

<https://doi.org/10.7251/EMC2603921A>

UDK: 338.486.1.02:004.738.5(560)

Datum prijema rada: 10. april 2026.

Časopis za ekonomiju i tržišne komunikacije

Submission Date: April 10, 2026

Economy and Market Communication Review

Datum prihvatanja rada: 25. avgust 2026.

Godina/Vol. XVI • Br./No. III

Acceptance Date: August 25, 2026

str./pp. 921-945

ORIGINALNI NAUČNI RAD / ORIGINAL SCIENTIFIC PAPER

## THE MEDIATING ROLE OF ELECTRONIC WORD-OF-MOUTH (E-WOM) AND E-TRUST IN THE EFFECT OF E-SERVICE QUALITY ON E-SATISFACTION IN THE READY-TO-WEAR SECTOR

Fatma Atıgan

Dr. Lecturer, Yatağan Vocational School, Muğla Sıtkı Koçman University, Kötekli, Muğla, Türkiye, fatmaatigan@mu.edu.tr; ORCID ID: 0000-0002-8838-3688

**Abstract:** *The objective of the current study is to identify the impact of e-service quality and its components on e-satisfaction on e-commerce sites that sell ready-to-wear products online, accounting for the largest share of e-commerce volume in the Turkish economy, and the mediating role of e-WOM and e-trust in this impact. The survey data collected from 755 university students were analyzed using SPSS 31, and mediating effects were tested using the Hayes Process v4.2 macro. The hypothesis that e-service quality has a positive and significant impact on e-satisfaction was accepted, and all three components of e-service quality—process, outcome, and recovery—were found to significantly affect e-satisfaction. Additionally, e-WOM and e-trust were found to have separate and combined mediating roles in the impact of e-service quality on e-satisfaction. The study's limitations include the fact that the sample comprised only university students, the data were collected within a certain time period, and regional differences were not revealed. However, the present study contributes to the literature since limited research has been conducted on the ready-to-wear sector; it evaluates e-service quality holistically, and develops mediation models in the literature.*

**Keywords:** *e-service quality, e-satisfaction, e-WOM, e-trust*

**JEL Classification:** *M31, O14*

### INTRODUCTION

According to the data from the Ministry of Trade of the Republic of Türkiye, the volume of e-commerce increased by 61.7% in 2024 compared to the previous year, and the clothing, footwear, and accessories sector accounted for the largest share of the e-commerce volume (Ticaret Bakanlığı, 2025).

In the face of the widespread impact of e-commerce, businesses in the sector are promoting their products, advertising, and striving to increase sales on both corporate and e-retail sites.

Corporate websites are mostly used for product and company promotion due to

the costly nature of their continuous development and management, and the absence of an organizational culture that can foresee online sales opportunities (Küster & Vila, 2011)

E-retail websites have enabled businesses to access the global market with relatively low budgets, while also facilitating sales transactions through operational units such as order tracking, packaging, warehousing, shipping, electronic payment processing, and customer relationship management. Furthermore, they provide businesses with strategic advantages in areas such as advertising, brand positioning, customer data analysis, and marketing strategy development (Sezgin, 2013). Along with factors such as circumstances caused by the Covid-19 pandemic (Akyüz, 2014), rapid changes in customer expectations (de Klerk & Tselepis, 2007), and the transformation of lifestyles (Uzel & Aydoğdu, 2010), businesses have increasingly begun to conduct their online sales through e-retail websites.

While sites such as eBay.com, amazon.com, temu.com, and alibaba.com generate profit with thousands of suppliers and millions of customers globally, sites such as trendyol.com, hepsiburada.com, n11.com, sahibinden.com, gittigidiyor.com, and markafoni.com come to the fore in Türkiye. According to data on visitors, popularity, sales volume, and market share, trendyol.com is the largest brand (Semrush, 2025; Ticaret Bakanlığı, 2025). The current study also found that trendyol.com is the most preferred site.

Despite the increased sales volume in e-retailing, many customers face certain obstacles in making ready-to-wear clothing purchases. Dawson and Kim (2010) reported that a customer decides whether to stay on a website within the first 30 seconds after opening it. Eun Young and Park (2008) stated that the rate of online purchases added to the cart but not completed was approximately 65%.

A literature review found few studies on the ready-to-wear sector and no studies on the impacts of perceived e-service quality, e-trust, and e-WOM on e-satisfaction in online shopping.

The present study was conducted to identify the impact of e-service quality and its components on e-satisfaction on e-commerce sites that sell ready-to-wear products online and the mediating role of e-WOM and e-trust in this impact.

The study's limitations include the fact that the sample comprised only university students, the data were collected within a certain time period, and regional differences were not revealed. However, the present study significantly contributes to the literature since limited research has been conducted on the ready-to-wear sector, it evaluates e-service quality holistically, and develops mediation models in the literature.

## LITERATURE OVERVIEW

The theoretical framework for the e-service quality, e-satisfaction, e-WOM, and e-trust variables addressed in the study is presented below.

### E-Service Quality

E-service refers to a process supported by technological infrastructure, ensuring two-way communication between the customer and the business, solving problems and performing transactions over the network (Çelik & Başaran, 2008; Li & Suomi, 2009).

E-service quality is the totality of features that ensure customers are satisfied with their online shopping experience before, during, and after the purchase (Parasuraman, Zeithaml, & Malhotra, 2005; Wolfinbarger & Gilly, 2003). In other words, e-service quality encompasses a broad range of factors, including ease of website use during online shopping, access to adequate product information, timely receipt of order information, protection of personal data, on-time product delivery, access to support when a problem is encountered, fulfillment of commitments, and customer-oriented return policies (Parasuraman, Zeithaml, & Malhotra, 2005). Therefore, it involves providing a set of components during customers' website visits that will satisfy them (Bressolles, Durrieu, & Senecal, 2014). Customers' evaluations and judgments regarding the delivery and quality of e-services determine e-service quality (Santos, 2003). In traditional service quality, customers usually perform quality evaluations as a result of their interactions with the service provider. However, in evaluating e-service quality, interaction occurs through a website. For this reason, many elements inevitably differ when comparing the components of e-service quality with traditional services.

Due to the widespread use of the internet and the rapidly growing volume of e-commerce, businesses entering this market quickly realized that they could not achieve success over their competitors merely through their products or prices. Measuring customers' perceptions of e-service quality is considered the most important tool for differentiating in the market, ensuring customer satisfaction, creating customer loyalty, and increasing market share and thus profits (Zeithaml, Parasuraman, & Malhotra, 2000).

Many scales in the literature were developed between 2000 and 2015 to measure e-service quality. A review of the early studies shows that they have initially focused on dimensions such as efficiency, reliability, and privacy (Zeithaml, Parasuraman, & Malhotra, 2000), whereas later website-oriented factors such as ease of use, aesthetic design, and information quality have come to the fore (Barnes & Vidgen, 2002; Yoo & Donthu, 2001). Wolfinbarger and Gilly (2003) and Bauer, Falk, and Hammerschmidt (2006) displayed a more holistic approach by adding process management, customer service, trust, and experiential elements to the scales. The E-S-QUAL and E-RecS-QUAL scales, developed by Parasuraman, Zeithaml, and Malhotra (2005), made significant contributions to the literature by examining service delivery and service recovery under separate dimensions. A review of recent studies shows that e-service quality is grouped into three dimensions: system quality, information quality, and service quality (Blut, 2016). Consequently, it can be stated that the scales initially proposed were technically focused, those developed afterward were process-based, and ultimately, there was a shift toward multidimensional and integrated models; however, there is no universally agreed-upon scale for the components of e-service quality. The mentioned difference can be attributed to the fact that studies address different sectors, different countries, and different consumption habits.

A review of studies conducted after 2015 demonstrates that no novel scale has been developed, and mostly updates or adaptations have been performed in mobile commerce, social commerce, and e-logistics (Blut, 2016; Erdoğan, 2022a; Erdoğan, 2022b; Dirsehan, & Karakaya, 2017; Hassan, 2024).

Table 1 lists the research on e-service quality in the ready-to-wear sector and the studied variables.

**Table 1.** Research on Measuring E-Service Quality Perception in the Ready-to-Wear Sector

| Years | Author(s)                           | Dependent Variables Studied                                                                                                         |
|-------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 2004  | Kim & Stoel                         | The impact of website quality on customer satisfaction                                                                              |
| 2008  | Park & Kim                          | The impact of consumer characteristics on website quality, satisfaction, and purchase behavior                                      |
| 2009  | Kim & Jackson                       | The impact of the e-SERVQUAL scale on e-service quality perception                                                                  |
| 2009  | Kim & Niehm                         | The impact of website quality on perceived information quality, perceived value, and loyalty intentions                             |
| 2010  | Jones & Kim                         | Influences of retail brand trust, offline patronage, clothing involvement, and website quality on online apparel shopping intention |
| 2015  | Noorshella & Abdullah & Nursalihah, | The effect of perceived risk and e-trust on consumers' online purchase intention in e-commerce                                      |
| 2019  | Noor et al.                         | The impact of product quality and e-service quality attributes on customer satisfaction in online apparel purchases                 |
| 2022a | Erdoğan                             | The impact of the e-service quality scale on perceived e-service quality in online apparel sites                                    |
| 2022b | Erdoğan                             | The impact of electronic service quality on loyalty (in clothing stores)                                                            |
| 2022  | Mahadevan & Joshi                   | The impact of e-service quality dimensions on customer satisfaction and the mediating role of customer loyalty                      |
| 2024  | Ramdani & Saad                      | The impact of e-service quality dimensions on customer satisfaction                                                                 |
| 2024  | Bansal & Sharma                     | The impact of website quality dimensions on customer satisfaction                                                                   |
| 2024  | Manandhar et al.,                   | The impact of service quality dimensions on customer satisfaction                                                                   |

**Source:** Developed by the author

A review of the studies in Table 1 demonstrates that the E-SERVQUAL and E-S-QUAL are the most commonly used scales, that the studies have mostly focused on measuring dimensions such as performance, security, information quality, usability, visual design, personalization, and response speed of e-services offered via mobile platforms or websites, and that the relationships between e-service quality and dependent variables such as customer satisfaction, repeat purchase intention, loyalty, and e WOM (word-of-mouth communication) have been usually investigated.

### E-Satisfaction

E-satisfaction refers to the positive intuition, positive emotion, and emotional response that customers give regarding their online shopping experience before, during, and after purchasing on online shopping sites (Bozbay, Yaman, & Özkan, 2016; Malakmadze, Ünver, & Arıkan, 2017; Zhao, Lynch, & Chen, 2010). In other words, e-satisfaction expresses a consumer's satisfaction or dissatisfaction with the overall experience resulting from all interactions with online sellers throughout the process, including the search for, purchase of, and use of a product or service (Park, Bhatnagar, & Rao, 2010). Customers can be considered satisfied with their purchases if the benefits they receive from these platforms are equal to or exceed their expectations (Bayram & Şahbaz, 2017; Kaya et al., 2019; Sevim, 2018). Hence, these customers are more likely to make repeat e-purchases from online stores. A study found that 80% of customers satisfied with online shopping re-purchased within two months, and 90% recommended the e-store they shopped at to others (Cheung & Lee, 2004; Ke-

ment & Çavuşoğlu, 2017). Consequently, customer satisfaction plays an essential role in decision-making and repeat purchase behavior in online shopping (Gupta & Kim, 2010; Pappas et al., 2014).

Khalifa and Liu (2007) indicated that e-satisfaction consists of three stages: pre-purchase, purchase, and post-purchase. The pre-purchase stage covers activities carried out before placing an order, such as product search and product comparison. The purchase stage is related to the ordering and payment processes. Finally, the post-purchase stage encompasses online experiences such as customer support, returns, refunds, and online installation guides.

Parasuraman, Zeithaml, & Berry (1988) reported that service quality is a fundamental condition of customer satisfaction. Studies in the literature have reported that perceived service quality increases customer satisfaction (Akıskalı & Kitapçı, 2021; Akmal, Panjaitan, & Ginting, 2023; Erçetin & Arıkan, 2020; Özdemir & Çataltepe, 2022; Uysal, 2022; Yıldız & Kuyucu, 2021).

Based on the aforesaid studies, the following hypotheses were developed within the scope of the current study.

**H1:** *E-service quality has a positive and significant impact on e-satisfaction.*

**H1<sub>a</sub>:** *The sub-components of the e-service quality process component have a positive and significant impact on e-satisfaction.*

**H1<sub>b</sub>:** *The sub-components of the e-service quality outcome component have a positive and significant impact on e-satisfaction.*

**H1<sub>c</sub>:** *The sub-components of the e-service quality recovery component have a positive and significant impact on e-satisfaction.*

**H2:** *The components of e-service quality together have a positive and significant effect on e-satisfaction.*

## **E-WOM**

The degree to which the e-service offered to customers fulfills their expectations is positively associated with a higher level of perceived service quality. E-WOM (electronic word-of-mouth) is one of the most significant factors that impact customer expectations (Alnaïch & Özbek, 2009). E-WOM expresses positive or negative comments from former, current, or potential customers about a product or business in online shopping (Hennig-Thurau, 2004). The benefits of e-WOM that can be listed as providing customers with access to reliable information they need, especially in decision-making processes, or creating a space where customers can share their experiences (Cantallops & Salvi, 2014; Joshi & Singh, 2017), enabling easy and quick access to information for everyone (Alboqami et al., 2015; Daugherty & Hoffman, 2014), decreasing information search costs (Erşen, Karabıyık Yerden, & Öztekin, 2020), and increasing trust in reviews made by many people, thereby eliminating uncertainties about the business or product and successfully persuading potential customers (Mishra & Satish, 2016; Park, 2020; Zhang, Craciun, & Shin, 2010) have increased its importance in marketing literature.

Social media, discussion forums, shopping sites, blogs, and consumer review sites are reported to be the most suitable platforms for e-WOM (Akgün, 2019; Khwaja, Mahmood, & Zaman, 2020; Santosa & Wandebori, 2019). Customers can either contribute to businesses through their comments on these platforms or harm them.

This situation, called negative e-WOM, is an issue that should be prevented as much as possible since it damages business reputation and brand image (Kutlu & Ayyıldız, 2017) and adversely impacts customers' purchasing intentions (Gildin, 2022).

In a 1998 study, Anderson reported that the influence of a satisfied customer in word-of-mouth communication was 30%, whereas that of a dissatisfied customer was 70%. According to another study, 90% of customers trust people they know, while 70% trust online customer reviews (Kotler & Armstrong, 2018; Wolny & Mueller, 2013). Consequently, as also stated by Cheung and Lee (2012), e-WOM is more effective than traditional "WOM" because of its speed, permanence, reliability, accessibility, and measurability.

Some studies have investigated the impact of e-service quality on satisfaction and stated that e-WOM is an effective mediator variable (Hassan, 2024; Gounaris, Vasilikopoulou, & Chatzipanagiotou, 2010; Park & Kim, 2008). Hypothesis H3 below was developed accordingly.

**H3:** *E-WOM mediates the effect of e-service quality on e-satisfaction.*

### **E-Trust**

E-trust represents customers' beliefs that a website, e-commerce platform, or e-seller they shop online from is ethical (Kim, Ferrin, & Rao, 2008; Pavlou & Fygen-son, 2006).

Gefen, Benbasat, and Pavlou (2008) indicated that trust was an important concept for all customers. Customers' inability to contact sellers and products directly, the perceived risk in elements such as site reliability, payment security, confidentiality of personal information, and accuracy of the information provided, influence their satisfaction or purchase decisions (Gefen, Karahanna, & Straub, 2003; Kim, Ferrin, & Rao, 2008). Research has demonstrated that customers who feel trust have higher levels of satisfaction with the online shopping process (Chiou, 2004; Sevim, 2018; Pappas et al., 2014; Yıldız & Karadirek, 2014).

The above-mentioned satisfaction strengthens their loyalty to the online platform and their repurchase intentions (Kim & Niehm, 2009; Noorshella, Abdullah, & Nursalihah, 2015; Park & Kim, 2008). In this regard, e-trust is a necessary element for customer retention and a critical instrument for e-commerce sites to gain a competitive advantage and ensure their sustainable success. Hypotheses H4 and H5 were developed based on the importance of e-trust in practice and theory.

**H4:** *E-trust mediates the impact of e-service quality on e-satisfaction.*

**H5:** *E-WOM and e-trust play a joint mediating role in the impact of e-service quality on e-satisfaction.*

The present study also investigated whether the impact of e-service quality on e-satisfaction differed by consumers' demographic characteristics. The hypotheses below were formulated within this framework.

**H6:** *The impact of e-service quality on e-satisfaction differs by consumers' demographic characteristics.*

**H6<sub>a</sub>:** *The impact of e-service quality on e-satisfaction differs by consumers' gender.*

**H6<sub>b</sub>:** *The impact of e-service quality on e-satisfaction differs by consumers' age group.*

*H6<sub>c</sub>: The impact of e-service quality on e-satisfaction differs by consumers' education level.*

## METHODOLOGY

The current section describes the study's purpose and significance, main population and sample, method, and limitations.

### Purpose and Significance of the Study

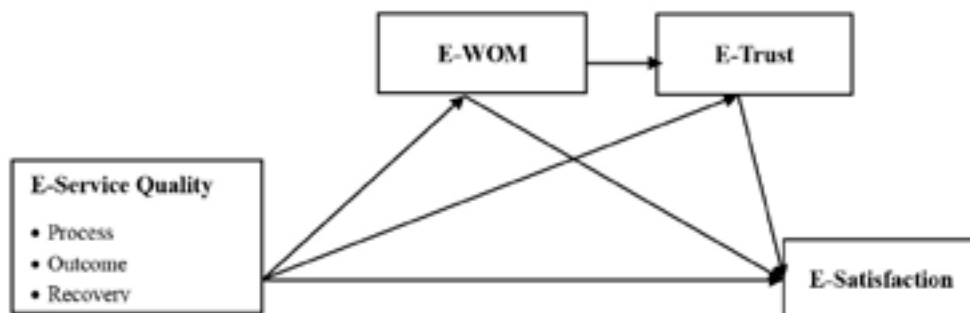
The purpose of the current study is to identify the impact of e-service quality and its components on e-satisfaction on e-commerce sites that sell ready-to-wear products online, accounting for the largest share of e-commerce volume in the Turkish economy, and the mediating role of e-WOM and e-trust in this impact.

Accordingly, we developed a model based on studies in the literature and applied this model particularly to young consumers, constituting a considerable proportion of the population.

A review of studies in the relevant literature shows that the relationships between two or three variables affecting purchase behavior in e-commerce have been mostly researched. The current study is important in that it presents a conceptual model with the addressed variables. Furthermore, very few studies have been conducted in the national and international literature on the ready-to-wear sector. It is thought that this study will contribute to the literature and practice, considering the increasing share of the ready-to-wear sector in the economy.

### Conceptual Model of the Research

Figure 1 displays the conceptual model of the research.



**Figure 1.** Research Model

**Source:** Developed by the author

The scales related to the variables included in the research model are given below:

**E-Service Quality** : (Collier & Bienstock, 2006)

**E-Satisfaction** : (Anderson & Srinivasan, 2003) (McKinney, Yoon, & Zahedi, 2002)

**E-WOM** : (Goyette et al., 2010)

**E-Trust** : (Kim, Ferrin, & Rao, 2008) (Kim, Jin, & Swinney, 2009)

Although numerous scales have been developed in the literature to measure e-service quality, this study employed the scale of Collier and Bienstock (2006). Collier and Bienstock (2006) addressed e-service quality within the framework of three components: process quality, outcome quality, and recovery quality. The sub-dimensions of process quality were expressed as ease of use, privacy, design, information accuracy, and functionality; the sub-dimensions of outcome quality included order condition, timeliness, and order accuracy; finally, the sub-dimensions of recovery quality included interactive fairness, outcome fairness, and procedural fairness.

Collier and Bienstock (2006) stand out with the e-Service Quality Scale, which they developed, which focuses on the service process, outcome quality, and recovery mechanisms in case of errors. In this respect, it is a holistic scale covering all aspects of the e-commerce experience, not just front-end features such as information quality, design, or usability of web pages.

The e-WOM scale used in the study consists of the sub-dimensions of WOM Intensity, Positive WOM, Negative WOM, and WOM Content.

### Research Population and Sample

The research population comprises 44,092 students enrolled in the regular and evening programs of Muğla Sıtkı Koçman University who purchase ready-to-wear clothing online (<https://www.mu.edu.tr>).

When the number of individuals in the research population is known, the formula below is used to calculate the sample size representative of the population:

**Formula 1.** Sample Size Calculation Formula for a Known Population

$$n = \frac{N \cdot t^2 \cdot p \cdot q}{d^2 \cdot (N - 1) + t^2 \cdot p \cdot q}$$

N = Population size.

p = Frequency of occurrence of the event under investigation.

q = Frequency of non-occurrence of the event under investigation (1 - p).

t = Distribution value in the table for the confidence level.

d = Sampling error accepted according to the frequency of occurrence of the event.

n = Number of individuals to be selected for the sample.

**Source:** Krejcie & Morgan, 1970

The population size on which the research was conducted (N) was 44,092 individuals. Assuming that the population was not homogeneous, p=0.50 and q=0.50 were taken, and the d-value in the formula was taken as 0.05. At the alpha=0.05 level of significance, the theoretical t-value was taken as 1.96 and used accordingly. The values were substituted into the formula, and it was determined that the sample group, representative of the population of 44,092 individuals, consisted of approximately 381 individuals.

The target audience for the sample was selected from students at Yatağan Vocational School and the Faculty of Science using convenience sampling due to accessibility, and the surveys were administered face-to-face.

## Research Method and Limitations

In the current study, face-to-face surveys were administered to 1000 students as the data collection method. After incomplete and erroneous surveys were eliminated, 755 usable surveys were identified. The first section of the survey included three demographic questions for customers (gender, age, and education level). This section also included an open-ended question about which e-commerce site customers most frequently used when purchasing ready-to-wear clothing online. The second section of the survey included 54 questions about e-service quality, 19 questions about e-WOM, 5 questions about e-satisfaction, and, finally, 3 questions about e-trust. A 5-point Likert scale (1: Strongly Disagree, 5: Strongly Agree) was employed for the questions about these variables. Questions about the negative e-WOM dimension were coded as 1: Strongly Agree, 5: Strongly Disagree. Consequently, the survey contained 85 questions, including demographic variables. Research analyses were conducted using SPSS 31, and mediation effects were determined using the Hayes Process v4.2 macro.

Ethics committee approval (Decision No: 55) was obtained from the relevant university before the implementation stage of the research began. The research was performed between February and March 2026. The most important limitation of the study is that it was conducted with students from a single university in Türkiye. Seven hundred fifty-five individuals participated in the study, and Table 2 contains their descriptive information. Of the respondents, 69.5% were female, and 89.1% were under 24 years of age. The majority of participants (98.4%) were associate and undergraduate students. Table 3 displays the distribution of the e-commerce sites most frequently used by respondents. Trendyol is the most frequently used shopping site (82.9%).

**Table 2.** Descriptive Information

|                                   | n   | %     |
|-----------------------------------|-----|-------|
| <b>Gender</b>                     |     |       |
| Female                            | 525 | 69.5  |
| Male                              | 230 | 30.5  |
| Total                             | 755 | 100.0 |
| <b>Age Groups</b>                 |     |       |
| ≤24                               | 673 | 89.1  |
| 25 - 40                           | 59  | 7.9   |
| 41 - 56                           | 23  | 3.0   |
| Total                             | 755 | 100.0 |
| <b>Education Level</b>            |     |       |
| Associate's and Bachelor's Degree | 743 | 98.4  |
| Graduate                          | 12  | 1.6   |
| Total                             | 755 | 100.0 |

**Table 3.** Most Used E-Commerce Sites

| E-Commerce Sites | n   | %     |
|------------------|-----|-------|
| Trendyol         | 626 | 82.9  |
| Zara             | 18  | 2.4   |
| Hepsiburada      | 16  | 2.1   |
| Amazon           | 11  | 1.5   |
| Other            | 84  | 11.1  |
| Total            | 755 | 100.0 |

**Source:** Created by the author

Exploratory Factor Analysis (EFA) was conducted to evaluate the construct validity of the e-service quality scale. A minimum factor loading of 0.50 was used as the threshold criterion for determining whether an item adequately represented its corresponding factor. Factor loading indicates the strength of the relationship between an observed variable and its underlying factor, with higher factor loadings indicating a stronger association between the item and the factor (Hair, Black, Babin, & Anderson, 2019). Accordingly, four items with factor loadings below 0.50 were eliminated due to their insufficient representation of the underlying factor. In addition, one item that loaded on a different factor than its theoretically designated dimension was excluded to preserve the conceptual distinctiveness and interpretability of the factor structure. Following the removal of these items, the EFA was re-administered, resulting in the final factor structure. The factor loadings of all remaining items exceeded the established threshold, indicating that the items adequately represented their respective factors.

The E-Service Quality variable comprises three main components: Process, Outcome, and Recovery. Since the said components also have sub-components, the analysis was conducted separately for each component. According to the results of the exploratory factor analysis for the Process component, the necessary conditions were fulfilled since the KMO value was 0.876, indicating the adequacy of the sample size, and the chi-squared significance value of Bartlett's test of sphericity was at the 1% level, indicating the suitability of the distribution to a multivariate normal distribution. Table 4 shows the five-factor structure. The total explained variance was 54.717%. One question item was removed from the structure since it was included in another factor, and four question items were removed since they had factor loadings below 0.50. The factors were as follows:

- F1: Information Accuracy
- F2: Functionality
- F3: Privacy
- F4: Ease of Use
- F5: Design

**Table 4:** Exploratory Factor Analysis Results for the Process Component

|          | Factors |      |      |      |      |
|----------|---------|------|------|------|------|
|          | 1       | 2    | 3    | 4    | 5    |
| SPrEoU1  |         |      |      | .637 |      |
| SPrEoU2  |         |      |      | .518 |      |
| SPrEoU3  |         |      |      | .553 |      |
| SPrEoU4  |         |      |      | .709 |      |
| SPrEoU5  |         |      |      | .567 |      |
| SPrPriv6 |         |      | .776 |      |      |
| SPrPriv7 |         |      | .582 |      |      |
| SPrPriv8 |         |      | .868 |      |      |
| SPrPriv9 |         |      | .812 |      |      |
| SPrDes10 |         |      |      |      | .783 |
| SPrDes11 |         |      |      |      | .812 |
| SPrDes12 |         |      |      |      | .534 |
| SPrIA16  | .768    |      |      |      |      |
| SPrIA17  | .517    |      |      |      |      |
| SPrIA18  | .795    |      |      |      |      |
| SPrIA19  | .712    |      |      |      |      |
| SPrFun21 |         | .717 |      |      |      |
| SPrFun22 |         | .722 |      |      |      |
| SPrFun23 |         | .555 |      |      |      |
| SPrFun24 |         | .506 |      |      |      |

**Source:** Created by the author

According to the results of the exploratory factor analysis for the Outcome component, the necessary conditions were met because the KMO value, indicating the adequacy of the sample, was 0.707, and the chi-squared significance value of Bartlett's test of sphericity, showing the suitability of the distribution to a multivariate normal distribution, was at the 1% level. Table 5 displays the three-factor structure. The three factors explained 62.638% of the total variance. One question item was removed from the structure since its factor loading was below 0.50, and the factors were as follows:

- F1: Order Condition
- F2: Order Accuracy
- F3: Timeliness

**Table 5:** Exploratory Factor Analysis Results for the Outcome Component

|          | Factors |      |      |
|----------|---------|------|------|
|          | 1       | 2    | 3    |
| SOOC26   | .804    |      |      |
| SOOC27   | .820    |      |      |
| SOTime29 |         |      | .797 |
| SOTime30 |         |      | .807 |
| SOTime31 |         |      | .659 |
| SOOA32   |         | .894 |      |

|        |      |
|--------|------|
| SOOA33 | .878 |
| SOOA34 | .187 |

**Source:** Created by the author

In accordance with the results of the exploratory factor analysis for the Recovery component, the necessary conditions were fulfilled because the KMO value, showing the adequacy of the sample size, was 0.944 and the chi-squared significance value of Bartlett's test of sphericity, indicating the distribution's suitability to a multivariate normal distribution, was at the 1% level. Table 6 shows the three-factor structure. The three factors explained 54.097% of the total variance. Since the factor loading of one question item was below 0.50, it was removed from the structure, and the factors were as follows:

- F1: Interactive Fairness
- F2: Procedural Fairness
- F3: Outcome Fairness

**Table 6.** Exploratory Factor Analysis Results for the Recovery Component

|             | Factors |      |      |
|-------------|---------|------|------|
|             | 1       | 2    | 3    |
| SRecInter36 | .710    |      |      |
| SRecInter37 | .707    |      |      |
| SRecInter38 | .547    |      |      |
| SRecInter39 | .679    |      |      |
| SRecInter40 | .654    |      |      |
| SRecInter41 | .579    |      |      |
| SRecInter42 | .599    |      |      |
| SRecInter43 | .599    |      |      |
| SRecInter44 |         |      | .659 |
| SRecOut45   |         |      | .640 |
| SRecOut46   |         |      | .778 |
| SRecOut47   |         |      | .600 |
| SRecOut48   |         |      | .582 |
| SRecProc49  |         | .635 |      |
| SRecProc50  |         | .699 |      |
| SRecProc51  |         | .671 |      |
| SRecProc52  |         | .700 |      |
| SRecProc53  |         | .665 |      |
| SRecProc54  |         | .628 |      |

**Source:** Created by the author

The e-WOM variable comprises four components, and Table 7 lists the results of the exploratory factor analysis for these components. The conditions were fulfilled because the KMO value was 0.899 and the chi-squared value of Bartlett's test of sphericity was at the significance level of 1%. In the resulting four-component structure, the factors explained 67.158% of the total variance. One question item was removed from

the structure because it was included in another factor, and the resulting factors were named in the following way:

- F1: WOM Content
- F2: Positive WOM
- F3: Negative WOM
- F4: WOM Intensity

**Table 7:** Exploratory Factor Analysis Results for the e-WOM Variable

|         | Factors |      |      |      |
|---------|---------|------|------|------|
|         | 1       | 2    | 3    | 4    |
| eWInt55 |         |      |      | .873 |
| eWInt56 |         |      |      | .875 |
| eWPos58 |         | .799 |      |      |
| eWPos59 |         | .803 |      |      |
| eWPos60 |         | .731 |      |      |
| eWPos61 |         | .751 |      |      |
| eWPos62 |         | .710 |      |      |
| eWPos63 |         | .604 |      |      |
| eWNeg64 |         |      | .900 |      |
| eWNeg65 |         |      | .887 |      |
| eWCon66 | .707    |      |      |      |
| eWCon67 | .775    |      |      |      |
| eWCon68 | .795    |      |      |      |
| eWCon69 | .833    |      |      |      |
| eWCon70 | .813    |      |      |      |
| eWCon71 | .782    |      |      |      |
| eWCon72 | .721    |      |      |      |
| eWCon73 | .689    |      |      |      |

**Source:** Created by the author

Table 8 contains the results of the reliability analysis for the model variables. The reliability analysis for the conceptual model variables was conducted with Cronbach's alpha, and in the analysis performed on a component and variable basis, SPrDes12 and SOOA34 were removed from the scale structure to increase the reliability coefficient above 0.70.

**Table 8.** Reliability Analysis Results for the Conceptual Model Variables

| Variables            | Number of Questions | Cronbach's Alpha |
|----------------------|---------------------|------------------|
| E-SERVICE            | 44                  | .928             |
| <b>Process</b>       | 19                  | .845             |
| Information Accuracy | 4                   | .744             |
| Functionality        | 4                   | .679             |
| Privacy              | 4                   | .826             |
| Ease of Use          | 5                   | .663             |

|                      |           |             |
|----------------------|-----------|-------------|
| Design               | 2         | .741        |
| <b>Outcome</b>       | <b>7</b>  | <b>.692</b> |
| Order Condition      | 2         | .672        |
| Order Accuracy       | 2         | .813        |
| Timeliness           | 3         | .676        |
| <b>Recovery</b>      | <b>18</b> | <b>.917</b> |
| Interactive Fairness | 8         | .859        |
| Procedural Fairness  | 6         | .843        |
| Outcome Fairness     | 4         | .781        |
| <b>E-WOM</b>         | <b>18</b> | <b>.906</b> |
| Content              | 8         | .920        |
| Positive             | 6         | .884        |
| Negative             | 2         | .793        |
| Intensity            | 2         | .784        |
| <b>E-TRUST</b>       | <b>3</b>  | <b>.795</b> |
| E-SATISFACTION       | 5         | .866        |

**Source:** Created by the author

## EMPIRICAL EVIDENCE

Simple regression analysis tested the impact of e-service quality on e-satisfaction. The correlation coefficient ( $R=0.537$ ), indicating the relationship between the two variables, revealed a moderate correlation, whereas the coefficient of determination ( $R^2$ ) demonstrated that e-service quality explained 28.8% of the variance in the e-satisfaction variable. In line with the results in Table 9, the impact was positive and significant, and the regression coefficient and the level of significance are given in Table 10. Hypothesis H1 was supported according to these results. This finding indicates that as consumers' perception of service quality experienced on an e-commerce platform increases, their overall level of satisfaction with the platform also increases.

**Table 9.** ANOVA Result for the Impact of E-Service Quality on E-Satisfaction

| Model      | Sum of Squares | sd  | Mean Squares | F       | p     |
|------------|----------------|-----|--------------|---------|-------|
| Regression | 90.724         | 1   | 90.724       | 304.486 | <.001 |
| Residual   | 224.362        | 753 | .298         |         |       |
| Total      | 315.086        | 754 |              |         |       |

**Source:** Created by the author

**Table 10.** Coefficients for the Impact of E-Service Quality on E-Satisfaction

| Model    | Non-Standardized Coefficients |                | Standardized Coefficients |        |       |
|----------|-------------------------------|----------------|---------------------------|--------|-------|
|          | B                             | Standard Error | Beta                      | t      | p     |
| Constant | 1.175                         | .167           |                           | 7.032  | <.001 |
| SQUAL    | .753                          | .043           | .537                      | 17.450 | <.001 |

**SQUAL:** E-Service Quality

**Source:** Created by the author

Multiple regression analysis tested the impacts of the e-service quality components on e-satisfaction. The multiple correlation coefficient (0.581) between the components and e-satisfaction indicates a moderate correlation, whereas the adjusted coefficient of determination shows that the three components jointly explained 33.5% of the variance in e-satisfaction. As seen in Table 11, the model was significant, and hypothesis H2 was supported. A review of the regression coefficients in Table 12 shows that the Outcome component has a level of significance above 5%. In other words, the combined effect of the three components is significant. However, the components that play a strong role in the impact at the 5% level are Process and Recovery. This scientifically demonstrates that consumer satisfaction perception in the digital ready-to-wear sector is not limited to the ultimate service outcome alone; rather, seamless user experience provided throughout the interaction with the platform, combined with recovery mechanisms activated during potential service failures, collectively shape customer satisfaction.

**Table 11.** ANOVA Results for the Impact of E-Service Quality Components on E-Satisfaction

| Model      | Sum of Squares | sd  | Mean Squares | F       | p     |
|------------|----------------|-----|--------------|---------|-------|
| Regression | 106.298        | 3   | 35.433       | 127.450 | <.001 |
| Residual   | 208.788        | 751 | .298         |         |       |
| Total      | 315.086        | 754 |              |         |       |

**Source:** Created by the author

**Table 12.** Coefficients for the Impact of E-Service Quality Components on E-Satisfaction

| Model    | Non-Standardized Coefficients |                | Standardized Coefficients |        |       |
|----------|-------------------------------|----------------|---------------------------|--------|-------|
|          | B                             | Standard Error | Beta                      | t      | p     |
| Constant | 1.193                         | .167           |                           | 7.121  | <.001 |
| SPr      | .178                          | .052           | .133                      | 3.400  | <.001 |
| SO       | .028                          | .039           | .026                      | .724   | <.469 |
| SRec     | .537                          | .045           | .474                      | 11.890 | <.001 |

**SPR:** Process, **SO:** Outcome, **SRec:** Recovery

**Source:** Created by the author

The mediating role of e-WOM in the impact of e-service quality on e-satisfaction was tested using Process Hayes 4.2. As seen in Table 13, the mentioned impact was supported. In the analysis using the bootstrapping method, since there was no 0 between the BootLLCI and BootULCI values in the results indicating the indirect effect, the mediating role was accepted, and hypothesis H3 was supported. In the context of the online ready-to-wear sector, this result demonstrates that perceived e-service quality not only directly influences e-satisfaction, but also indirectly reinforces the e-satisfaction mechanism through positive reviews, ratings, and recommendations shared by users who experience superior service quality on the platform.

**Table 13.** Analysis Results for the Mediating Role of E-WOM in the Impact of E-Service Quality on E-Satisfaction

| Model: 4         |        |         |          |          |       |
|------------------|--------|---------|----------|----------|-------|
| Y: ESATIS        |        |         |          |          |       |
| X: SQUAL         |        |         |          |          |       |
| M: EWOM          |        |         |          |          |       |
| Sample size: 755 |        |         |          |          |       |
| Direct effect:   |        |         |          |          |       |
| Effect           | se     | t       | p        | LLCI     | ULCI  |
| .5927            | .0473  | 12.5257 | .0000    | .4998    | .6856 |
| Indirect effect: |        |         |          |          |       |
|                  | Effect | BootSE  | BootLLCI | BootULCI |       |
| EWOM             | .1603  | .0317   | .1031    | .2256    |       |

**ESATIS:** E-Satisfaction, SQUAL: E-Service Quality, EWOM: E-WOM

**Source:** Created by the author

Likewise, the mediating role of e-trust in the impact of e-service quality on e-satisfaction was tested using Process Hayes 4.2. Table 14 shows that the effect in question was supported. Hypothesis H4 was supported according to the result above. When evaluated in the context of the online ready-to-wear sector, this finding reveals that perceived high e-service quality not only directly increases e-satisfaction, but also indirectly reinforces satisfaction through the sense of digital trust it builds in consumers. In other words, it can be stated that e-retailers can enhance customer satisfaction not merely by improving service processes, but also by incorporating elements that foster e-trust, such as SSL certificates, transparent privacy policies, secure payment infrastructures, and accurate product information.

The joint mediating roles of e-WOM and e-trust, whose mediating roles in the impact of e-service quality on e-satisfaction were tested separately, were tested using Process Hayes 4.2. Table 15 presents the results obtained. The mediating roles of both variables were confirmed upon examining the results concerning indirect effects. Hypothesis H5 was supported in line with this result. This result reveals that in the online ready-to-wear sector, e-service quality indirectly feeds e-satisfaction through the variables of e-WOM and e-trust. In other words, the accepted H5 hypothesis implies that both establishing e-trust by offering a transparent and secure platform infrastructure and encouraging e-WOM mechanisms where satisfied customers share their experiences accelerate the transformation of service quality into e-satisfaction.

**Table 14.** Analysis Results for the Mediating Role of E-Trust in the Impact of E-Service Quality on E-Satisfaction

|           |  |  |  |  |  |
|-----------|--|--|--|--|--|
| Model: 4  |  |  |  |  |  |
| Y: ESATIS |  |  |  |  |  |
| X: SQUAL  |  |  |  |  |  |
| M: ETRUST |  |  |  |  |  |

|                  |        |         |          |          |       |
|------------------|--------|---------|----------|----------|-------|
| Sample size: 755 |        |         |          |          |       |
| Direct effect:   |        |         |          |          |       |
| Effect           | se     | t       | p        | LLCI     | ULCI  |
| .4622            | .0462  | 10.0145 | .0000    | .3716    | .5528 |
| Indirect effect: |        |         |          |          |       |
|                  | Effect | BootSE  | BootLLCI | BootULCI |       |
| ETRUST           | .2908  | .0338   | .2251    | .3573    |       |

**ESATIS:** E-Satisfaction, SQUAL: E-Service Quality, EWOM: E-WOM  
**Source:** Created by the author

**Table 15.** Analysis Results for the Joint Mediating Role of E-WOM and E-Trust in the Impact of E-Service Quality on E-Satisfaction

|                                                                                |        |        |          |          |       |
|--------------------------------------------------------------------------------|--------|--------|----------|----------|-------|
| Model:6                                                                        |        |        |          |          |       |
| Y: ESATIS                                                                      |        |        |          |          |       |
| X: SQUAL                                                                       |        |        |          |          |       |
| M1: EWOM                                                                       |        |        |          |          |       |
| M2:ETRUST                                                                      |        |        |          |          |       |
| Sample size: 755                                                               |        |        |          |          |       |
| Direct effect:                                                                 |        |        |          |          |       |
| Effect                                                                         | se     | t      | p        | LLCI     | ULCI  |
| .3834                                                                          | .0481  | 7.9777 | .0000    | .2890    | .4777 |
| Indirect effect:                                                               |        |        |          |          |       |
|                                                                                | Effect | BootSE | BootLLCI | BootULCI |       |
| Total                                                                          | .3696  | .0415  | .2916    | .4541    |       |
| Ind1                                                                           | .1069  | .0278  | .0555    | .1639    |       |
| Ind2                                                                           | .2093  | .0289  | .1552    | .2687    |       |
| Ind3                                                                           | .0534  | .0132  | .0297    | .0809    |       |
| Ind1: SQUAL → EWOM → ESATIS                                                    |        |        |          |          |       |
| Ind2: SQUAL → ETRUST → ESATIS                                                  |        |        |          |          |       |
| Ind3: SQUAL → EWOM → ETRUST → ESATIS                                           |        |        |          |          |       |
| ESATIS: E-Satisfaction, SQUAL: E-Service Quality, EWOM: E-WOM, ETRUST: E-Trust |        |        |          |          |       |
| Source: Created by the author                                                  |        |        |          |          |       |

Simple regression analysis was conducted to test the main hypothesis, which posits that the impact of e-service quality on e-satisfaction varies by respondents' demographic characteristics, and the results are presented in Table 16. The difference between the regression coefficients obtained by gender was computed, considering the standard errors, as suggested by Paternoster et al. (1998). Considering the criterion of  $Z = \pm 1.96$  at the 5% significance level, and since  $Z = -0.655$  was obtained, the difference between the two regression coefficients was not statistically significant at the 5% significance level. In other words, the impact of e-service quality on e-satisfaction does not differ by gender. Thus, hypothesis H6a was not supported.

An examination of the test for differences in the effect across age groups showed that the difference between the regression coefficients of the group aged 24 years and

below and the 25–40 age group was significant ( $Z = -3.536$ ), as was the difference between the group aged 24 years and below and the 41–56 age group ( $Z = -2.028$ ) at the 5% significance level. However, for the difference between the regression coefficients of the 25–40 age group and the 41–56 age group, the value of  $Z = 0.592$  indicated that the difference was not statistically significant. Hence, hypothesis H6b was supported.

It was examined whether the effect differed by respondents' education level, and the results in Table 16 showed that the effect was not statistically significant at the 5% significance level among graduate students. However, the effect was statistically significant among associate and undergraduate students, indicating a difference between these two groups, and hypothesis H6c was accepted.

In conclusion, based on the analyses conducted to determine whether the effect of e-service quality on e-satisfaction differs according to consumers' demographic characteristics, it can be stated that the impact of e-service quality on e-satisfaction remains at a similar level between female and male consumers, indicating that gender is not a discriminating factor in the digital ready-to-wear sector; that the importance attached to e-service quality by young consumers (aged 24 and under) differs significantly compared to older age groups; and that as the education level increases, consumers' expectation levels regarding e-service quality change accordingly.

**Table 16.** Results of the Gender Difference Test for the Impact of E-Service Quality on E-Satisfaction

| Gender                            | F       | p     | Regression Coefficient | p     | SE    |
|-----------------------------------|---------|-------|------------------------|-------|-------|
| Female                            | 218.812 | <.001 | 0.735                  | <.001 | 0.050 |
| Male                              | 90.431  | <.001 | 0.799                  | <.001 | 0.084 |
| <b>Age Groups</b>                 |         |       |                        |       |       |
| ≤ 24                              | 224.201 | <.001 | 0.695                  | <.001 | 0.046 |
| 25–40                             | 83.439  | <.001 | 1.176                  | <.001 | 0.129 |
| 41–56                             | 38.721  | <.001 | 0.126                  | <.001 | 0.169 |
| <b>Education Level</b>            |         |       |                        |       |       |
| Associate's and Bachelor's Degree | 299.127 | <.001 | 0.753                  | <.001 | 0.044 |
| Graduate                          | 4.414   | 0.062 | 0.756                  | 0.062 | 0.360 |

**Source:** Created by the author

## RESULTS AND DISCUSSION

As a result of the current study, the hypothesis stating that e-service quality has a positive and significant impact on e-satisfaction was accepted. Furthermore, it can be said that studies conducted in the ready-to-wear sector in the literature have yielded similar results (Bansal & Sharma, 2024; Erdoğan, 2022a; Erdoğan, 2022b; Manandhar et al., 2024).

All three components of e-service quality—process, outcome, and recovery—had a significant effect on e-satisfaction, and this impact was mainly observed in the sub-dimensions of order accuracy and timeliness, and procedural fairness and outcome fairness. Hence, the effect was significant in the three-component model, with the process and recovery components having weight in the impact. The said finding is simi-

lar to other studies in the literature. In their study on the online ready-to-wear sector, Bansal and Sharma (2024) found that the information and system quality dimensions created stronger effects on e-satisfaction. Erdoğan (2022a; 2022b) determined that the reliability and system performance dimensions were especially decisive among the e-service quality dimensions. Additionally, Manandhar et al. (2024) revealed that the reliability and responsiveness dimensions of e-service quality had a weighted impact. Hence, the weighted impact of the process and recovery components revealed in the current research coincides with the dimensions stressed in the literature, such as service effectiveness, reliability, and system quality. In other words, all components of e-service quality have a significant effect on e-satisfaction; however, some dimensions have more weighted impacts.

However, previous research has focused more on system-based dimensions of e-service quality, such as technical aspects, ease of use, and reliability. However, the fact that the recovery component, covering the procedural and outcome fairness dimensions, came to the fore in the present study demonstrates that customers attach great importance not only to the service delivery process but also to problem-solving processes. Additionally, most studies in the literature have mentioned the weighted impact of a single quality dimension. On the contrary, the fact that the process and recovery components came to the fore together in this study indicates that e-service quality should be assessed holistically. It can be said that our study contributes to the literature in this respect.

Another finding of the current research is that e-WOM and e-trust play separate and joined mediating roles in the impact of e-service quality on e-satisfaction. Studies in the literature have obtained similar results (Bansal & Sharma, 2024; Erdoğan, 2022a; Erdoğan, 2022b; Mahadevan & Joshi, 2022; Noor et al., 2019; Noorshella, Abdullah, & Nursalihah, 2015; Ramdani & Saad, 2024; Manandhar et al., 2024).

However, previous studies have addressed e-trust as a mediator variable alone. The present study included e-trust in the model along with e-WOM, and the research hypotheses were accepted. Therefore, customers' satisfaction with online shopping is formed by trust and sharing their experiences in online environments. This once again demonstrates the need to address e-service quality as a multidimensional construct, and the study also contributes to the literature by developing mediation models.

The results of the present study were obtained from data collected from 755 university students. The fact that the sample comprised solely students limits the generalization of the findings to different age groups and consumer segments. Moreover, having collected the research data within a specific time period prevents the observation of changes over time. Finally, this study does not reveal cultural or regional differences since it was limited to a single university. Although it is impossible to generalize the data due to the aforesaid limitations, the following recommendations can be made for practice based on the research results:

- Based on the weight of the process and recovery components in the impact of e-service quality on satisfaction, businesses should prioritize issues such as order accuracy, facilitating return and exchange processes, implementing compensation mechanisms effectively, timely delivery, and resolving customer complaints in a quick and fair manner,
- Based on the mediating role of e-trust, businesses should focus on strate-

gies that will create and increase trust, use secure payment systems, protect personal data, share accurate and complete information about products and services, and build brand trust,

- Based on the mediating role of e-WOM, businesses should develop systems encouraging customers to make comments, respond quickly to user reviews, increase the visibility of positive experiences, and address negative comments constructively.

For future academic research, the following can be recommended:

- The findings should be compared by applying the model used in the current research to different sectors and countries,
- Diverse variables, such as e-loyalty, perceived value, brand image, customer experience, and complaint management, should be included in the model,
- The model employed in the study should be tested using qualitative or mixed methods,
- The model should be tested or compared using different scales for e-service quality (E-S-QUAL or eTailQ).

## LITERATURE

- Akgün, Z. (2019). Bilgiyi benimseme modeli, bilgiye karşı tutum ve algılanan risk çerçevesinde Instagram'ın üniversite öğrencilerinin satın alma davranışına etkisi: Yozgat Bozok Üniversitesi MYO örneği. *Turkish Journal of Marketing*, 4(2), pp. 62-80. <http://dx.doi.org/10.30685/tujom.v4i2.44>
- Akiskali, T., & Kitapçı, O. (2021). E-hizmet uygulamalarında kalite algısı e-memnuniyet ve e-satın alma kavramlarının kültürel farklılıklara göre incelenmesi: İngiltere ve Türkiye örneği. *Pazarlama İlgortüsü Üzerine Çalışmalar*, 5(1), pp. 1-23. [https://dergipark.org.tr/en/download/article-file/1764036?utm\\_source](https://dergipark.org.tr/en/download/article-file/1764036?utm_source)
- Akmal, E., Panjaitan, H., & Ginting, Y. (2023). Service quality, product quality, price, promotion, and location on customer satisfaction and loyalty in CV. Restu. *Journal of Applied Business and Technology*, 4(1), pp. 39-54. doi:<https://doi.org/10.35145/jabt.v4i1.118>
- Akyüz, A. M. (2014). Çevrimiçi hazır giyim ürünleri tüketiminde müşteri tatmini: Doğu Karadeniz örneği. *Doğuş Üniversitesi Dergisi*, 15(1). <https://dergipark.org.tr/en/download/article-file/2152098>
- Alboqami, H., Al-Karaghoul, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: The common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising*, 9(4), s. 338-358. doi:[https://www.researchgate.net/publication/283356194\\_Electronic\\_word\\_of\\_mouth\\_in\\_social\\_media\\_The\\_common\\_characteristics\\_of\\_retweeted\\_and\\_favoured\\_marketer-generated\\_content\\_posted\\_on\\_Twitter](https://www.researchgate.net/publication/283356194_Electronic_word_of_mouth_in_social_media_The_common_characteristics_of_retweeted_and_favoured_marketer-generated_content_posted_on_Twitter)
- Almıaçık, Ü., & Özbek, V. (2009). Otobüs işletmelerinde hizmet kalitesinin ölçümü: Kandıra Gürkan Turizm örneği. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, 1(3), pp. 125-138. <https://dergipark.org.tr/tr/download/article-file/1544446>
- Anderson, E. W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1), pp. 5-17. doi:[https://doi.org/10.1002/\(SICI\)1099-131X\(199811/12\)9:6](https://doi.org/10.1002/(SICI)1099-131X(199811/12)9:6)
- Anderson, R. E., & Srinivasan, S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), pp. 123-138. doi:<https://doi.org/10.1002/mar.10063>
- Bansal, N., & Sharma, S. (2024). Apparel e-tailing: Website quality indicators and customer satisfaction. *Journal of Internet Marketing and Advertising*, 20(3/4), s. 410-427. doi:<https://doi.org/10.1002/jim.10063>

org/10.1504/IJIMA.2024.139317

- Barnes, S. J., & Vidgen, R. (2002). An integrative approach to the assessment of e-commerce quality. *Journal of Electronic Commerce Research*, 3(3), pp. 114-127. [https://researchportal.bath.ac.uk/en/publications/an-integrative-approach-to-the-assessment-of-e-commerce-quality/?utm\\_source](https://researchportal.bath.ac.uk/en/publications/an-integrative-approach-to-the-assessment-of-e-commerce-quality/?utm_source)
- Bauer, H. H., Falk, T., & Hammerschmidt, M. (2006). eTransQual: A transaction process-based approach for capturing service quality in online shopping. *Journal of Business Research*, 59(7), pp. 866-875. doi:<https://doi.org/10.1016/j.jbusres.2006.01.021>
- Bayram, A. T., & Şahbaz, R. (2017). E-hizmet uygulamalarında kalite algısı, memnuniyet ve sadakat tutumlarının demografik özelliklere göre incelenmesi: Seyahat acentaları müşterileri örneği. *Journal of Tourism and Gastronomy Studies*, 5(3), pp. 60-75. <https://jotags.net/index.php/jotags/article/view/218/335>
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. 92(4), pp. 500-517. doi:<https://doi.org/10.1016/j.jretai.2016.09.002>
- Bozbay, Z., Yaman, Y., & Özkan, E. (2016). İnternet perakendeciliğinde hizmet kalitesinin müşteri memnuniyeti üzerindeki rolü: Hazır giyim ve kitap sektörü üzerine karşılaştırmalı bir araştırma. *Journal of Transportation and Logistics*, 1(1), pp. 19-38. doi:<https://doi.org/10.22532/jtl.237885>
- Bressolles, G., Durrieu, F., & Senecal, S. (2014). A consumer typology based on e-service quality and e-satisfaction. *Journal of Retailing and Consumer Services*, 21(6), pp. 889-896. doi:<https://doi.org/10.1016/j.jretconser.2014.07.004>
- Cantalops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, pp. 41-51. doi:<https://doi.org/10.1016/j.ijhm.2013.08.007>
- Cheung, C. M., & Lee, M. (2004). The asymmetric effect of web site attribute performance on web satisfaction: An empirical study. *E-Service Journal*, 3(3), pp. 65-86. doi:10.2979/esj.2004.3.3.65
- Cheung, C. M., & Lee, M. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), pp. 218-225. doi:<https://doi.org/10.1016/j.dss.2012.01.015>
- Chiou, J.-S. (2004). The antecedents of consumers' loyalty toward Internet service providers. *Information & Management*, 41(6), pp. 685-695. doi:<https://doi.org/10.1016/j.im.2003.08.006>
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in E-retailing. *Journal of Service Research*, 8(3), pp. 260-275. doi:<https://doi.org/10.1177/1094670505278867>
- Çelik, H., & Başaran, B. (2008). Bireysel Müşteriler Tarafından Algılanan Elektronik Hizmet Kalitesi. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 8(2), pp. 129-152.
- Daugherty, T., & Hoffman, E. (2014). eWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications*, 20((1-2)), pp. 82-102. doi:<https://doi.org/10.1080/13527266.2013.797764>
- Dawson, S., & Kim, M. (2010). Cues on apparel web sites that trigger impulse purchases. *Journal of Fashion Marketing and Management: An International Journal*, 14(2), pp. 230-246. doi:<https://doi.org/10.1108/13612021011046084>
- de Klerk, H., & Tselepis, T. (2007). The early adolescent female clothing consumer: Expectations, evaluation and satisfaction with fit as part of the appreciation of clothing quality. *Journal of Fashion Marketing and Management*, 11(3), pp. 413-428. doi:<https://doi.org/10.1108/13612020710763146>
- Erçetin, C., & Arıkan, E. (2020). E-hizmet kalitesi, e-memnuniyet, e-yapışkanlık ve e-sadakat davranışları: E-perakende alışveriş siteleri üzerine bir çalışma. *Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi*, 21(1), pp. 67-93. doi:<https://doi.org/10.24889/ife.563879>

- Erdoğan, G. (2022). Çevrimiçi kıyafet sitelerinde elektronik hizmet kalitesinin ölçümü. *Uluslararası Yönetim İktisat ve İşletme Dergisi*, 18(2), pp. 709-730. doi:<http://dx.doi.org/10.17130/ijmeh.1015313>
- Erdoğan, G. (2022b). Online Kıyafet Mağazalarında Elektronik Hizmet Kalitesi, Sadakat ve ağızdan ağıza iletişim Türleri ilişkisi. *Elektronik Sosyal Bilimler Dergisi*, 21(83), pp. 1372-1388. <https://dergipark.org.tr/en/download/article-file/2093764>
- Erdoğan, İ., Dirsehan, T., & Karakaya, M. (2017). Determining service quality dimensions of social commerce websites. In *European Proceedings of Social and Behavioural Sciences (EPSBS)*. file:///C:/Users/PC/Downloads/10.15405\_epsbs.2017.12.02.10.pdf
- Erşen, D., Karabıyık Yerden, N., & Öztekin, M. (2020). Bilgi benimseme modeli kapsamında elektronik ağızdan ağıza pazarlamanın marka güveni aracılığı ile marka sadakatine etkisi ve çevrimiçi tüketiciler üzerine bir araştırma. *Galatasaray Üniversitesi İletişim Dergisi*, 32, pp. 163-197. doi:<https://doi.org/10.16878/gsuilet.696855>
- Eun Young, K., & Park, E. J. (2008). Does e-Service quality lead to website patronage for apparel online purchases? (pp. 20–21). In *Society for Marketing Advances Proceedings*.
- Gefen, D., Benbasat, I., & Pavlou, P. (2008). A research agenda for trust in online environments. *Journal of Management Information Systems*, 24(4), pp. 275-286. doi:<https://doi.org/10.2753/MIS0742-1222240411>
- Gefen, D., Karahanna, E., & Straub, D. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), pp. 51-90. doi:<https://doi.org/10.2307/30036519>
- Gildin, S. (2022). Understanding the power of word-of-mouth. *RAM Revista de Administração Mackenzie*, 4(1), pp. 92-106. doi:<https://doi.org/10.1590/1678-69712003/administracao.v4n1p92-106>
- Gounaris, S., Vassilikopoulou, A., & Chatzipanagiotou, K. (2010). Internal-market orientation: A misconceived aspect of marketing theory. *European Journal of Marketing*, 44(11/12), pp. 1667-1699. doi:<https://doi.org/10.1108/03090561011079837>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 27(1), pp. 5-23. doi:<https://doi.org/10.1002/cjas.129>
- Gupta, S., & Kim, H. (2010). Value-driven Internet shopping: The mental accounting theory perspective. *Psychology & Marketing*, 27(1), pp. 13-35. doi:<https://doi.org/10.1002/mar.20317>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Hassan, H. E. (2024). The role of mobile shopping service quality in enhancing customers M-satisfaction, M-loyalty, and E-word of mouth. *Future Business Journal*, 10(1), pp. 1-14. doi:<https://doi.org/10.1186/s43093-024-00396-4>
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach (Methodology in the Social Sciences)* (2nd ed. b.). Guilford Press.
- Hennig-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment and retention. *International Journal of Service Industry Management*, 15(5), pp. 460-478. doi:<https://doi.org/10.1108/09564230410564939>
- <https://www.mu.edu.tr>. (20.03.2026).
- Jones, C., & Kim, S. (2010). Influences of retail brand trust, off-line patronage, clothing involvement and website quality on online apparel shopping intention. *International Journal of Consumer Studies*, 34(6), pp. 627-637. doi:10.1111/j.1470-6431.2010.00871.x
- Joshi, M., & Singh, V. (2017). Electronic word of mouth influence on consumer purchase intention. *Dynamics of Public Administration*, 34(2), pp. 149-159. doi:<https://doi.org/10.5958/0976-073>

3.2017.00012.8

- Kaya, B., Behraves, E., Abubakar, A., Kaya, O., & Orús, C. (2019). The moderating role of website familiarity in the relationships between e-service quality, e-satisfaction and e-loyalty. *Journal of Internet Commerce*, 18(4), pp. 369-394. doi:<https://doi.org/10.1080/15332861.2019.1668658>
- Kement, Ü., & Çavuşoğlu, S. (2017). Hafızaya Yönelik Müşteri Deneyimlerinin Müşteri Sadakatine Etkisi: Yeşil Oteller Örneği. *Uluslararası Sosyal ve Eğitim Bilimleri Dergisi*, 4(8), pp. 172-194. doi:<https://doi.org/10.20860/ijoses.338772>
- Khalifa, M., & Liu, V. (2007). Online consumer retention: Contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(6), pp. 780-792. doi:<https://doi.org/10.1057/palgrave.ejis.3000711>
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of eWOM, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information*, 11(10), pp. 478. doi:<https://doi.org/10.3390/info11100478>
- Kim, D. J., Ferrin, D., & Rao, H. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), pp. 544-564. doi:<https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, E., & Jackson, V. (2009). The Effect of E-SERVQUAL on e-Loyalty for Apparel Online Shopping. *Journal of Global Academy of Marketing Science*, 19(4), pp. 57-65. doi:<https://doi.org/10.1080/12297119.2009.9707305>
- Kim, H., & Niehm, L. (2009). The impact of website quality on information quality, value, and loyalty intentions in apparel retailing. *Journal of Interactive Marketing*, 23(3), pp. 221-233. doi:<https://doi.org/10.1016/j.intmar.2009.04.009>
- Kim, J., Jin, B., & Swinney, J. (2009). The role of e-tail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services*, 16(4), pp. 239-247. doi:<https://doi.org/10.1016/j.jretconser.2008.11.019>
- Kim, S., & Stoel, L. (2004). Apparel retailers: Website quality dimensions and satisfaction. *Journal of Retailing and Consumer Services*, 11(2), pp. 109-117. doi:[https://doi.org/10.1016/S0969-6989\(03\)00010-9](https://doi.org/10.1016/S0969-6989(03)00010-9)
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed. b.). Pearson.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607-610.
- Kutlu, B., & Ayyıldız, H. (2017). Elektronik ağızdan ağıza iletişimin (e-WOM) tüketici satın alma niyeti üzerindeki etkisi. *Karadeniz Teknik Üniversitesi Sosyal Bilimler Enstitüsü Sosyal Bilimler Dergisi*, 7(13), pp. 63-82. <https://dergipark.org.tr/tr/download/article-file/307564>
- Küster, I., & Vila, N. (2011). Successful SME web design through consumer focus groups. *International Journal of Quality & Reliability Management.*, 28(2), pp. 132-154. doi:<https://doi.org/10.1108/02656711111101728>
- Li, H., & Suomi, R. (2009). A proposed scale for measuring e-service quality. *International Journal of e-Service, Science and Technology*, 2(1), pp. 1-10. [https://www.earticle.net/Article/A147326?utm\\_source](https://www.earticle.net/Article/A147326?utm_source)
- Mahadevan, K., & Joshi, S. (2022). Impact of e-service quality dimensions on customer satisfaction and loyalty in online apparel shopping in India. *Indian Journal of Marketing*, 52(12), pp. 20-38. doi:<https://doi.org/10.17010/ijom/2022/v52/i12/172560>
- Malakmadze, K., Ünver, S., & Arkan, E. (2017). Çevrimiçi gizlilik ve e-sadakat eğilimi ilişkisi üzerine ülkeler arası bir inceleme: Türkiye ve Rusya arasında bir karşılaştırma. *İşletme Araştırmaları Dergisi*, 9(1), pp. 439-463. doi:<https://doi.org/10.20491/isarder.2017.253>
- Manandhar, R. B., Karki, T., Manandhar, E., & Khadka, K. (2024). Impact of service quality on

- customer satisfaction in online clothing retail. *Research Journal of MMC*, 5(1), pp. 13-23. doi:<https://doi.org/10.3126/irjmmc.v5i1.62893>
- McKinney, V., Yoon, K., & Zahedi, F. (2002). The measurement of web-customer satisfaction: An expectation and disconfirmation approach. *Information Systems Research*, 13(3), pp. 296-315. doi:<https://doi.org/10.1287/isre.13.3.296.76>
- Mishra, A., & Satish, S. (2016). eWOM: Extant research review and future research avenues. *Vikalpa: The Journal for Decision Makers*, 41(3), pp. 222-233. doi:<https://doi.org/10.1177/0256090916650952>
- Noor, Y. M., Che Nawi, N., Md Nasir, N., & Nordin, N. (2019). Investigating the product quality and e-service quality attributes that influence customers satisfaction of online apparels. *International Journal of Advanced Research*, 7(2), pp. 811-818. doi:<https://doi.org/10.21474/IJAR01/8550>
- Noorshella, C. N., Abdullah, A., & Nursalihah, A. (2015). Examining the key factors affecting e-service quality of small online apparel businesses in Malaysia. *SAGE Open*, 5(2), pp. 1-10. doi:<https://doi.org/10.1177/2158244015576550>
- Özdemir, M., & Çataltepe, O. (2022). E-ticaret işletmelerinde e-hizmet kalitesi ve e-hizmet telafi kalitesinin müşteri memnuniyetine etkisi. *Giresun Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 8(2), pp. 153-174. doi:<https://doi.org/10.46849/guiibd.1168587>
- Pappas, I., Kourouthanassis, P., Giannakos, M., & Chrissikopoulos, V. (2014). Shiny happy people buying: the role of emotions on personalized e-shopping. *Electronic Markets*, 24(3), pp. 193-206. doi:<https://doi.org/10.1007/s12525-014-0153-y>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, 7(3), pp. 213-233. doi:<https://doi.org/10.1177/1094670504271156>
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), s. 12-40. [https://www.marketeurexpert.fr/wp-content/uploads/2023/12/servqual.pdf?utm\\_source](https://www.marketeurexpert.fr/wp-content/uploads/2023/12/servqual.pdf?utm_source)
- Park, D., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7(4), pp. 399-410. doi:<https://doi.org/10.1016/j.elerap.2007.12.001>
- Park, I., Bhatnagar, A., & Rao, H. (2010). Assurance seals, on-line customer satisfaction, and repurchase intention. *International Journal of Electronic Commerce*, 14(3), pp. 11-34. doi:<https://doi.org/10.2753/JEC1086-4415140302>
- Park, J. (2020). Framework for sentiment-driven evaluation of customer satisfaction with cosmetics brands. *IEEE Access*, 8, s. 98526-98538. doi:<https://doi.org/10.1109/ACCESS.2020.2997522>
- Paternoster, R., Brame, R., Mazerolle, P., & Piquero, A. (1998). Using the correct statistical test for the equality of regression coefficients. *Criminology*, 36(4), pp. 859-866. doi:<https://doi.org/10.1111/j.1745-9125.1998.tb01268.x>
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly*, 30(1), pp. 115-143. doi:<https://doi.org/10.2307/25148720>
- Ramdani, R., & Saad, S. (2024). E-service quality and customer satisfaction on e-commerce platform towards apparel products. *Journal of Information and Technology Management*, 8(31), pp. 20-34. [https://gaexcellence.com/jistm/article/view/2699?utm\\_source](https://gaexcellence.com/jistm/article/view/2699?utm_source)
- Santos, J. (2003). E-service quality: a model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3), pp. 233-246. doi:<https://doi.org/10.1108/09604520310476490>
- Santosa, A., & Wandebori, H. (2019). The impact of e-service quality on customer satisfaction and loyalty in online travel booking. *Journal of Research in Interactive Marketing*, 13(1), pp. 15-

30. doi:<https://doi.org/10.1108/JRIM-01-2018-0004>
- Semrush, (2025). *Semrush 2025: The year in review*. Date Accessed: 02.10.2026 <https://www.semrush.com/news/440727-semrush-2025-the-year-in-review>
- Sevim, N. (2018). The effect of e-service quality, e-trust and e-satisfaction on formation online customer loyalty. *Business & Management Studies: An International Journal*, 6(1), pp. 107–127. doi:<https://doi.org/10.15295/bmij.v6i1.215>
- Sezgin, A. G. (2013). *Dünyada ve Türkiye’de E-Ticaret Sektörü*. İstanbul, Türkiye: İş Bankası İktisadi ve Araştırmalar Bölümü. Retrieved on 03 19, 2026 from [https://www.utikad.org.tr/images/BilgiBankasi/turkiyeisbankasidunyadaveturkiyedeeticaretsektoru-5221.pdf?utm\\_source](https://www.utikad.org.tr/images/BilgiBankasi/turkiyeisbankasidunyadaveturkiyedeeticaretsektoru-5221.pdf?utm_source)
- Ticaret Bakanlığı. (2025). *Türkiye’de e-ticaretin görünümü raporu*. Ticaret Bakanlığı. <https://ticaret.gov.tr/>
- Uysal, D. (2022). E-hizmet kalitesinin müşteri memnuniyeti üzerine etkisi: Online alışveriş siteleri üzerinde bir inceleme. *The International New Issues in Social Sciences*, 10(1), pp. 55-78. <https://dergipark.org.tr/tr/download/article-file/1488787>
- Uzel, E., & Aydoğdu, F. C. (2010). Çalışanların Elektronik Alışverişe Bakış Açıları Hakkında Kalitatif Çalışma. *Organizasyon ve Yönetim Bilimleri Dergisi*, 2(1), pp. 19-25. <https://dergipark.org.tr/en/pub/oybd/issue/16335/171005>
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*, 79(3), pp. 183-198. doi:[https://doi.org/10.1016/S0022-4359\(03\)00034-4](https://doi.org/10.1016/S0022-4359(03)00034-4)
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers’ motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of Marketing Management*, 29(5-6), pp. 562-583. doi:<https://doi.org/10.1080/0267257X.2013.778324>
- Yıldız, A., & Kuyucu, Ş. (2021). İnternet alışverişlerinde algılanan e-hizmet kalitesi, müşteri tatmini ve müşteri sadakati ilişkisinin incelenmesi: Adıyaman Üniversitesi öğrencileri üzerine bir uygulama. *Kahramanmaraş Sütçü İmam Üniversitesi Sosyal Bilimler Dergisi*, 18(3), pp. 2308-2343. doi:<https://doi.org/10.33437/ksusbd.988790>
- Yıldız, S., & Karadirek, G. (2014). Elektronik hizmet kalitesi algılamaları: bireysel internet bankacılığı kullanıcıları üzerine bir uygulama. *Gümüşhane Üniversitesi Sosyal Bilimler Elektronik Dergisi*, pp. 303-329. [https://www.researchgate.net/publication/284159804\\_Elektronik\\_Hizmet\\_Kalitesi\\_Algilamaları\\_Bireysel\\_Internet\\_Bankaciligi\\_Kullanıcıları\\_Uzerine\\_Bir\\_Uygulama](https://www.researchgate.net/publication/284159804_Elektronik_Hizmet_Kalitesi_Algilamaları_Bireysel_Internet_Bankaciligi_Kullanıcıları_Uzerine_Bir_Uygulama)
- Yoo, B., & Donthu, N. (2001). Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly Journal of Electronic Commerce*, 2(1), pp. 31-47. doi:[https://doi.org/10.1007/978-3-319-11885-7\\_129](https://doi.org/10.1007/978-3-319-11885-7_129)
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). *A conceptual framework for understanding e-service quality: Implications for future research and managerial practice*. MSI Working Paper. [https://thearf-org-unified-admin.s3.amazonaws.com/MSI/2020/06/MSI\\_WP\\_00-115.pdf](https://thearf-org-unified-admin.s3.amazonaws.com/MSI/2020/06/MSI_WP_00-115.pdf)
- Zhang, J., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), pp. 1336–1341. doi:<https://doi.org/10.1016/j.jbusres.2009.12.011>
- Zhao, X., Lynch, J., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), s. 197-206. doi:<https://doi.org/10.1086/651257>

