-service quality and e-recovery services to measure the impact of both factors on customer loyalty considering the impact of trust and satisfaction. We used a qualitative approach in this research to collect the data by conducting semi-structured interviews through different ways of communications. and analyze the data using a summative approach (Hsieh & Shannon, 2005; Alshurideh, 2013). This research is divided into different and organized sections. Section one explains the importance and aim of this study. Section two reviews different literature related to this topic. Section three introduces the research

methodology and the result analysis. Section four discusses the main findings and shows the relationship. Section five briefs the research conclusion. Section six explains the main limitations. Section seven provides the managerial and theoretical implications. Additionally, With the rapid growth of the Internet and e-commerce, more customers these days are engaged in online shopping (Al-dweeri, Ruiz Moreno, Montes, Obeidat, & Al-dwairi, 2019).

Research importance

The aim of this study is to investigate the relationship between e-service quality and e-recovery services dimensions and customer loyalty with considerations to the mediating rule of e-trust and satisfaction in online shopping context in the UAE. Providing superior service quality enhances customer satisfaction with an online store, resulting in repeat business and customer loyalty (Ariff et al., 2013; Alananzeh et al., 2018) .This paper is designed to investigate the impact of e-service quality and e-recovery, which refers to a company's response to a service failure, on online customer loyalty. So, in this study, the first stage was to collect data by conducting interviews with selected UAE online shoppers through different methods of communications such as: phone calls, face-to-face interviews and emails. The fact that online shopping is more popular and has a high demand in the UAE, many studies are being conducted to measure the impact of different dimension, therefore, this study is expected to shed light on specific dimensions and their impact on customer loyalty and enhancing companies' profit.

LITERATURE REVIEW

Electronic service quality

E-service quality has recently turned into a popular research topic, with e-commerce growth and a number of published studies offering many theoretical definitions. However, the causal link between e-service quality, e-satisfaction, e-trust and e-loyalty has also been discussed in latest years (Al-dweeri et al., 2019). There is no common agreement on the term of e-service quality, so there is no explanation commonly accepted among scholars. The concept of e-service quality under consideration also varies from one article to another. After reviewing the previous literature, we found different scales and models for evaluating e-service quality (Blut, Chowdhry, Mittal, & Brock, 2015). In general, some researchers develop scales to measure e-service quality in different context and implement different factor (Al-dweeri, Obeidat, Al-dwiry, Alshurideh, & Alhorani, 2017). However, other researchers focus in their studies in combining the most important dimension in their point of view and assessing these dimension also in different context (Alanezi et al., 2012; Al Dmour et al., 2014; Zehir & Narcıkara, 2016; Al-dweeri et al., 2019; Alshurideh, Salloum, et al., 2019).

The scales that have been chosen to evaluate the e-service quality in e-commerce area such as ESERVQUAL, WebQual, SITEQUAL, eTailQ and E-RecS-QUAL or recovery scale (Zeithaml et al., 2002). Respond to the need to confirm the tools and to redefine or rearrange the variables and dimensions used, specifically in diverse service contexts ,sectors and countries (Lee & Lin, 2005).

This study will choose different dimensions from different scales and studying the impact of some electronic service quality dimensions on E-satisfaction and E-trust, and how they influences E-loyalty. E-service quality illustrate the extent to which an company's capability to meet the needs of its customers by using internet facilities, where the website is one of them (ÇETİNSÖZ, 2015). Therefore, in this research we focus on identifying the main structures affecting e-service quality from the existing conceptual studies in combining with different scales posed by scholars. In this paper, after a detailed review of the factors of several models and scales, we grouped them into four dimensions. This study will focus on the four dimensions of (information quality, Content quality, Technical adequacy and efficiency), as will be explained in more detail in the next section.

E-service quality dimensions

Technical adequacy

Technical adequacy involves of safety, system accessibility, customization and other technical services. Particular content reflects interests about finding details related to a specific products and services, including contact information and full information related to consumer service (Liao, Yen, & Li, 2011; Altamony, Alshurideh, & Obeidat, 2012). The ease of using website as a customer contact center cannot be completed without fast availability (Yang et al., 2005). People while using virtual applications focus on two characteristics: availability and responsiveness. They assume fast log on, quick upload and download of customs, prompt search and quick response from the service suppliers. Frequently due to insufficient technical setup, there could be interruption in between web sessions running to discontinuous online services. These disappointments perform as limits for customers to gain online benefits. Online customers always value continuous and time effective operations (Aladwani & Palvia, 2002; Liu & Arnett, 2000). Technical adequacy is an influential factor for usability of the website (Bhattacharya, Gulla, & Gupta, 2012). Hence, we propose technical adequacy as a contributing factor for evaluating e-service quality:

P1a: The technical adequacy of an electronic service quality is positively related to customer
E-satisfaction.

P1b: The technical adequacy of an electronic service quality is positively related to customer
E-Trust.

Content quality

Content quality can be conceded by too little, or too much, information or the attractiveness it shows to the online user. A grouping of photos and graphs can be used to enhance text in order to increase the quality of website content (Udo, Bagchi, & Kirs, 2010). Content quality contains of information effectiveness, fullness, accuracy, and conciseness. Appearance means the applicable use of fonts, colors, multimedia, and other web site appealing elements. Thus, the following hypotheses are proposed:

P2a: The Content quality of an electronic service is positively related to customer E-satisfaction.
P2b: The Content quality of an electronic service is positively related to customer E-Trust.

Information quality

There is an vital essential for companies nowadays to enhance and increase their service quality particularly those related to human and social parts (Legris et al., 2003; Al Kurdi et al., 2017). A huge number of research studies, such as (Grover, Cheon, & Teng, 1996; Watson, Pitt, & Kavan, 1998) have clarified that improving service quality need be done through improving information quality provided. However, the information quality is still the dilemma. Thus, the following hypotheses are proposed:
P3a: The information quality of an e-service is positively related to customer E-satisfaction.
P3b: The information quality of an e-service is positively related to customer E-Trust.

Efficiency

Efficiency is the ability of consumers to approach the website, discover the desired product and information associated to the product, and left the website with least effort (Catur, Hasman, Ginting, & Rini, 2019), obtain the products they desire (Zeithaml et al., 2002), and accordingly affects e-Service Quality. The efficiency factor is divided into several sub-factors which are informational content and website updating (Li, Tan, & Xie, 2002; Wolfinbarger & Gilly, 2003), website design (Yen & Lu, 2008), usability (Parasuraman, Zeithaml, & Malhotra, 2005). (Águila-Obra, Padilla-Meléndez, & Al-dweeri, 2013) confirmed that information has positively impact on e-satisfaction, while (Herington & Weaven, 2007) illustrated that although efficiency is initiate to be most significant overall and is evaluated most

greatly by customers, it has the minimum effect upon satisfaction. Efficiency has a positive effect on consumer trust, however Hansen & Jonsson (2013) found that efficiency has no positive effect on e-trust. Al-dweeri et al. (2019) found that efficiency was not important dimension in assessing e-service quality. Thus, the following hypotheses are proposed:

P4.a: Efficiency of an e-service is positively related to E-satisfaction.
P4.b: Efficiency of an e-service is positively related to E-trust.

E-Recovery

E-recovery refers to a company's response to a service failure (Grönroos, 1996) to ease dissatisfaction and eventually retain customers (Miller, Craighead, & Karwan, 2000). Businesses need to find ways to make disaffected customers happy. A study of literature suggests that e-recovery is influenced by three factors: response, compensation, and contact.

Recovery dimension

E-RecS-QUAL is used by Zeithaml et al. (2002) as an e-service quality's recovery scale. It is used to evaluate the e-service quality when there is a problem in providing service to the clients. E-service quality has many dimensions additional explanations about them are mentioned below.

Responsiveness is considering one of the most important factors that retailers should take into consideration. Customers' perceptions about the service provider's responsiveness will influence their assessment of service quality (Kolesar & Galbraith, 2000).
P5.a: Responsiveness of an e-service recovery quality   is positively related to e-satisfaction.
P5.b: Responsiveness of an e-service recovery quality is positively related to e-trust.

Compensation that is defined as the degree to which the site compensates clients for problems.
P6.a: Contact of an e-service recovery quality is positively related to e-satisfaction.
P6.b: Contact of an e-service is positively related to e-trust.

Contact which refers to the availability of assistance through telephone or online representative. The entire ten dimension and their statements for each can be seen in Table 2.
P7.a: Compensation of an e-service recovery quality   is positively related to e-satisfaction.
P7.b: compensation of an e-service recovery quality is positively related to e-trust.

E-trust

The concept of trust is also a key element in creating long-term relationships with customers. Particularly with regard to maintaining the confidentiality of information pertaining to customers, and with respect to commitments to provide the best service/product over time. Trust is generally formed between an organization and its customers (Al-dweeri et al., 2017). By establishing trust in online settings, customers are encouraged to adopt online shopping (Thaichon, Lobo, & Mitsis, 2014). Loyal customers generate lasting revenue and profits for a business and reduce the costs associated with acquiring new customers. To lure customers to return, the company needs to keep them satisfied by offering attractive services and offerings, which can be achieved through high-quality service (Shafiee & Bazargan, 2018). The lack of trust is a major deterrent to using e-service. This may be the reason why confidence is a leading indicator of e-service quality (Poon & Lee, 2012). Thus, the following hypotheses are proposed:

P8: Electronic Trust is positively related to the electronic loyalty.

E-satisfaction

One of the main questions to have been examined systematically by scholars is customer satisfaction (Alshurideh, Masa'deh, & Alkurdi, 2012). Offering the best service to consumers provides a lot the benefit for the organization, if the company offers huge customer service, customers will be satisfied and will return to the business, as well as additional benefits the shopper will inform the people around them as they remain. This is a free advertising tool for businesses and creates them more assured because they get positive feedbacks from consumers. According to (Laksana, 2008), satisfaction and dissatisfaction is a relationship between client expectations and the experience of the quality of service perceived by consumers that is the goal of the organization. Thus, the following hypotheses are proposed:
P9: Electronic satisfaction is positively related to the electronic loyalty.

E-loyalty

Loyalty refers to having a positive feeling for a product or brand, which tempts consumer supportive behavior. It is very significant to know how we must measure loyalty (Zehir & Narcıkara, 2016). When the consumers impression e-satisfaction of the e-commerce, they will be more e-loyalty. When the website is responsiveness, it's going to affect directly the clients' e-loyalty (Lai, Chen, & Lin, 2007). Consumer loyalty has a positive effect on a company's financial "bottom line" (Reichheld & Schefter, 2000) and a small increase in the percentage of loyal consumers effects in a large growth in revenues (Kassim & Abdullah, 2010). E-service quality has been indicated to grow and create customer loyalty (Parasuraman et al., 2005).

THE STUDY MODEL

Figure 1 gives an overview of the study constructs and the logical proposed relations among each of them.
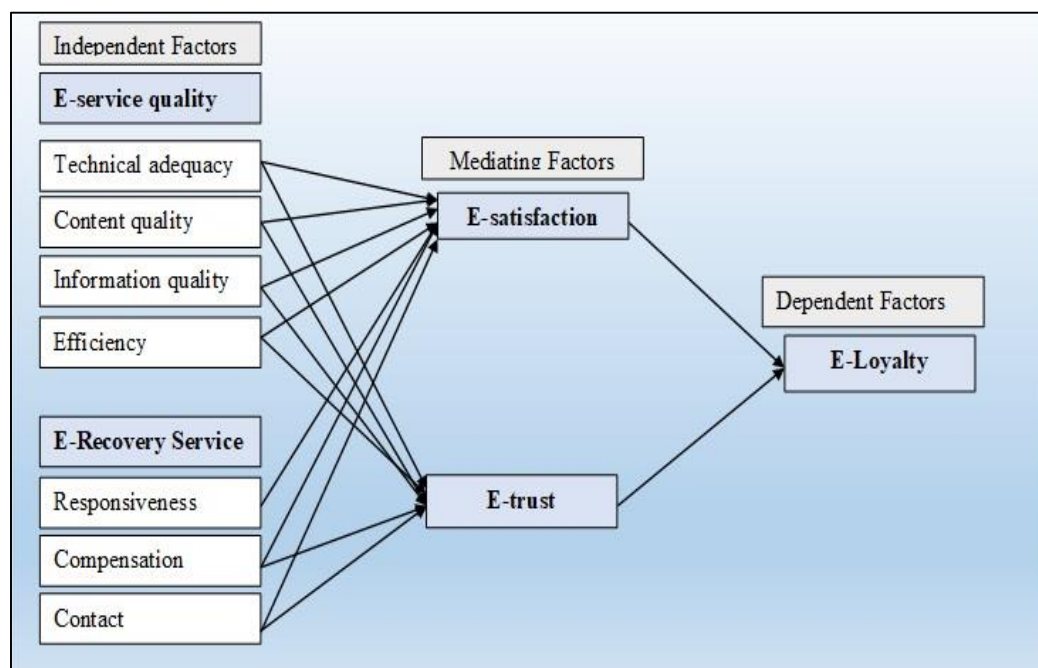

Figure 1 Research Model

RESEARCH METHODOLOGY

The research method of this paper used a qualitative method with a summative approach to investigate and analyze the primary data and qualitative information. This approach is used when all the keywords, variables, and conceptual model are identified and reviewed through the previous literature (Hsieh & Shannon, 2005; Alhashmi et al., 2020). This study and the above research model were developed after reviewing a set of different articles and researches related to the same topic, in which it focuses mainly on the selected dimensions as used by several authors .We coded manually the variables depending on the research questions following (Alshurideh, 2013). The research methodology of this paper was validated by many authors such as (Al-Emran, Mezhuyev, & Kamaludin, 2018). The coding process was conducted manually through simple procedures since coding is dependent on the research questions (Alshurideh, 2014). Through the coding process, the researcher allocated two letters as signs to represent the main study factors. The coding process was done manually and as shown in Table 1, ten key factors are predetermined for this research with heading as follow: Information quality (IQ), Technical adequacy, (TAD), Efficiency (EFF), contact quality (CQ), Responsiveness (Res), Contact (CON) compensation (COM) customer satisfaction (CQS), customer trust (CT), and customer loyalty (CL). These processes were validated via many scholars such as (Liao et al., 2011; Bhattacharya et al., 2012; Shafiee & Bazargan, 2018). Below

table shows a set of codes that were formed for each term to ease the process of coding as the following:

Table 1 Summary of coding factors

No.	Factor	Code
1	Information quality	IQ
2	Content Quality	CQ
3	Technical adequacy	TA
4	Efficiency	EFF
5	Compensation	COM
6	Responsiveness	RES
7	Contact	CON
8	Customer satisfaction	CS
9	Customer trust	CT
10	Customer loyalty	CL

This study conducted ten semi-structured interviews in individual (personal) interviews with people who are considered as online shoppers in UAE. This research aims to investigate the interpretations, experiences, insights of interviewees in which factors could affect customer trust, satisfaction and loyalty in online shopping in UAE. The focus of the interviews is to gain full understanding on their experiences. This paper used seven factors that were chosen to examine in the online shopping industry in UAE and interview questions are formulated based on those specific factors. The questions of the interviews were chosen based on previous studies and scholars' methods and questions. In table 2, four categories were identified as the following: dimension, theoretical definitions related from previous articles with operational detentions applied by several authors in which, final interview questions were developed. The questions were divided into three categories. First, two general questions to introduce the purpose of this study. Second, twelve questions divided to eight questions about E-service quality and Four about E-recovery questions. All the twelve questions were about independent factors. Third, four questions to assess the dependent factors.

Table 2 Definitions and research interviews' questions

Dimension	Theoretical definition	Operational Definitions	Final interview question
General questions			1. How long have you been using online shopping? 2. Could you tell us about your experience in online shopping?
Information quality	Information quality (relevance, understandability, reliability, adequacy, scope, usefulness) McKinney et al. (2002) (relevant, accurate, timely, completeness, price info, product description, ethical standard), Liu & Arnett (2000)	I have the full information at hand. The website provides in-depth information. The website provides updated information. The website are very good sources of information. The website provides concise (not ambiguous) Information. The website gives me enough information so that I can identify the item to the same degree as offline. (Kim & Lee, 2004)	How did the information quality impact on your online shopping experience? Was all information on the website understandable and clear?
Content quality	(usefulness, clarity, uniqueness, broadness, originality, accuracy, search availability) Aladwani & Palvia (2002)	−The content of this website is true. −The content of this website is full. −The content of this site is clear. (Aladwani and Palvia, 2002; Al Dmour et al., 2014)	Based on your experience, do you think content quality is important? Explain why. Does the website content clear and accurate?

| Technical adequacy | (security, ease of navigation, search facilities, reliability, valid links, personalization or customization, speedy loading page, interactivity, multi-language support, bookmark facility). (Aladwani & Palvia, 2002) | — The website is secure for offering service purposes. — Pages load fast on this website. — This website is continuously up and available. — Fast login, upload and download of information are vital, especially for transaction sites. (Aladwani and Palvia, 2002; Yang et al., 2005; Aladwani and Palvia, 2002; Liu and Arnett, 2000; Al Dmour et al., 2014) | Does the website take time to log in or easy to access? Does the website secure your personal information? |
| Efficiency | (Speed of downloading, search & navigation), (Santos, 2003) (simple site, easy to use site) (Sahadev & Purani, 2008) | — The website make it simplified to get what I need. — It allows me to finish a transaction fast. — Information at the website is well structured — It loads its pages quickly. — It is easy to use | How is the speed of your log in to the website? Is the website easy to navigate and easy to use? |

Responsiveness	(Availability, accessibility, personalization, community, complaint). (Bauer, Hammerschmidt, & Falk, 2005) (Availability of other communication channels, service personnel, prompt reactions to request, return policy). (Bauer, Falk, & Hammerschmidt, 2006)	– Website provide prompt service upon my request. – Customer service are never too busy to respond to my requirements. – It offers the shoppers with suitable options for returning items. – The site handles product returns well. – The site offers a meaningful warranty. – It tells the customers what to do if the operation is not processed. – It takes care of problems very well. Parasuraman et al., 1991)	-When you face a failure, does the website provide an adequate information to solve it? -Is it fast to respond on the website when delivering a service to you?
Contact	(The availability if assistance through phone or online representatives). Parasuraman, Zeithaml, & Malhotra (2005)	The site offers a contact number to reach the company. The site has customer service representatives/ available online. It offers the capability to communicate a live person if there is a problem. (Parasuraman et al., 2005)	Does the website contact you fast enough when addressing an inquiry? Why is it important?
compensation	(The degree of which the site compensates customers for problems), Parasuraman, Zeithaml, & Malhotra (2005)	The site compensates the customers for problems it creates. It compensates the consumers when what the customers ordered does not reach on time. It picks up items the customers want to return from the	Does the online shop compensate when facing a problem? How?

E-Satisfaction	Information Essentials, Service Implementation and Reputation, Suitability, Price usefulness, Technological Preference and Safety (Kim et al., 2006). The satisfaction of the customer with respect to his or her prior purchasing experience with a given electronic business company". Anderson and Srinivasan, (2003)	I think I did the right thing to shop online I am very satisfied with the internet-based transactions I am very satisfied with the products/services offered by the online store Overall, I am very satisfied with my shopping experience Wen et al. (2014)	– Are you satisfied with the services in online shopping? – Describe your experience?
E-trust	(security and reliability regarding completion of transactions, receipt of goods and personal information, accuracy of content) Barnes & Vidgen (2002)	This university is trustworthy. This university has high integrity in society. Roberts et al., 2003)	– How can you trust a website?
E-loyalty	Value propositions, brand building, trust and security, website and technology, and customer service. (Gommans, Krishnan, & Scheffold, 2001).	Encouraging friends to use a website. Recommending the website to others. Saying positive things about the site to others. Considering the site to be the first choice for future purchases. Doing more business with the site in upcoming months. (Parasuraman et al., 1991)	– Do you consider yourself as a loyal customer to a website? Why?

DATA ANALYSIS AND RESULTS

All the interviewees are selected among different cities in UAE and all are experienced as regular customers in online shopping. The interviews were done by different ways of contact through phone calls and face-to-face meetings. All participants were aware of the purpose of these interviews and the research with maintaining confidentiality. The interviews methods were divided as the following: 6 face-to-face and 4 by phone and the interview time was between 20-30 minutes. The interviewees' demographical characteristics

are briefly described in this section as seen in appendix table 1. The interviews were all conducted in April-May 2020. We asked the interviewees to provide background and demographic information before conducting the interviews. 70% of the interviewees were females and 30% were males. All of the participants were educated holding bachelor and master's degrees and employed, and their work experiences were between 2 and 10 years. Their ages ranged between 25 and 45 years. The interviews were recorded by zoom calls, phone calls and face-to-face. This qualitative method includes several types of interviews such as 'focused-group interview' for investigating attitudes, manners, and thoughts of normative behavior. 'Semi-structured interviews', to explore views on a selected topic. This study adopted the semi-structured interviews to focus on the impact of several electronic service quality dimensions on the customer's electronic loyalty (AlShurideh et al., 2019). 60% of the interviewees' monthly incomes were distributed between 21,000 and 50,000 UAE Dirham. Regarding using the online shopping, the participants' frequencies were distributed between 1 and 2 times monthly. Once the coding process was done manually as seen in table 1, a contingency table was prepared as seen in table number 3. This table includes study items, codes, positive and negative incidents, and the balance between positive and negative values (Alshurideh, 2013). The analysis summarized in the mentioned table discloses differences in the frequency of the positive and negative incidents towards the selected factors.

Table 3 The balance between positive and negative

| No.	Study Items	Code	Incident			The balance between posit and negative
			Positive	Negative	Total	
1	Information quality	IQ	84	10	94	74
2	Content Quality	CQ	46	12	58	34
3	Technical adequacy	TA	175	14	189	161
4	Efficiency	EFF	99	12	111	87
5	Compensation	COM	120	11	131	109
6	Responsiveness	RES	93	31	124	62
7	Contact	CON	46	25	71	21
8	Customer satisfaction	SAT	100	15	115	85
9	Customer trust	TST	92	12	104	80
10	Customer Loyalty	LOY	102	30	132	72
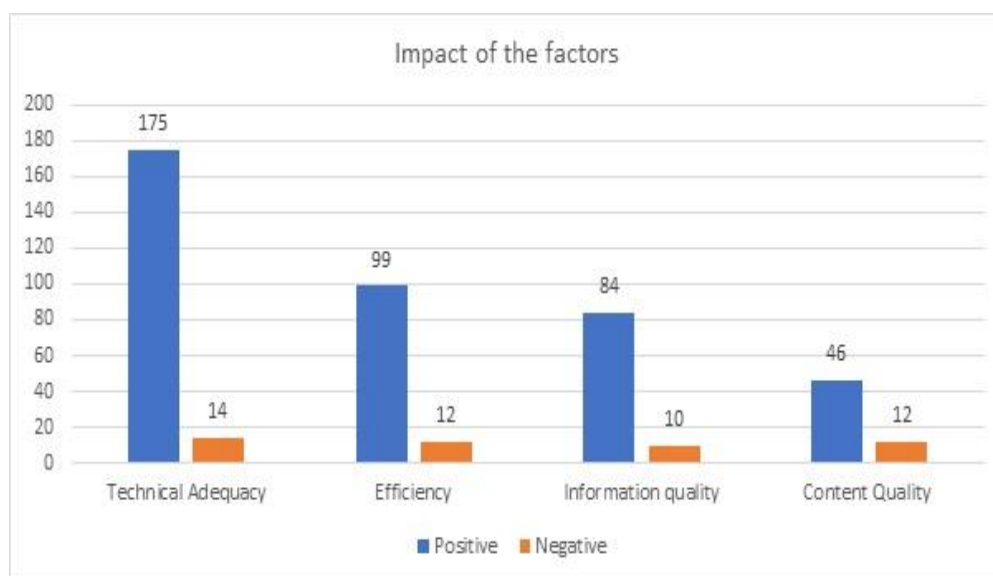
Figure 2 Impact of the factors positive and negative

RESULTS AND DISCUSSION

The interviews results analysis shows interesting findings from different perspectives. Additionally, firstly, in this part of the research paper, we will add and quote some feedback and sayings from interviewees. The findings show that technical adequacy is the most influencing dimension in electronic service quality by 157 positive feedbacks and a difference between the positive and negative of 161. Participant No.1 had a long experience in online shopping over 6 years, saying "fast browsing website and privacy are the most important factors for me when online shopping, I want fast, easy and available search and also I want my personal info and transactions to be secured". Bhattacharya et al. (2012) showed a positive relationship of technical adequacy (TAD) with e-service quality. Additionally, the study found out that the second influencing dimension is efficiency. Which positively affects the results by 99 with 12 negative incidents. With a difference of 87 positive incidents. Interviewee No. 4 supported this impact by saying: "I always prefer to have an easy to use website with a simple design to move between pages and items". Accordingly, efficiency has a significant effect on customer trust. This result is confirmed by Herington & Weaven (2009) who found that although efficiency is found to be most important generally, and rated highest by customers and it has the least impact upon satisfaction. Hansen & Jonsson (2013) discovered that efficiency has no positive effect on e-trust. Moreover, the remaining two dimensions of electronic service quality, which are information quality and content quality, were both found to have positive influence by on both electronic satisfaction and electronic trust. Results show that both constructs showed 84 and 64 positive incidents respectively. Participant No.8 verbalized on the information quality influence by saying: "clear information and description of each item supported with photos and reviews like in shein clothing website". This confirmed by many scholars such as Alshurideh et al. (2019) Alshurideh, et al. (2020) and Al Kurdi et al. (2020) who found that the users' acceptance is influenced mainly by the information

quality provided by the website and the time that users spends on waiting for the response. While for participant No. 7 supported the importance of content quality by saying: "after being an online shopper for long, what attracts me is the unique presenting of items and clothes or whatever I purchase, I believe websites with unique content provide unique services". Parasuraman et al. (2005) found that there is positive relationship between content quality and customer satisfaction, and trust. Secondly, the results of E-recovery services showed that compensation is the most important and influencing factor. With a positive feedback of 120 and 11 negative incidents and the differences between negative and positive were 109. Most of the interviewees were sharing the same perspective regarding the compensation as most of them as online shoppers have at once experienced some failures. Participant No.3 said "after few failures at my online shopping during or after purchasing, the website compensation is what makes me come back and purchase again regardless of the quality or prices, making a customer happy and satisfied with compensation, makes a customer always loyal to re purchase again expecting that any failure will be resolved in no time".

On the other hand, the other two factors of e-recovery services, responsiveness and contact, positively showed that they are significantly impacting by 93 and 46 respectively. Participant No.3 said" as an example, when ordering from a food ordering website like in talabat, their responding is amazing and fast when reporting a delay in any order, even though their compensation is not as good as the response in some rare incidents." While participant No.9 supported that by saying" to me, having different options of contact is the best and most important while shopping, like: calls, 24\7 online chats with real or virtual assistants, emails with fast respond, especially now with the covid 19 situation, online responds, contacts and technical supports are defining the good websites from weak ones". Shafiee & Bazargan (2018) confirmed that e-recovery, which is affected by responsiveness, compensation, and contact, can lead to improved customer satisfaction. This in turn increases online repurchase intentions ultimately resulting in long-term profits. Thirdly, table number 3 shows that both electronic satisfaction and electronic trust having balances of 100 and 92 positive incidents consequently. The result supported the propositions that both of them affect online shopping positively. This issue was confirmed by Participant No.4" who said: when I trust a website and have a positive feedback every time, I purchase something, I automatically become loyal to it and keep shopping from it from time to time", While for satisfaction Participant No: 5 said "after few failed delivered items, the fast responses and compensations from the online store made me satisfied and happy to be a loyal customer" According to many scholars such as (Al-dweeri et al., 2019; Rami Al-dweeri et al., 2017; Parasuraman et al., 2005). E- Service quality does not affect customer electronic loyalty directly, but they do found impact both electronic satisfaction and electronic trust in this study. Participant No.6 said "having confidentiality and secured transactions and personal information build a trust to any website while online purchasing, and that personally is my most important reason for me to become loyal to an online store"

To sum up, both electronic satisfaction and electronic trust, in turn, were found to influence positively customers' electronic loyalty.

CONCLUSION
To conclude, this research resulted in the significant impact of e-service quality and e-recovery services including information quality, content quality, technical adequacy, efficiency, responsiveness, contacts and compensation on electronic satisfaction and electronic trust. Additionally, the results showed how positively the satisfaction and e-trust affected the customer e-loyalty and attracting more shoppers. Using the qualitative method was the main part of this research, as it reflected the interviewees' views, opinions, and experiences of the examined hypothesis. The findings of this research provide ideas and recommendations on how to enhance e-stores and websites to enhance the customer loyalty in the UAE.

LIMITATIONS
This research has different limitations, first, the few numbers of interviewees did not exceed ten participants and that does not represent the whole population and result cannot be generalized. Thus, future researches are recommended to increase the number of participants with more interviews and collected data. Second, our study used only a qualitative approach method in collecting data such as face-to face and phone calls due to covid-19 that limited our ways of communication. Therefore, further studies have to emerge different ways of contacts to enrich primary and secondary data. Third, this study had a limitation in time of conducting the interviews, we recommend expanding the ways of using quantitative methods, and this will generalize the results. Lastly, another limitation was the geographical area of study was limited to three cities of the UAE, so future studies have to consider expanding in geographic to be able to represent more of the population.

THEORETICAL AND MANAGERIAL IMPLICATIONS
This research had many theoretical and managerial implications, expanded research methods are recommended as this research only used qualitative approaches, and so quantitative methods are to be considered to extend the generalization of conclusions and findings. Different ways of communications are recommended in the future researches. Moreover, it would be effective to focus on different dimensions that are rarely studied in the literature. Another implication, the UAE is multi-cultural and has over 200 nationalities with different backgrounds, education and income, so it is highly recommended to expand the group of research sample to involve the whole population. Due to the current global situation the coronavirus (covid -19), it is highly important to have the chance on conducting more studies to enhance the online shopping services due to the high demand. In addition, attract customers that are more new and retain loyal customers. To achieve customers loyalty, it is recommend that online retailers have to work on enhancing their online stores and websites considering all the dimensions discussed in our research to enhance the online shopping experience, gain customers trust and satisfaction,

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therefore, customers will repeat their experience and become loyal. Covid 19 epidemic has affected economic sectors and industries, and that redirected their trading ways towards online stores to keep their profit. Moreover, this leads the business directors to cope with the situation by focusing on enhancing their online stores quality to improve shopper experience. Therefore, to achieve this aim, more considerations must be placed in evolving a satisfying, trustworthy, and highly convenient online shopping.

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Appendix 1 Demographic distribution frequency

Appendix 1 demographic distribution of participants

Items	Characteristics	Frequencies	%
Gender	Female	7	7%
	Male	3	3%
Age	20 or under	0	0%
	21-30	2	2%
	31-40	7	7%
	41-50	1	1%
Nationality	UAE national	3	3%
	Non-National	7	7%
Education	Diploma	0	0%
	Bachelor	7	7%
	Master	3	3%
	PHD	0	0%
Frequency of using online shopping	Weekly	7	7%
	Monthly	3	3%
	Quarterly	0	0%
	Each 6 months	0	0%
Monthly income	Less than 10,000	0	0%
	10,000-20,000	4	4%
	21,000-30,000	5	5%
	31,000-50,000	1	1%

Appendix 2 Interview guide

Interview No.1
Name:
Interview Time:
Interview Tool:
Email or contact number:

Demographic data

No.	Question	Answer			
1	Gender	Male		Female	
2	Age	20 or under	21-30	31-40	41-50
3	Nationality	UAE National		Other nationality	
4	Education level	Diploma	Bachelor	Master	PHD
5	Frequency of usage	Monthly	Quarterly	Each 6 month	yearly

Questions:
1. How long have you been using online shopping?
2. Could you tell us about your experience in online shopping?

Dimension	Questions
Information quality	• how did the information quality impact on your online shopping experience? • was all information on the website understandable and clear?
Content quality	• based on your experience, do you think content quality is important? Explain why. • does the website content clear and accurate?
Technical adequacy	• Does the website take time to log in or easy to access? • Does the website secure your personal information?
Efficiency	• How is the speed of your log in to the website? • Is the website easy to navigate and easy to use?

Responsiveness	• when you face a failure, does the website provide an adequate information to solve it? • is it fast to respond on the website when delivering a service to you?
Contact	• Does the website contact you fast enough when addressing an inquiry? why is it important?
compensation	• Does the online shop compensate when facing a problem? How?
E-Satisfaction	• Are you satisfied with the services in

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