

Exploring The Moderating Influence of Personality Traits and Needs on The Relationship Between E-Service Quality and User Satisfaction: A Conceptual Paper

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Abstract

The paradigm is shifting from service quality to e-service quality as the number of online services grows globally. The quality of e-services must be measured and assessed in order to maintain this strategic shift. This conceptual study paper was supported by literature that improved understanding of the specialized researchers' niche gap. Extending current theories, it is essential to determine the characteristics of e-service quality that have a significant effect on users' satisfaction. Therefore, by means of thorough literature reviews, this conceptual paper will strengthen the theoretical framework by examining the relationship between e-service quality and the correlations towards users' satisfaction and validating the relevance of the relationship. Based on the study's findings, it was determined that there is a substantial relationship between the quality of e-services and users' satisfaction. Subsequent studies could utilize the extended framework suggested in this conceptual study to carry out quantitative analyses in specific areas or industries, thereby validating the effectiveness of these variables.

Keywords: Personality Traits, Perceived Usefulness, Ease of Use and Needs, E-Service Quality, Users' Satisfaction

Introduction

Background of Study

Practices using e-services have been growing since 2000. The expansion of the internet and its use in business gave rise to the term "eservice". E-service quality was brought about by this development, and different authors have provided different definitions. E-service quality was described by Zeithaml et al (2000) as the degree to which a website makes the process of shopping, buying, and receiving services efficient and effective. Parasuraman et al.

(2005) believe that all stages of a user's engagement with a website are included in the e-service quality process.

In connection with that, our Malaysian public universities have also been adept at leveraging technology to guarantee the achievement of effective organizational management. In addition to enabling workers to access the system from anywhere at any time, digitizing this data can actually save paper and save waste. Malaysian public universities implemented e-service in an effort to expand quickly and stay current with technology.

The quality of a portal's e-service does not ensure that everyone will use it. While the method can save money, time, and energy, it causes a number of issues for users of the portal e-service quality.

Research Objectives

The objectives of this study are to:

1. To investigate the relationship between portal e-service quality and users' satisfaction among Malaysian public universities staff.
2. To examine the influence of personality traits on the relationship between portal e service quality and users' satisfaction among Malaysian public universities staff.
3. To analyze the influence of perceived usefulness on the relationship between portal e service quality and users' satisfaction among Malaysian public universities staff.
4. To examine the influence of perceived ease of use on the relationship between portal e service quality and users' satisfaction among Malaysian public universities staff.

Literature Review

E-Service Quality

Though service quality research has been around for over 20 years, it has only lately been used in the context of e-services. Consumers' overall assessment and judgment of the excellence and quality of e-service offerings in the virtual marketplace is the definition of service quality in e-service quality, a term that was developed from Internet marketing and the classic literature on service quality.

A service that is offered to customers online is known as an e-service. Customers that use online services feel more efficient when completing transactions in terms of both cost and time. Customers can transact through the availability of system facilities, a sufficient internet network, and a guarantee of data confidentiality, which allows for the availability of information and a pleasant transaction experience. Customer happiness is based on providing excellent service quality (Juwaini et al., 2022).

Numerous studies (Dalbehera, 2020; Jameel et al., 2021) have looked at various aspects of e-service quality in higher education; however, the impact of e-service quality on word-of-mouth (WOM) has not been sufficiently studied.

Personality Traits

The "Big 5" personality traits, as outlined by numerous contemporary personality psychologists, constitute the fundamental dimensions of personality. This theory encompasses extraversion, agreeableness, openness, conscientiousness, and neuroticism as the five overarching personality qualities..

These days, a lot of researchers think that there are five essential personality qualities. Over the past 50 years, there has been an increasing amount of evidence supporting this idea.

It began with D. W. Fiske's research in 1949 and was further developed by (Goldberg, 1981; McCrae & Costa, 1987).

Perceived Needs

Traditional and e-services differ significantly in a few important ways. Additionally, self-service and e-service are not the same. The following are some of the ways that traditional and e-services differ (Surjadaja et al., 2020). In a traditional service, only those who interact with the service interface through workers are served. In contrast, ICT or staff members participate in the interface through the Internet in e-service. Additionally, clients using e-services are limited to hearing and seeing, while those using traditional services are able to use all of their senses to fully engage with the service. Moreover, e-service has significantly eliminated the obstacles of distance and operating hours that impede traditional service.

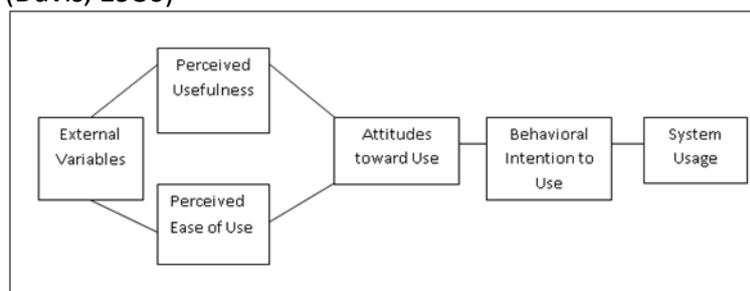
Technology Acceptance Model (TAM)

The focus of this study will be on the TAM, as it facilitates the understanding of how the perceived usefulness and ease of use contribute to determining the adoption of Portal E-Service Quality. According to Alfadda et al (2021), The TAM posits that external factors impact the intention to use and the actual usage of technologies indirectly, by affecting the perceived usefulness and perceived ease of use.

The original Technology Acceptance Model formulated by Davis (1989) has been implemented and researched across various contexts, cultural backgrounds, and dimensions of usage.. The Technology Acceptance Model (TAM) endeavors to offer theoretical justification for predicting and elucidating user behavior across a range of information systems (Mailizar et al., 2021).

Nevertheless, there is an evident shift in future research towards employing TAM within virtual environments, which are becoming increasingly central to the ongoing technological advancements. In future research, it is essential to employ TAM within virtual environments to assess its generalizability in explaining technology acceptance in such contexts.

Figure 2.1 The TAM model (Davis, 1986)



The Perceived Usefulness of Portal E-Service Quality

The primary determinant of user acceptance of a technology is perceived usefulness. Factors such as the system's efficiency, effectiveness, and overall benefits in improving user performance contribute to how individuals perceive its usefulness. The core principles of the Technology Acceptance Model (TAM) assert that people's adoption of technology is shaped by their acceptance of it, a process influenced by two cognitive factors: perceived usefulness (PU) and perceived ease of use (PEOU). (Jones & Kauppi, 2018). Put otherwise, it refers to the degree to which an individual think that utilizing a technology will enhance the quality of his or her job. Thus, people are more likely to adopt technology when it is more beneficial to them.

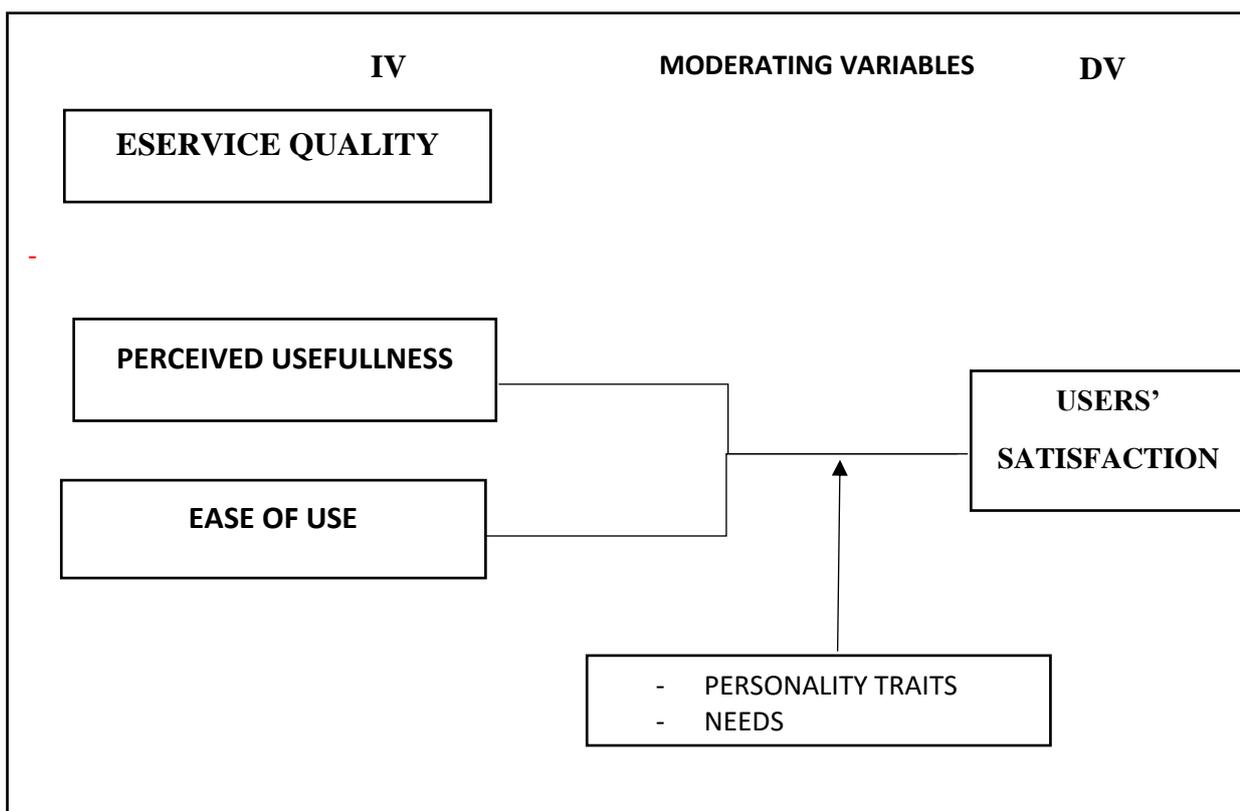
The Perceived Ease of Use of Portal E-Service Quality

The relationship between the perceived ease of using a technology system and its interface is direct. According to Davis's (1986) Technology Acceptance Model (TAM), users' perception of the ease of using a system is a crucial determinant of their acceptance of the technology. According to Davis (1986), ease of use is the degree to which consumers think they will need no effort to operate a certain technology. Put another way, users are more interested in using a technology that they perceive to be straightforward to use. The fundamental tenets of the Technology Acceptance Model (TAM) are that a person's acceptance of technology influences their usage of it, and acceptance is influenced by two cognitive factors: perceived usefulness (PU) and perceived ease of use (Jones & Kauppi, 2018).

A system is considered high quality if it is made to satisfy users with ease of use. This includes both the system's ease of learning and use and its ease of performing a task or job, so that users will find it more convenient to work with the system than to complete it by hand (Aryani et al., 2018; Le et al., 2020; Nguyen, 2020; Nguyen & Luu, 2020).

Conceptual Framework

Figure 1 illustrate the conceptual framework of this study. There are two independent variables (Perceived Usefulness & Perceived Ease of Use), moderating variables (Personality Traits & Needs) while dependent variable is users' satisfaction.



Methodology

This conceptual paper's methodology is based on a thorough analysis and synthesis of the body of knowledge in the topic. The methodology involved a thorough investigation of several academic resources, including books, journals, and relevant theoretical frameworks.

The first stage involved identifying famous theories and concepts and then critically analyzing them to find any gaps, inconsistencies, or limitations in the body of knowledge. The next steps required creating a revolutionary conceptual framework by methodically combining these established theories. Throughout this process, relationships were carefully considered, patterns were identified, and elements were reorganized in order to develop a novel theoretical framework that would fill in the gaps in the field. Essentially ensuring an open and strong framework for this conceptual framework's development.

Discussion and Recommendations

This conceptual paper provided several theoretical and practical potential contributions, benefiting both scholars and practitioners. Theoretically, it addressed a gap by introducing an additional dimension and correlation related to users' satisfaction.

Scholars and practitioners can benefit from the various theoretical and practical contributions presented in this conceptual paper. In theory, this study was able to close the gap by providing an extra dimension and correlation related to users' satisfaction.

Researchers in the future might investigate applying the developed framework to empirical studies conducted in various geographic and unit of analysis contexts. Results may vary depending on the demographic context; however, by studying the relationship between these e-service dimensions and users' satisfaction, further improvements can be made.

Building on prior studies on e-service quality among staff at Malaysian public universities, this study can provide new insights into the key aspects of e-service quality that influence users' satisfaction from a theoretical and contextual standpoint. In three ways, this study is believed to have added to the body of knowledge on e-service quality. Firstly, our study has addressed certain gaps in the academic literature on e-service quality, particularly in relation to the business contexts of our respective countries, which called for additional empirical research. Furthermore, this study is the first empirical investigation into the relationship between the many dimensions of e-service quality and the general satisfaction of customers as well as the aspects of e-service quality separately in Malaysian public universities. From an applied and professional perspective, this study has provided managements of Malaysian public universities with strategic insights and implications for the first time regarding e-service quality practices, dimensions, and overall customer satisfaction as well as the individual elements of that satisfaction.

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