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Proposing a Model for Assessing Service Quality in Online Digital Sales Platforms

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ABSTRACT

Objective: Service quality is vital in securing competitive advantage, fostering sustainable growth, and improving organizational performance—especially within digital platforms. Despite its recognized importance, the concept of digital service quality remains underdefined in existing literature. This study aims to address this gap by (i) identifying the key dimensions of service quality in online sales platforms and (ii) uncovering the specific components within each dimension.

Methodology: As an exploratory research study, the systematic literature review employed the Kitchenham model to identify relevant studies and establish a theoretical foundation for assessing service quality in online sales. The model consists of three main phases and seven stages: planning, conducting the review, and reporting. The seven procedural steps in Kitchenham's approach are as follows: (i) formulating research questions, (ii) developing a search strategy, (iii) determining selection criteria, (iv) searching, (v) selecting studies, (vi) extracting and analyzing data, and (vii) ensuring quality control.

Results: A systematic literature review since 1980, filtered by defined criteria, yielded 100 relevant sources using the Caldwell method. Through open coding, key components were extracted and grouped into categories, which were then clustered into three core themes for evaluating online store service quality: infrastructure, design, and trust. These encompass content relevance, responsiveness, credibility, and security.

Conclusion: The conceptual model developed from the identified themes and categories offers a foundation for evaluating online store service quality and may be validated through future qualitative or quantitative studies. Recommended directions for further research include investigating the underlying causes of consumer distrust and assessing the influence of emerging technologies—such as blockchain, crowdsourcing, and artificial intelligence—on the dynamics of service quality.

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Introduction

Leveraging economies of scale, large corporations have often focused on product or service innovations, more efficient goods, or even greater product variety, aiming to eliminate competition. Moreover, in the twentieth century, most large businesses sought to gain control over the entire value chain to provide products and services to their customers. Alternatively, these corporations concentrated on specific segments of that chain (Van Alstyne et al., 2016).

In the 1990s, with the emergence of the internet and its widespread adoption across the globe, initial experiments with an entirely new form of business model began—one in which value was created through the development of a platform that enabled, rather than competed with, other businesses (Wang & Yin, 2017). For instance, eBay was established in 1990 to facilitate the online purchase and sale of collectibles, artworks, and antiques. Around the same time, Amazon was founded as an online bookstore that allowed other book vendors to sell through its website. These developments led to a redefinition of traditional businesses. Despite the dot-com crash, these companies had grown into multi-billion-dollar enterprises by 2002 and continue to thrive more than two decades later (Luca, 2017). Furthermore, the COVID-19 pandemic accelerated the digitalization of businesses and the provision of services within digital environments. The rapid growth of online sales platforms has transformed the global retail landscape, creating a highly competitive market where customer satisfaction has emerged as a critical success factor. Achieving high levels of customer satisfaction requires delivering superior service quality (Rita et al., 2019). A review of the literature and empirical background surrounding digital service quality reveals that digital services and their quality are not yet well defined, with only a limited number of studies focusing on this subject. Consequently, gaining a deeper understanding of this field and developing a model to evaluate digital service quality is essential.

While numerous platforms have adopted diverse metrics for measuring customer engagement and sales performance, a significant gap remains in comprehensive and standardized models for assessing service quality, particularly on digital platforms. Service quality in online sales platforms is inherently multidimensional, encompassing factors such as ease of use, customer support, product availability, delivery time, and after-sales service.

Accordingly, developing a robust, coherent model, particularly within Iran's specific cultural and economic context, appears necessary. To achieve such a model, global knowledge and experiences must first be leveraged, adapted, and localized to fit national conditions, ultimately producing a valuable indigenous framework. Without a standardized model, companies may attempt to evaluate customer experiences but risk providing suboptimal services, ultimately losing opportunities for customer retention and growth. Thus, there is an urgent need for a credible

framework to help online sales platforms improve service quality and enhance overall user satisfaction within a competitive digital market.

Defining a well-defined and comprehensive framework is essential. However, existing models must be refined based on local components (Shankar et al., 2019). Consequently, the central concept of this study is to design a model for measuring service quality on online digital sales platforms. The significance of this issue can be summarized in the following points:

Fostering Competition in the Digital Market

The online sales environment is highly competitive, with numerous platforms striving to capture consumer attention and loyalty. According to the Iranian E-Commerce Development Center report, the number of active E-Namad licenses by the end of 2023 increased by 47 percent compared to the previous year, while the number of newly issued E-Namads grew by 113 percent. Furthermore, the total number of e-commerce transactions reached approximately 3.9 billion, reflecting a 31 percent growth compared to the previous year (E-Commerce Development Center, 2024). The proliferation of online sales platforms such as Digikala, Snapp, and Torob has dramatically intensified competition in this market.

In such a competitive environment, customers enjoy a wide range of options. Thus, service quality, particularly in delivery speed, product quality, after-sales service, and customer support, becomes critical for attracting and retaining customers. The present study helps businesses focus on customers within a highly competitive environment by providing tools for measuring service quality, enabling them to enhance their competitive advantages, improve profitability, and ensure long-term sustainability.

The Unique Nature of Online Interactions and Enhancing Customer Experience and Satisfaction

Online platforms face particular challenges compared to traditional retail environments. Factors such as website usage, digital customer support, transaction processing speed, and even trust in payment systems play a more prominent role in shaping customer satisfaction. Traditional service quality models, which were developed mainly for physical retail settings or face-to-face services, are not fully compatible with the online environment. Many Iranian customers continue to face challenges in online shopping, including difficulties with product returns or refunds, delayed deliveries, and inadequate support from sellers. Furthermore, internet infrastructure, unequal access to stable internet across different regions of the country, and issues such as filtering create specific conditions in Iran that require further research. Such investigations, however, cannot be conducted without first understanding existing models across both the national and international

levels. Hence, the present study is essential for developing an appropriate model that considers the factors influencing service quality in digital interactions in Iran.

Inadequacy of Existing Models

Although specific studies have focused on customer satisfaction in e-commerce, no comprehensive and standardized model evaluates service quality across the full spectrum of touchpoints in online sales platforms. Most existing frameworks are either too general or limited to specific aspects, such as website usability or delivery times, while paying less attention to other significant dimensions, including after-sales services, customer support, product return processes, and ensuring security and credibility. Some studies have solely addressed one of these aspects. A comprehensive and integrated model would enable platforms to adopt a more holistic approach toward evaluating and improving service quality.

The Economic Impact and Job Creation

Iranian online digital sales platforms provide services to consumers and generate significant employment opportunities. According to the E-Commerce Development Center (2024), the number of e-commerce entities is estimated at approximately 470,000, of which 207,317 had obtained E-Namad certification by the end of 2023. The average number of employees in these entities is approximately 13, underscoring the sector's significant contribution to job creation. Improving service quality can enhance the performance of these businesses, thereby contributing to further economic growth and employment.

Directing Platform Development and Innovation

As technology and consumer behavior evolve, online sales platforms must continually innovate to remain competitive. A comprehensive and transparent service quality assessment model provides a data-driven foundation for strategic decision-making regarding platform design, feature enhancement, and customer engagement strategies. This research can support the development of innovative features that improve service quality, thereby creating a cycle of continuous improvement. Conducting such research is vital for addressing the emerging challenges of online sales platforms in measuring and improving service quality. A well-developed and validated model empowers businesses to optimize operations, enhance customer satisfaction, and succeed in a dynamic and competitive digital marketplace.

Research Objectives

Main Objective

Developing a comprehensive model for service quality assessment in online sales platforms. The present study aims to develop a robust and coherent model that accounts for the unique dimensions of service quality in digital sales environments.

Secondary Objectives:

1. Identifying the primary service quality dimensions in digital online sales platforms.
2. Identifying the components of each service quality dimension in digital online sales platforms.

Literature Background

Service Quality

The concept of service quality emerged in the 1980s, when organizations realized that the quality of their products alone could not deliver a competitive advantage (Van der Wal, 2002). Subsequently, numerous researchers demonstrated that neglecting service quality leads to customer dissatisfaction and negative word-of-mouth publicity around a company's product (Lu et al., 2019). The present study defines service quality as customers' overall judgment, conceptualizing quality as the "gap between customer expectations of a service and the actual service received" (Parasuraman et al., 1998). It is crucial to note that any tool or model used to measure service quality must be defined and optimized in accordance with the country and research context (Ladhari, 2008). According to Long et al. (2021), customer service quality is a vital component of business success, entailing the provision of accurate information and high-performance interactions to meet consumer needs. Over time, as customer demand for better services increased, competition among businesses became more intense and complex. Consequently, understanding perceived service quality has become more critical, as it is directly linked to customer satisfaction, repurchase intentions, and word-of-mouth recommendations. Table 1 presents ten definitions of electronic service quality provided by various scholars.

Table 1. Definitions of Online Service Quality

Definition of E-Service Quality	Researcher(s)
Reliability, responsiveness, accessibility, flexibility, ease of search, efficiency, assurance/trust, privacy, security, website aesthetics, personalization, and customization	(Valarie Zeithaml et al., 2000)
Website appearance, ease of use, structure and page layout, content, reliability, efficiency, security, support, communication	(Santos, 2003)
Design performance, reliability, responsiveness, and enjoyment	(Bauer et al., 2006)
Ease of use, design, reliability, privacy, service accessibility, responsiveness, empathy	(Hongxiu et al., 2009)
Availability, usability, usefulness of performance, safety, convenience, and responsiveness	(Alsudairi, 2012)
Ease of use, reliability, usefulness, security and privacy, responsiveness, meeting needs	(Narteh, 2015)
Information, ease of search, security, responsiveness, reliability	(S Tan et al., 2018)
Accessibility, responsiveness, usefulness of performance, security, ease of use	(Mehrakani et al., 2021)

Dimensions and Models of Electronic Service Quality

Globalization and the growth of online infrastructures have profoundly transformed the structure of businesses. Understanding customer demands has become a key success factor in the highly dynamic electronic environment. As a result, multiple models have been developed to assess service quality in electronic contexts. Examples include:

- The SITEQUAL Model (Yoo & Donthu, 2001)
- The Website Service Quality Assessment Model (Loiacono et al., 2002)
- The eTailQ Model (Wolfinbarger & Gilly, 2003)

Table 2. Dimensions of Service Quality and Their Models

Model Name	Dimensions	Reference
PIRQUAL Model	Website performance, product information, ownership conditions, product (Francis et al.), delivery and shipment, customer service, security	(Francis et al., 2002)
Ho & Lee Model	Information quality, security, ease of use, personalization, responsiveness, fulfillment of commitments, communication	(C.-I. Ho & Lee, 2007)
Jeong & Lambert Model	Usefulness, ease of use	(Jeong & Lambert, 2001)
WEBQUAL/ E-Qual Model	Content, accessibility, web navigation, design and presentation, responsiveness, and personalization	(Kaynama & Black, 2000)
WEBQUALTM Model	Relevant information, attractiveness, interactivity, trust, response time, ease of use, creative operations, visual appeal, innovation, workflow, stability, competitive superiority	(Loiacono et al., 2002)
E-Quality Model	Performance, features, structural aesthetics, assurance, storage capability, serviceability, trust, security, responsiveness, integrity, product differentiation, service reputation, guarantee, empathy	(Christian & Asamptha, 2002)
O'Connor Model	Ease of use, transaction speed, update speed, traffic level, integration, and security	(O'Connor, 2003)

Sánchez & Roldán Model	Usefulness, simplicity, and fluency of processes	(Sánchez-Franco & Roldán, 2005)
Yang Model	Content usefulness, relevance of information, overall usefulness, accessibility, interactivity, security, and privacy	(C.C. Yang, 2005)
SiteQual Model	Perceived quality, ease of use, aesthetics, processing speed, security	(Yoo & Donthu, 2001)
eTailQ Model	Fulfillment, usability, experiential environment, information availability, security, and privacy	(Wolfinbarger & Gilly, 2003)
e-SQ Model	Efficiency, fulfillment, privacy, and technical reliability	(Zeithaml et al., 2000)
Kim & Lee Model	Structure and ease of use, information and content, responsiveness and personalization, reputation, security, and usefulness	(J. Kim et al., 2007)
e-GOSQ Model	Information, interactivity, integration, accessibility, emotional interaction, active service recovery, assurance	(Agrawal et al., 2009)
e-GSQA Model	System quality, process quality, information quality	(Zaidi & Qteishat, 2012)
Blut Model	Website design, customer service, security/privacy, fulfillment of promises	(Blut, 2016)
Boakye et al. Model	Tangibility, reliability, responsiveness, assurance, empathy	(Boakye et al., 2020)
DSQ Model	Digital tangibility, digital reliability, digital interaction, digital trust, customer orientation	(Büyüközkan et al., 2020)
Venkatakrishnan et al. Model	Responsiveness, ease of use, credibility/reliability, accessibility, personalization, assurance	(Venkatakrishnan et al., 2023)

Components of Online Service Quality Evaluation

Based on various studies conducted by researchers, the components related to the evaluation of online service quality can be summarized as follows:

Table 3. Components of Online Service Quality Evaluation Based on Previous Research

Researcher(s)	Identified Components
(Adams et al., 1992)	Usefulness, ease of use, usability
(Segars & Grover, 1993)	Ease of use, perceived ease of user interface
(Hendrickson et al., 1993)	Ease of use and usability as predictors of repeat purchase
(Dabholkar, 1996)	Customer evaluation, technological self-service delivery, use of new technology, and waiting time
(Bakos, 1997)	Reliability, ease of use
(Eli et al., 1999)	Channel knowledge, user channel, interface, and purchase
(Hoque & Lohse, 1999)	Price, website design
(Hoffman & Novak, 1996)	Trust and trust-building
(Szymanski & Hise, 2000)	Convenience, design, and financial security
(Liu & Arnett, 2000)	Information, service quality, system usability, entertainment, design quality

(Lynch Jr. & Ariely, 2000)	Search cost, service, differentiation
(Kaynama & Black, 2000)	Content, accessibility, design, presentation, responsiveness, personalization, and customization
(Jeong & Lambert, 2001)	Perceived usefulness, perceived ease of use
(Yoo & Donthu, 2001)	Perceptual aspects of quality, ease of use, aesthetics, design, processing, speed, security
(Loiacono et al., 2002)	Relevant information, interactivity, trust, response time, ease of use, creative operations, comprehensibility, innovative operations, visual identity, information flow, image consistency, completeness of online services
(Zeithaml et al., 2002)	Efficiency, ease of use, privacy, technical fulfillment, and reliability
(C. Madu & A. Madu, 2002)	Performance, structure, aesthetics, trust, storage capability, serviceability, security, integrity, assurance, responsiveness, service differentiation, store policies, empathy, reputation, guarantee
(Wolfinbarger & Gilly, 2003)	Information, order processing, privacy and security, and customer service
(Santos, 2003)	Ease of use, appearance, linking, and structure
(Jun et al., 2004)	Credibility, security, convenience, content organization, and content comprehensibility
(O'Connor, 2003)	Ease of use, transaction speed, update speed, traffic volume, integration, security
(Z. Yang et al., 2004)	Reliability, accessibility, convenience, personalization, security, credibility, responsiveness, system availability
(Ribbink et al., 2004)	Loyalty, satisfaction, ease of use, design, responsiveness, customization, assurance, trust
(S. Kim & Stoel, 2004)	Appearance, entertainment, information, transaction capacity, response speed, trust
(Z. Yang & Fang, 2004)	Responsiveness, credibility, ease of use, convenience, communication, accessibility, competence, courtesy, personalization, continuous improvement, security and privacy, aesthetics
(Lee & Lin, 2005)	Design, responsiveness, trust, and personalization
(Parasuraman et al., 2005)	Efficiency, availability, fulfillment, privacy, responsiveness, value, contact
(Sánchez-Franco & Roldán, 2005)	Usefulness, workflow, ease of use
(C.C. Yang, 2005)	Relevant information, usability, accessibility, privacy, interactivity
(C.I. Ho & Lee, 2007)	Information quality, security, convenience, accessibility, customization, communication, responsiveness, and delivery
(Hosseiny & Sohrabi, 2013)	Service system quality, behavioral service quality, machine-based service quality, transactional accuracy
(Jiang et al., 2013)	Accessibility, search, transaction, evaluation, ease of use
(Askari et al., 2016)	Reliability, responsiveness, ease of use, personalization, security, design
(Rita et al., 2019)	Website design, customer service, security/privacy, promise fulfillment
(C. Wong & Teo, 2020)	Reliable services, adherence to time commitments, responsiveness, appropriate design, and meeting customer needs
(Ghobadi Lemuki & Khani, 2022)	Website design, customer service, security/privacy, and delivery

Research Gap

Service quality has been a central and widely debated topic on online sales platforms for years. Most online sales platforms strive to achieve a competitive advantage by providing superior services. However, understanding what customers honestly expect from online services is not straightforward. A review of prior research suggests that businesses can achieve significant differentiation and secure their success by providing tailored online services. Nevertheless, the components of online service quality are not uniform across all contexts. Nevertheless, similarities do exist. Most models for assessing service quality in online platforms and electronic services are adapted from frameworks designed before the digitalization of goods and services sales. Consequently, they lack the criteria and components necessary to assess the aspects of service quality valued by online customers. Moreover, the existing models of service quality in online businesses have shortcomings.

According to Blut (2016), the ISQ and eTailQ models, although among the most prominent, do not include criteria for evaluating online stores. Therefore, they cannot adequately explain customer dissatisfaction or switching behavior toward other online stores. Another limitation concerns their ability to predict customer behavior. Some models perform poorly in measuring customer service and security. Although these models may exhibit reasonable predictive power regarding customer behavior, their focus on other issues is limited. Various studies reveal that each existing model possesses both strengths and weaknesses, preventing any single one from being sufficient for evaluating service quality in online sales platforms (Andeshaw, 2021; Blätt, 2016). Therefore, research was needed to systematically examine all models and criteria to develop a more comprehensive framework capable of addressing this gap. The proposed model integrates diverse service quality dimensions relevant to online environments, including user experience, efficiency, security and assurance, and personalization. This comprehensive approach addresses existing gaps in the literature and provides a reliable framework that can be applied across various domains of online platforms.

Materials and Methods

A systematic review is a comprehensive and rigorous approach to identifying, selecting, and analyzing the relevant literature on a specific research question or topic. According to Muka et al. (2020), systematic reviews are essential for synthesizing and analyzing findings from multiple studies. The process includes searching multiple databases, screening articles for eligibility, assessing the quality of the included studies, and synthesizing the results. This approach minimizes the risk of bias and enhances the validity and reliability of review findings (Shaheen et al., 2023). A systematic review was employed in the present study to address the research questions, primarily

because the number and diversity of service quality evaluation models are vast and lack a unified structure (Hartwig et al., 2018).

Simultaneously, most models are insufficient and contain weaknesses (Blut, 2016), which can be overcome by integrating them. Moreover, a systematic review enables researchers to uncover theoretical gaps, similarities, and divergences more effectively. The current research is exploratory in nature. A systematic literature review employed the Kitchenham model to identify relevant studies and establish a theoretical foundation for evaluating the quality of mobile online shopping services. This model comprises three main stages and seven steps, which are outlined below.

Stage One: Planning

Planning a systematic review begins with formulating guiding research questions. Subsequently, appropriate databases must be selected for the search. Comprehensiveness, credibility, accessibility, and ranking are the key factors to consider when selecting a database. Researchers are generally familiar with reputable databases and relevant scientific journals for conducting such a review. Finally, inclusion and exclusion criteria must be determined for search results (Kitchenham & Charters, 2007).

Stage Two: Conducting the Systematic Review

After completing the planning stage, a collection of relevant articles and materials will be compiled. Before conducting a detailed review, the researcher must summarize and refine results based on explicit and transparent criteria. Data extraction follows, during which less relevant and duplicate items are eliminated, and the remaining data are analyzed using appropriate analytical techniques. The final step of this stage involves assessing the quality of the results (Kitchenham & Charters, 2007).

Stage Three: Reporting

The final stage of the systematic review is reporting the findings. The final report should be presented in accordance with established standards (Kitchenham & Charters, 2007).

Operational Stages of the Systematic Review

I. Formulating research questions
II. Search strategy
III. Defining selection criteria
IV. Conducting the search
V. Selection

VI. Extraction and analysis

VII. Quality control

Results

The systematic review was conducted based on Kitchenham's seven-step model. The findings in this section are presented accordingly.

Formulating Research Questions and Keywords

The research questions used for the systematic review include the following:

- What components have been identified by researchers for online service quality assessment?
- In which domains and methods have online service quality been examined?

Based on these questions, the following keywords were selected: E-commerce, e-commerce quality, online service quality, online store quality, electronic store quality, online store services, electronic sales quality, and platform service quality.

Database Selections

The databases were selected using input from academic experts as follows:

- IEEE Xplore, ScienceDirect, Taylor & Francis, Emerald Insight, Wiley, SAGE, Elsevier
- ProQuest was used to search foreign dissertations.
- Domestic articles were extracted from SID.
- Books were retrieved from Google Books and Archive.org. Archive.org was used, as it also provides access to scanned reference books.

Defining Inclusion and Exclusion Criteria

Since platform-based online stores were not common before 1980, the time frame was set from 1980 onward.

Table 4. Inclusion and Exclusion Criteria

Criterion	Description
Inclusion	Keyword, research domain, content relevance
Exclusion	Lack of access, duplication, irrelevant content, languages other than English and Persian, and Persian dissertations
Time Frame	From 1980 to 2024

Database Search

The initial search results were categorized as follows:

Table 5. Initial Search Results

Source Type	Database(s)	Inclusion Criterion	Initial Findings
Articles	ScienceDirect, Springer, Emerald Insight, Wiley, SAGE, Elsevier, SID	Keywords (article/book/chapter/conference/proceeding)	1956
Dissertations	ProQuest, IranDoc	Keywords	
Books	Google Books, Archive.org	Keywords	

Selection and Quality Assessment of the Chosen Articles

After screening based on the inclusion and exclusion criteria, Caldwell's method (Bethany-Saltikov, 2016) was applied to ensure the quality of the selected texts. Combining the inclusion/exclusion criteria and Caldwell's quality assessment approach, 100 studies were selected from the 896 retrieved studies and categorized for analysis.

Table 6. Final List of Documents

Name	Number of	Source type	WOS	SJR	Rank	Country
4th International Conference on Industrial Economics System and Industrial Security Engineering (IEIS).	1	conference				
A conceptual framework for understanding e-service quality	1	book				
Advances in Marketing, Customer Relationship Management, and E-Services	1	book				
BMC Health Services Research	1	JA	1	1	Q1	UK
Communications of the IIMA	1	JA				US
Digital Policy, Regulation and Governance	1	JA	1	1	Q2	UK
Electronic Commerce Research and Applications	1	JA	1	1	Q1	Netherlands
European Business Review	1	JA	1	1	Q1	UK
Global Business Review	1	JA	1	1	Q2	India
Global Journal of Research in Management	1	JA				India
Government Information Quarterly	2	JA	1	1	Q1	UK

Name	Number of	Source type	WOS	SJR	Rank	Country
Industrial Management and Data Systems	2	JA	1	1	Q1	UK
Information and Management	2	JA	1	1	Q1	Netherlands
Information Systems Research	1	JA	1	1	Q1	US
Innovar	1	JA		1	Q3	Colombia
International Journal of Bank Marketing.	2	JA	1	1	Q2	UK
International Journal of Business Information	1	JA		1	Q2	UK
International Journal of Business, Economics and Management Works	1	JA	1			UK
International Journal of Contemporary Hospitality Management	2	JA	1	1	Q1	UK
International Journal of Information Management	2	JA	1	1	Q1	UK
International Journal of Operations and Production management	2	JA	1	1	Q1	UK
International Journal of Pharmaceutical and Healthcare Marketing	1	JA	1	1	Q3	UK
International Journal of Quality Service Sciences.	1	JA	1	1	Q2	UK
International Journal of Retail and Distribution Management	1	JA	1	1	Q1	UK
International Journal of Service Industry Management	4	JA		1		UK
Journal of Business Research	4	JA	1	1	Q1	US
Journal of Electronic Commerce Research	4	JA	1	1	Q1	US
Journal of Enterprise Information Management	1	JA	1	1	Q1	UK
Journal of Information Management	1	JA	1	1	Q1	US
Journal of Internet Commerce	1	JA	1	1	Q2	US
Journal of Marketing Consumer Research	1	JA	1	1	Q2	UK
Journal of Promotion Management	1	JA	1	1	Q2	UK
Journal of Retailing	6	JA	1	1	Q1	UK
Journal of Service Research	3	JA	1	1	Q1	US

Name	Number of	Source type	WOS	SJR	Rank	Country
Journal of Services Marketing	6	JA	1	1	Q1	UK
Journal of the Academy of Marketing Science	1	JA	1	1	Q1	US
Journal of Theoretical and Applied Information Technology	1	JA		1	Q3	Pakistan
Management science	1	JA	1	1	Q1	US
Management Science Letters	2	JA		1		Canada
Managing Service Quality	8	JA				UK
Marketing Intelligence Planning Review	1	JA				UK
markets & innovation	1	book				
MIS Quarterly	7	JA	1	1	Q1	US
Quarterly journal of electronic commerce	2	JA	1	1	Q1	US
Telematics and Informatics	1	JA	1	1	Q1	UK
The emergence of digital platforms: A conceptual platform architecture and impact on industrial engineering	1	book				
the International Conference on Advanced Intelligent Systems and Informatics	1	Conference				
The Service Industries Journal	1	Conference				
Total Quality Management Business Excellence	4	JA	1			UK
Tourism Management	1	JA	1	1	Q1	UK
Advertising and Sales Management	1	JA				Iran
Public Administration	1	JA				Iran
Service Quality Management	1	book				Iran
The First International Conference on Systems Optimization	1	Conference				Iran

The following chart illustrates the percentage of documents by country:

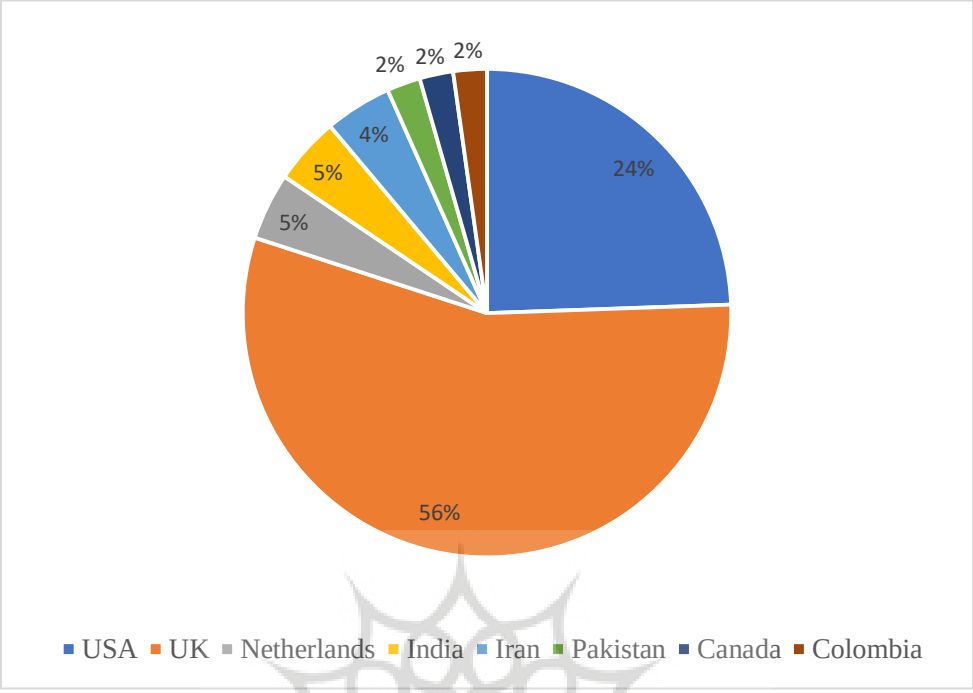

Figure 1. Documents by Country Frequency

Code Extraction and Data Analysis

Open coding was employed to categorize the texts. The researcher conducted manual coding using colored sticky notes. The final list of analyzed texts is presented in the following table.

Table 7. Extracted Codes

Authors	Title	Text Code
Wang, X., & Yin, Z. (2017)	The internet platform business model revolutionizes the catering industry: Evidence from 3,199 catering enterprises on Dianping. Com	A.
Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000)	e-service quality	B.
Yarimoglu, E. K. (2014)	Online Customer Experience	C.
Zarei, A., Arab, M., Froushani, A. R., Rashidian, A., & Ghazi Tabatabaei, S. M. (2012)	Service quality of private hospitals: The Iranian Patients' perspective	D.
Yang, H.-e., & Tsai, F.-S. (2007)	General ES-QUAL scales applied to the website satisfaction and loyalty model	E.
Kumar, R., Sachan, A., Mukherjee, A., and Kumar, R.M. (2018)	Factors influencing e-government adoption in India: a qualitative approach	F.
Huang, E.Y., Lin, S.W. and Fan, Y.C.m (2015)	MS-QUAL: mobile service quality measurement	G.

Authors	Title	Text Code
Ho, C.T.B. and Lin, W.C. (2010)	Measuring the service quality of internet banking: scale development and validation	H.
Kaur, B., Kaur, J., Pandey, S.K. and Joshi, S. (2020)	E-service quality: development and validation of the scale	I.
Vanparia, B., & Patel, V. (2013)	Typology of Service Quality Model of Bank Services: BSQ v/s BANKQUAL.	J.
Papadomichelaki, X. and Mentzas, G. (2012)	"e-GovQual: a multiple-item scale for assessing e-government service quality	K.
Kaisara, G. and Pather, S. (2011)	The E-government evaluation challenge: a South African Batho Pele-Aligned service quality approach	L.
Cho, N. and Park, S. (2001)	Development of the electronic commerce user-consumer satisfaction index (ECUSI) for internet shopping	M.
Lin, Y., Luo, J., Cai, S., Ma, S. and Rong, K. (2016)	Exploring the service quality in the e-commerce context: a triadic view	N.
Liu, C. and Arnett, K. (2000)	Exploring the factors associated with website success in the context of electronic commerce	O.
Ranganathan, C. and Ganapathy, S. (2002)	Key dimensions of business-to-consumer websites	P.
Palmer, J.W. (2002)	Website usability, design, and performance Metric	Q.
Duque-Oliva, E.J. and Rodrıguez-Romero, C.A. (2011)	Perceived service quality in electronic commerce: an application	R.
Baumann, C., Burton, S., Elliott, G., & Kehr, H. M. (2007)	Prediction of attitude and behavioural intentions in retail banking	S.
Lewis, B. R. (1989)	Quality in the service sector	T.
Wu, K.-W., & Ding, M.-C. (2015)	Validating the American customer satisfaction index model in the online context: An empirical study of US consumer electronics e-tailers.	U.
Anwar, S., Min, L., & Dastagir, G. (2019)	Effect of Service Quality, Brand Image, Perceived Value on Customer Satisfaction and Loyalty in the Chinese Banking Industry	V.
Luo, J. G., Wong, I. A., King, B., Liu, M. T., & Huang, G. (2019)	Co-creation and co-destruction of service quality through customer-to-customer interactions	W.
Antony, J., Antony, F. J., & Ghosh, S. (2004)	Evaluating service quality in a UK hotel chain: a case study	X.
Marimon, F., Llach, J., Alonso-Almeida, M. and Mas-Machuca, M. (2019)	CC-Qual: a holistic scale to assess customer perceptions of service quality of collaborative consumption services	Y.
Wang, C., & Teo, T. S. H. (2020)	Online service quality and perceived value in mobile government success	Z.
Kalia, P. (2017)	Service quality scales in online retail: methodological issues	AA.
Yang, Z., Jun, M., and Peterson, R.T. (2004)	Measuring customer perceived online service quality: scale development and managerial implications	BB.
Hadwicha, K., Georgib, D., Tuzovicc, S., Buttnerd, J. and Bruhne, M. (2010)	Perceived quality of e-health services: a conceptual and empirical study of e-health service quality based on the C-OR-SE approach	CC.
Barrutia, J. M., & Gilsanz, A. (2009)	e-Service quality: overview and research agenda	DD.
Rolland, S. and Freeman, I. (2010)	A new measure of e-service quality in France	EE.

Authors	Title	Text Code
Janda, S., Trocchia, P.J., and Gwinner, K.P. (2002)	Consumer perceptions of Internet retail service quality	FF.
Aldlaigan, A. H., & Buttle, F. A. (2002)	SYSTRA-SQ: a new measure of bank service quality.	GG.
Grönroos, C. (1994)	From Scientific Management to Service Management	HH.
Yang, Z., & Fang, X. (2004)	Online service quality dimensions and their relationships with satisfaction	II.
Akinci, S., Atilgan-Inan, E., & Aksoy, S. (2010)	Re-assessment of ES-Qual and E-RecS-Qual in a pure service setting.	JJ.
Bauer, H. H., Falk, T., & Hammerschmidt, M. (2006)	eTransQual: A transaction process-based approach for capturing service quality in online shopping.	KK.
Ding, D.X., Hu, P.J.H., and Sheng, O.R.L. (2011)	e-SELFQUAL: a scale for measuring online self-service quality	LL.
Bressolles, G. and Nantel, J. (2008)	The measurement of electronic service quality	MM.
Boshoff, C. (2007)	A psychometric assessment of ES-QUAL: a scale to measure electronic service quality	NN.
Janita, M.S. and Miranda, F.J. (2013)	Exploring service quality dimensions in B2B e-marketplaces	OO.
Swaid, S.I. and Wigand, R.T. (2009)	Measuring the quality of e-service: scale development and initial validation	PP.
Barnes, S.J. and Vidgen, R.T. (2002)	An integrative approach to the assessment of e-commerce quality	QQ.
Bhattacharya, D., Gulla, U., and Gupta, M.P. (2012)	E-service quality model for the Indian government portals	RR.
Wang, C., & Teo, T. S. H. (2020)	Online service quality and perceived value in mobile government success	SS.
Ahmad, A. and Khan, M.N. (2017)	Developing a website service quality scale:	TT.
Askari, M., Kazempoor, M., Saedi, H. R., Eslamirad, A., & Lajevardi, M. (2016)	Measuring e-service quality from the customers' perspective	UU.
Min, S., Zhou, M., Kim, D., and Kim, J. (2013)	Assessing the e-service quality of sellers in an industrial marketplace	VV.
Caro, L. M., & García, J. A. M. (2007)	Measuring perceived service quality in urgent transport service	WW.
Kim, J., Fiore, A. M., & Lee, H.-H. (2007)	Influences of online store perception, shopping enjoyment, and shopping involvement on consumer patronage behavior towards an online retailer	XX.
Kim, J., Jin, B., & Swinney, J. L. (2009)	The role of e-tail quality, e-satisfaction, and e-trust in the online loyalty development process	YY.
Kim, S., & Stoel, L. (2004)	Apparel retailers: website quality dimensions and satisfaction.	ZZ.
Szymanski, D. M., & Hise, R. T. (2000)	E-satisfaction: an initial examination	AAA.
Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M (2021)	The effects of service quality, perceived value, and trust in home delivery service personnel on customer satisfaction	BBB.

Authors	Title	Text Code
Wolfinbarger, M., & Gilly, M. C. (2003)	eTailQ: dimensionalizing, measuring, and predicting eTail quality.	CCC.
Fassnacht, M., & Koese, I. (2006)	Quality of electronic services	DDD.
Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005)	ES-QUAL: A multiple-item scale for assessing electronic service quality	EEE.
Collier, J.E. and Bienstock, C.C. (2006)	Measuring service quality in e-retailing	FFF.
Trocchia, P.J. and Janda, S. (2003)	How do consumers evaluate Internet retail service quality?	GGG.
Askari, M., Kazempoor, M., Saedi, H. R., Eslamirad, A., & Lajevardi, M. (2016)	Measuring e-service quality from the customers' perspective	HHH.
Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010)	An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping	III.
Johnson, R. L., Tsiros, M., & Lancioni, R. A. (1995)	Measuring Service Quality: A Systems Approach.	JJJ.
Kaynama, S. A., & Black, C. I. (2000)	A Proposal to Assess the Service Quality of Online Travel Agencies	KKK.
Mensah, I., & Mensah, R. D. J. (2018)	Effects of service quality and customer satisfaction on repurchase intention in restaurants	LLL.
Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2002)	Service quality delivery through websites	MMM.
Alsudairi, M. A. T. (2012)	E-service quality strategy: achieving customer satisfaction in online banking.	NNN.
Bakos, J. Y (1997)	Reducing Buyer Search Costs: Implications for Electronic Marketplaces	OOO.
Almomani, R., Al-Ghdabi, R., & Banyhamdan, K. (2020)	Patients' satisfaction with health service quality in public hospitals	PPP.
Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. (2019)	Assessing the effects of service quality on customer satisfaction	QQQ.
Boomsma, S. (1992)	A clear view	RRR.
Fuentes, C. M. (1999)	Measuring hospital service quality	SSS.
Kim, M., Kim, J.-H., & Lennon, S. J. (2006)	Online service attributes available on apparel retail websites: An E-S-QUAL approach	TTT.
Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004)	Comfort your online customer: quality, trust, and loyalty on the internet	UUU.
Santos, J. (2003)	E-service quality: a model of virtual service quality dimensions	VVV.
Sohail, M. S (2003)	Service quality in hospitals: more favourable than you might think	WWW
Surjadjaja, H., Ghosh, S., & Antony, J. (2003)	Determining and assessing the determinants of e-service operations	XXX.
Al-Hawari, M., & Ward, T. (2006)	The effect of automated service quality on Australian banks' financial performance and the mediating role of customer satisfaction	YYY.

Authors	Title	Text Code
Baldwin, C. Y., & Woodard, C. J. (2009)	The architecture of platforms: A unified view	ZZZ.
Ceccagnoli, M., Forman, C., Huang, P., & Wu, D. J. (2012)	Cocreation of value in a platform ecosystem	AAAA
Constantiou, I., Marton, A., & Tuunainen, V. K. (2017)	Four models of sharing economy platforms	BBBB.
Hendrickson, A. R., Massey, P. D., & Cronan, T. P. (1993)	On the Test-Retest Reliability of Perceived Usefulness and Perceived Ease of Use Scales	CCCC.
Koh, T. K., & Fichman, M. (2014)	Multihoming users' preferences for two-sided exchange networks.	DDDD
Pagani, M. (2013)	Digital business strategy and value creation: Framing the dynamic cycle of control points	EEEE.
Segars, A. H., & Grover, V. (1993)	Re-Examining Perceived Ease of Use and Usefulness: A Confirmatory Factor Analysis	FFFF.
Adams, D. A., Nelson, R. R., & Todd, P. A. (1992)	erceived Usefulness, Ease of Use, and Usage of Information Technology	GGGG
Yoo, B. and Donthu, N. (2001)	Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL)",	HHHH
Boshoff, C. (2007)	A psychometric assessment of ES-QUAL	IIII.
Janita, M.S. and Miranda, F.J. (2018)	Quality in e-Government services	JJJJ.
Zutshi, A., & Grilo, A. (2019)	A Conceptual Platform Architecture and Its Impact on Industrial Engineering.	KKKK
Alshamsi, A., Alshurideh, M., Kurdi, B. A., & Salloum, S. A. (2020)	The influence of service quality on customer retention	LLLL.
Kim, J. and Kim, M. (2020)	Conceptualization and assessment of E-service quality for luxury brands	MMMM
Águila-Obra, A. R. D., Padilla-Meléndez, A., & Al-dweeri, R. M (2013)	The influence of electronic service quality on loyalty in postal services	NNNN
Bernardo, M., Llach, J., Marimon, F., & Alonso-Almeida, M. M. (2013)	The balance of the impact of quality and recovery on satisfaction	OOOO
Chang, W.-L. (2011)	A mixed-initiative model for quality-based e-services pricing	PPPP.
Liang, Y.-H. (2012)	Exploring the relationship between perceived electronic service quality, satisfaction, and personality	QQQQ
Ho, C.-I., & Lee, Y.-L. (2007)	The development of an e-travel service quality scale	RRRR.
Ghobadi & Khani (2022)	Investigating the Effect of Electronic Service Quality on Customer Satisfaction and Trust in Online Purchases	.SSSS
Hosseini & Sohrabi (2013)	Evaluating the Service Quality of Parsian Bank in Hamadan Province from the Customers' Perspective	.TTTT
Zarei, A. & Norouzi (2017)	The Role of Online Service Quality on Behavior	UUUU
Seyed Javadin, S., & Kimasi (2005)	Service Quality Management	VVVV

The most frequently recurring journals based on the selected data are as follows:

Figure 2. The most frequently recurring journals

The distribution of selected studies by year of publication is presented below:

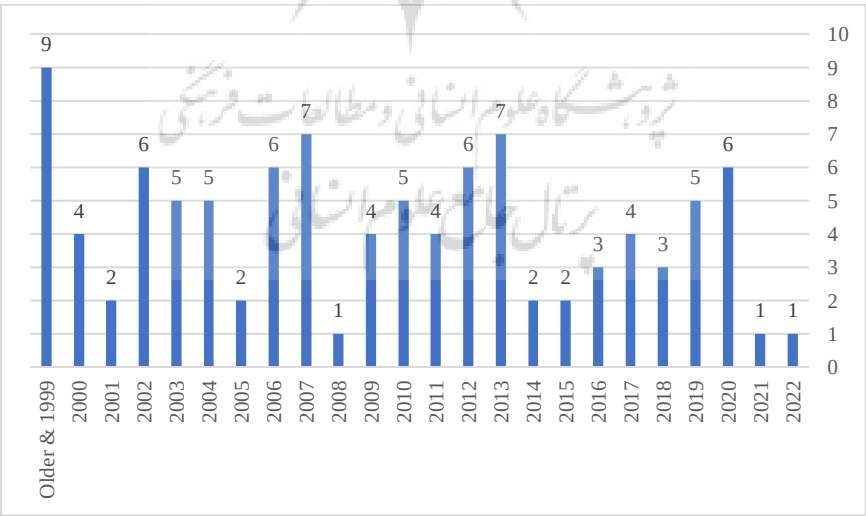

Figure 3. Studies by Year of Publication

The results of article quality assessment—where applicable—based on Caldwell's method, and categorized results are summarized in the following table.

Table 8. Qualitative Review of Articles Using Caldwell's Method

No. of Identified Dimensions	No. of Components	Type of Validity Reported	Construct Validity / Cronbach's Alpha	Data Analysis	Sampling Method	Research Type	Research Domain	Reference
3	21	CV and DC	0.975	CFA	RS	QN	SQ	(Zarei et al., 2012)
4	14	CV and DC	0.73–0.96	EFA/CFA	CS	QN	Website SQ	(Ahmad & Khan, 2017)
4	25	CV	0.88–0.94	CFA	CS	QN	Website SQ	(Yarimoglu, 2014)
3	17	NR	NR	NR	CS	QN	e-government	(Kumar, Sachan, Mukherjee, & Kumar, 2018)
7	33	CR and DC	0.83-0.95	EFA/CFA	CS	QN	E-commerce	(H.-e. Yang & Tsai, 2007)
4	11	CR and DC	0.823-0.919	EFA	RS	QN	e-banking	(Baumann et al., 2007)
4	15	CR and DC	0.87-0.94	EFA/CFA	CS	MX	e-retailing	(Wu & Ding, 2015)
5	25	CR and DC	0.88-0.93	CFA	CS	QN	e-banking	(Vanparia & Patel, 2013)
4	22	CR	0.75-0.92	CFA	RS	QN	e-banking	(Akinci, Atilgan-Inan, & Aksoy, 2010b)
6	27	CR and DC	0.77--7.95	CFA	PS	QN	e-banking	(Askari et al., 2016)
9	18	CR and DC	0.9	EFA	CS	QN	e-banking	(Anwar & Dastagir, 2019)
6	12	CR	0.88-0.92	CFA	PS	QN	Healthcare	(Almomani et al., 2020)
9	16	CR	0.807	CFA	RS	QN	C2C	(Luo et al., 2019)
5	22	CR and DC	0.70–0.90	EFA	CS	QN	E-commerce	(Barnes & Vidgen, 2002)
5	25	CR and DC	0.83–0.89	EFA/CFA	CS	MX	E-retailing	(Bauer et al., 2006)
6	61	CR and DC	0.57–0.89	CFA	RS	MX	Internet	(Barrutia & Gilsanz, 2009)
7	23	CR and DC	0.816	EFA/CFA	CS	QN	banking E-government	(Bhattacharya & Polman, 2017)

No. of Identified Dimensions	No. of Components	Type of Validity Reported	Construct Validity / Cronbach's Alpha	Data Analysis	Sampling Method	Research Type	Research Domain	Reference
16	46	CR and DC	0.65–0.94	EFA/CFA	RS	QN	E-Posting	(Águila-Obra et al., 2013)
6	21	CR and DC	0.76–0.93	CFA EFA and	RS	QN	E-retailing	(Boshoff, 2007)
6	30.29	CR and DC	0.75–0.95	EFA/CFA	CS	QN	Internal SQ	(Bernardo et al., 2013b)
10	41	CR and DC	0.69–0.86	EFA	CS	MX	E-retailing	(Bakos, 1997)
11	54	CR and DC	0.71–0.92	EFA/CFA	CS CS	QN MX	E-retailing	(P. Collier & Duponchel, 2013)
4	13	CR and DC	0.72–0.86	EFA/CFA	RS	QN	E-retailing	(Wu & Ding, 2015)
5	24	CR and DC	0.65–0.86	CFA EFA and	CS	QN	B2C E-Commerce	(Szymanski & Hise, 2000)
9	24	CR and DC	0.83–0.91	EFA/CFA	CS	MX	commerce E-retailing	(Martin Fassnacht & Ibrahim Koese, 2006)
5	24	NR	NR	NR	CS	QL	E-retailing	(Francis et al., 2002)
13	NR	NR	NR	NR	CS	QL	E-health	(C. T. B. Ho & Lin, 2010)
5	18	CR and DC	0.84–0.90	EFA/CFA	RS	MX QN	E-travel Internet	(C.-I. Ho & Lee, 2007)
15	5	CR and DC	0.90–0.95/0.93–0.95	CFA EFA and	CS	QN	banking Mobile SQ	(Huang & Hu, 2004)
5	22	CR and DC	0.61–0.83	EFA/CFA	RS/CS	MX	E-retailing	(Janda, Trocchia, & Gwinner, 2002)
4	27	CR and DC	0.77–0.91	EFA	RS/CS	MX	B2B e-	(Miranda & Muñoz, 2013)
4	41	NR	NR	CFA	CS	QL	marketplace E-government	(Janita & Miranda, 2018)
6	31	CN	0.55–0.82	EFA	CS	MX	E-government	(Kaisara & Pather, 2011)
6	26	CN, CV and	0.83–0.87	EFA	RS	QN	Internet	(Kaur, Kaur, Pandey, & Joshi)

No. of Identified Dimensions	No. of Components	Type of Validity Reported	Construct Validity / Cronbach's Alpha	Data Analysis	Sampling Method	Research Type	Research Domain	Reference
8	54	CR and DC	0.75–0.88	CFA EFA and	CS	MX	Banking Website	(J.-H. Kim & Kim, 2020)
4	17	CR and DC	0.70–0.82	CFA EFA	RS	QN	Web-portal	(Koh & Fichman, 2014a)
6	25	CR and DC	0.68–0.87 0.78–0.95	EFA	RS CS	QN QN	Website E-commerce	(Liu, Zhu, & Cionea, 2016)
4	28	CR and DC	0.63–0.92	EFA/CFA	CS	QN	Website	(C. Liu & Arnett, 2000)
12	36	CR and DC	0.72–0.93	EFA/CFA	CS	QN	Website	(S. Kim & Stoel, 2004)
12	36	CR and DC	0.72–0.93	EFA/CFA	CS CS	MX	Website	(M. Kim et al., 2006)
5	21	CV	0.83–0.98	CFA	CS	QN	Website	(Marimon et al., 2012a)
6	Not	CV NR	NR	CFA	CS	QL	consumption B2B e-commerce	(Anwar & Dastagir, 2019)
4	17	CV	0.68–0.86	EFA	CS	MX	e-commerce	(Y.-H. Liang, 2012)
5	12	CR and DC	0.70–0.96	EFA/CFA	RS RS	QN QN	Website E-government	(Kane, Palmer, Philips, Kiron, & Buckley, 2019)
4	21	CR and DC	0.80–0.97	EFA	CS	MX	E-retailing	(A. Parasuraman et al., 2005)
4	15	CR and DC	0.87–0.89	CFA EFA	and RS CS	QN	Website	(Ranganathan & Ganapathy, 2002)
5	15	CR and DC	0.83–0.90	EFA	CS	MX	E-retailing	(Santos, 2003)
6	25	CR and DC	0.67–0.88	CFA EFA and	RS	QN	Internet	(Ribbink et al., 2004)
6	27	CR and DC	0.84–0.92	CFA EFA and	CS	QN	banking E-retailing	(Swaid & Wigand, 2009)
5	NR	CR and DC	NR	CFA	RS	QL	E-retailing	(Janda et al., 2002)
3	14	CR and DC	0.61–0.91	EFA	CS	QN	E-retailing	(C. Wang & Teo, 2020)

No. of Identified Dimensions	No. of Components	Type of Validity Reported	Construct Validity / Cronbach's Alpha	Data Analysis	Sampling Method	Research Type	Research Domain	Reference
3	12	CR and DC	0.81–0.89	CFA	CS	QN	E-commerce	(I.-M. Wang & Shieh, 2006)
4	14	CR and DC	0.79–0.88	EFA	CS	MX	E-retailing	(Wolfinbarger & Gilly, 2003)
5	21	CR and DC	0.94–0.98	EFA/CFA	CS	MX	e-banking	(Wu & Ding, 2015)
5	19	CR and DC	0.66–0.89	EFA/CFA	CS	MX	Web-portal	(H.-e. Yang & Tsai, 2007)
6	20	CR and DC	0.75–0.86	CFA	CS	MX	e-banking	(Z. Yang et al., 2004)

The categories include research type: quantitative (QN) or qualitative (QL); sampling method: random (RS), convenience (CS), or purposive (PS); data analysis method: confirmatory factor analysis (CFA) or exploratory factor analysis (EFA); type of validity: construct validity (CV), discriminant validity (DV), or not reported (NR).

Categorization of Themes and Dimensions

Given the considerable diversity of electronic service quality assessment models designed for a specific function or context, this study primarily focuses on proposing a model for online sales platforms. Therefore, the existing models were first categorized and examined across three axes. Based on the coding process, the necessary themes and components for developing the service quality evaluation model are presented.

Service Quality Evaluation Models

Section One: Models Associated with the Provision and Sale of Services (Online)

This category encompasses platforms that offer online services, including online education, online ticket and travel packages, online consulting, e-government, online healthcare, online gaming, online libraries, and other electronic services such as e-banking.

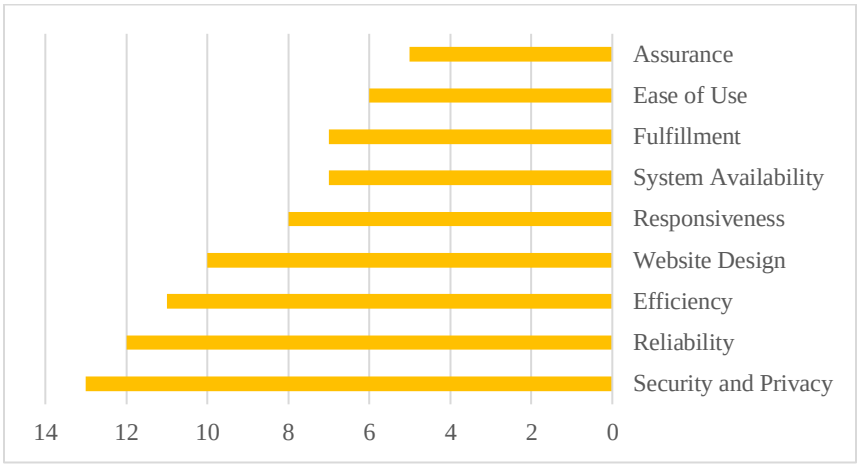

Figure 4. Summary of Repeated Components Affecting Service Quality in Service Provision and Sales Platforms

Section Two: Models Associated with the Provision and Sale of Goods and Products (Online)

This category encompasses platforms that facilitate the purchase and sale of products online. Online retailing is among the most prominent platforms in this group. In such platforms, customer demands are highly dynamic, making their identification a challenging yet crucial task for businesses.

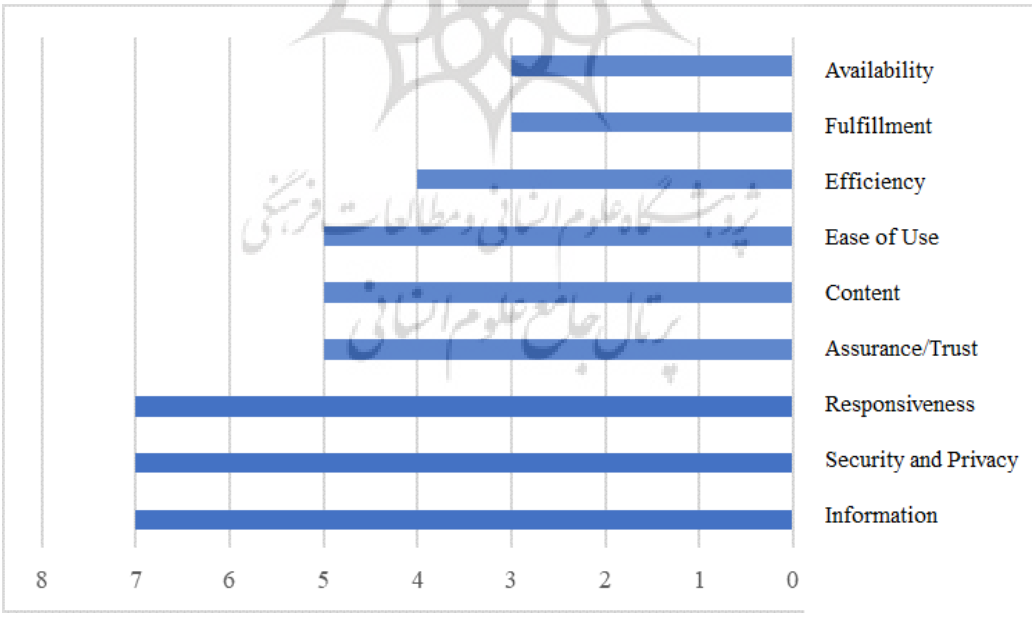

Figure 5. Summary of Recurrent Components in Service Quality of Platforms for Offering and Selling Goods and Products

Although most studies treat goods and services separately, examining only one aspect, it is evident that customer experience and satisfaction in purchasing goods or services are vital. Even when purchasing a product, customers may receive certain services that influence their satisfaction. Furthermore, researchers may have overlooked specific components in each of the two domains emphasized by scholars in the other. Therefore, as previously noted, the present study aims to develop a comprehensive model by incorporating diverse components identified by different researchers. To this end, the study has sought to identify themes and components by integrating the two domains under discussion.

Following open coding, the researcher documented all components identified by prior studies and grouped them into categories. These categories were subsequently consolidated based on content similarity, with overarching themes being extracted. For example, multiple researchers had identified components concerning information accuracy, reliability, and completeness within sales portals. Thus, the researcher identified recurring categories, including information quality, content information, presentation style, completeness, personalization, and usability. Based on their semantic proximity, these categories were combined into a theme termed content adequacy, encompassing all identified categories.

First Theme: Infrastructure

The theme of online sales infrastructure comprises two categories: content adequacy and configuration. Infrastructure refers to those concepts and categories that constitute the foundation of online sales, which must be ensured regardless of the type or scale of the store. The following section defines these categories and situates them within the context of the systematic literature review.

Content Adequacy. Online sales portals that provide relevant, adequate information are considerably more likely to attract customer attention (Wolfinbarger & Gilly, 2003; Yang & Fang, 2004). In this context, the information of a sales portal refers to descriptive or quantitative data regarding goods, products, services, offers, payment methods, tracking, policies, and customer relations displayed on the website. Accurate information enables customers to perceive products and services accurately, thereby preventing cognitive dissonance (Anvar & Dastghir, 2019). Essentially, content adequacy refers to the following elements:

- Presenting information in an understandable format
- Providing search functionality
- Defining appropriate keywords
- Enabling product and service comparisons

- Offering descriptive data about products and services
- Displaying complete images of products
- Allowing filtering and categorization of search results
- Providing options for customer reviews and feedback

Different components have been proposed for content adequacy. Approximately 45 studies have emphasized the importance of information quality, while 31 studies have identified the importance of information content. Other components, such as presentation style, personalized information, and usability, were mentioned less frequently and were generally integrated within other elements. The following table connects studies on content adequacy with their respective components in the systematic review.

Configuration. Configuration refers to the basic frameworks that must be ensured regardless of the number of products or the type of website, to improve accessibility and service quality. Examples include access to sales representatives, branches, call centers, chat rooms, online assistance, and store policies. Moreover, establishing online communities that enable buyers to consult with previous customers or experts has a positive impact on sales performance. Configuration refers to accessibility of various resources, such as previous buyers, technical experts, website support, reliable connection rates, and adequate internet speed (Christian Madu & Assumpta Madu, 2002). While configuration has been defined differently in the systematic literature, it generally encompasses:

- Availability of purchase options (e.g., “add to cart”)
- Quick user registration/login
- High server speed
- Secure and suitable payment gateways
- Order tracking options
- Access to purchase history
- Search functionality

Second Theme: Design

The design theme comprises two categories: responsiveness and tangibles, and complements the infrastructure theme. Tangibles denote the physical presence of individuals or equipment and include the following aspects:

- Visual appeal and aesthetic features of the portal

- Ability to address customer problems
- User-friendly interface
- Transparent purchasing conditions (returns, replacements, warranties)

Responsiveness refers to the organizational readiness to provide timely responses to customer requests. This implies not only the presence of a representative but also the individual's willingness and enthusiasm to deliver service. Responsiveness includes the following aspects:

- Delivery as agreed
- Timely delivery
- Problem resolution for customers
- Order tracking
- Replacement options
- Complaint follow-up

Third Theme: Trust

The trust theme comprises three categories: credibility, assurance, and security. Trust is the most crucial factor in any context where financial transactions occur. A customer's willingness to accept the risks of online transactions indicates trust in the store. Numerous factors influence customer trust, including the store's reputation, the loyalty of other customers, recommendations, the availability of transparent information about the store, and its policies. Credibility refers to the service provider's honesty, believability, and reliability.

Assurance. Assurance refers to the service provider's knowledge, expertise, and dependability.

Security. Security refers to physical, financial, and informational safety. In other words, service provision should not create risk, doubt, or danger for the customer.

Table 9. Themes, Categories, and Sub-Categories (Dimensions and Components of Digital Service Quality)

Theme	Category	Sub-Category	Category	Sub-Category
Infrastructure	Content Adequacy	Content quality, completeness of information/content, presentation style, personalization, usability, information accuracy	Configuration	Access to information, design and attractiveness, search functionality, communication channels, appropriate layout, ease of use, website functionality, performance
Design	Tangibles	Novel visual appeal, portal appearance, problem-solving	Responsiveness	Delivery as agreed, timely delivery, problem resolution,

		capability, user-friendliness, transparent purchase conditions, returns, replacements, and warranty		order tracking, replacement, and complaint follow-up
Trust	Security & Credibility	Honesty, believability, reliability of service provider, physical safety, financial security, protection of confidential information	Assurance	Knowledge, expertise, and reliability of the service provider

Conceptual Model

Based on the conducted systematic review and after receiving validation regarding the appropriateness of coding and categorization from academic supervisors and advisors, the research model was developed as follows:

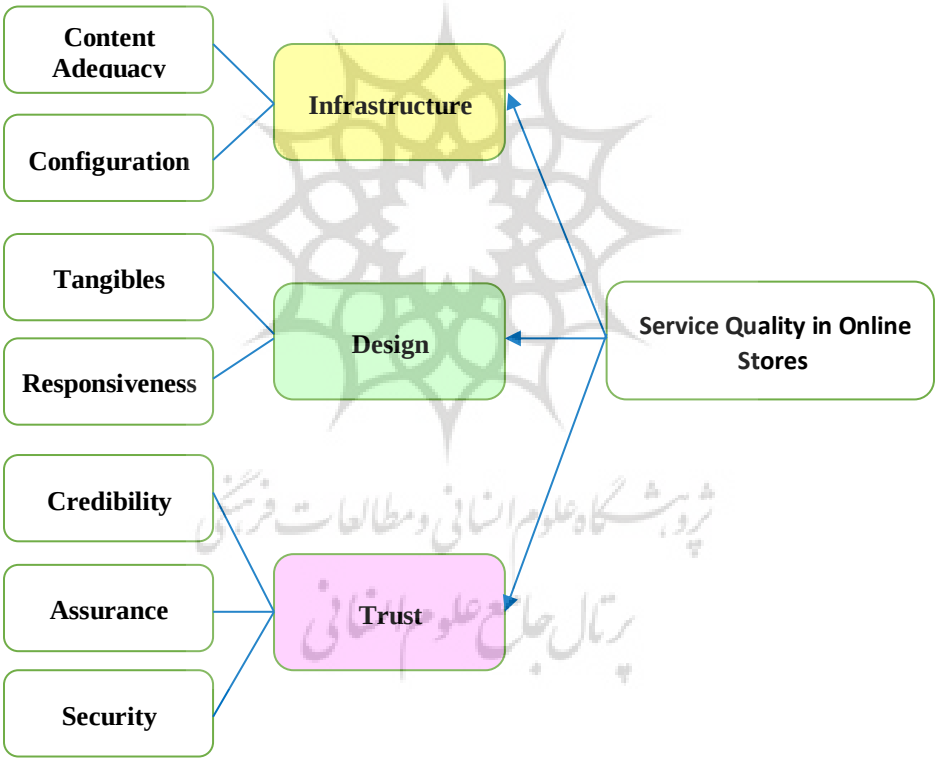

Figure 6. Conceptual Model for Measuring Service Quality in Online Sales Platforms

A clear and comprehensive model and framework were necessary to assess service quality. Accordingly, the central objective of this study was to design a model that assesses service quality in digital online sales platforms. The fundamental aims of the research can thus be considered twofold: first, to identify the principal dimensions of service quality in digital online sales platforms, and second, to identify the components associated with each dimension. Thus, we

developed a conceptual model that serves as an evaluative framework for service quality in online stores, based on a comprehensive examination of numerous domestic and international studies, which identified relevant themes and categories. This model encompasses both domains: online services and goods/products. Businesses operating in either domain may utilize the components of this model to assess the quality of their services.

Conclusion

Conclusion and Recommendations

In recent years, digital platforms have emerged as a central platform for organizing various human activities, including economic, social, and political interactions. Specifically, the emergence of digital platforms has transformed the landscape of various industries, including transportation, tourism, banking, retail, and software development. Companies that have harnessed the capabilities of digital platforms have experienced substantial growth in both size and scale. For instance, digital platform providers in the e-commerce and software development sectors have reached a market valuation exceeding 700 billion dollars (Evans & Gawer, 2016).

Delivering high-quality services is regarded as a fundamental strategy for the success and sustainability of businesses (Reichheld & Schefter, 2000). Companies initially focused on creating attractive websites for interaction and spending alongside online buyers (Loiacono, Watson, & Goodhue, 2002). However, such approaches proved insufficient and inappropriate for service quality assessment and capturing the role of service experience within the digital environment. Therefore, attention needs to shift toward the quality of digital services, making it necessary to design a new model for assessing service quality in digital contexts.

A comprehensive model assessing online service quality must encompass a multidimensional framework that incorporates key elements, such as reliability, trustworthiness, personalization, customer service, and overall user experience. These dimensions influence consumer satisfaction and are essential for fostering long-term loyalty and enhancing brand perception in an increasingly competitive market (Ighomereho et al., 2022). Moreover, innovative technologies and evolving customer expectations highlight the importance of developing adaptive and dynamic frameworks that provide practical insights and facilitate continuous improvement (Chuang et al., 2016).

Simultaneously, a review of the literature and prior empirical studies reveals that digital services and digital service quality remain under-defined, with relatively few studies having examined this domain in depth. An effective online service quality model must integrate diverse data sources, including customer feedback, usage metrics, and performance indicators. By analyzing this information, organizations can gain deeper insights into customer expectations and

perceptions of service quality, thereby enabling more targeted improvements (Jaafar Desmal & Merza Madan, 2024). The following table compares existing models in the literature with the model developed in this study:

Table 10. Comparison of Existing Models with the Proposed Research Model

Model Name	Dimensions of Existing Model	Components Not Considered
Perekwal Model	Website performance, product information, product ownership conditions, shipping and delivery, customer service, security	Credibility, assurance, and parts of responsiveness
Hu & Li Model	Information quality, security, ease of use, personalization, responsiveness, commitment fulfillment, and communication	Parts of configuration, tangibles, responsiveness, credibility, security, and assurance
Jeong & Lambert Model	Usefulness, ease of use	Lacks most parts of the research model, including security, credibility, assurance, responsiveness, etc.
WebQual or E-Qual	Content, accessibility, browsing, design, presentation, responsiveness, and personalization	Security, credibility, assurance, tangibles
WebQual TM	Appropriate information, interactive attractiveness, trust, response time, ease of use, creative operations, visual appeal, innovation, workflow, stability, superiority over competitors	Assurance, parts of tangibles
E-Quality Model	Performance, features, structure, aesthetics, reliability, storability, serviceability, trust, security, responsiveness, integrity, product/service differentiation, reputation, assurance, empathy	Parts of content adequacy and tangibles
O'Connor Model	Ease of use, transaction speed, update speed, traffic levels, integrity, security	Parts of content adequacy, tangibles, credibility, and assurance
Sanchez & Roldán Model	Usefulness, ease, and smoothness of processes	Security, credibility, assurance, content adequacy, and responsiveness
Yang Model	Content usefulness, information adequacy, overall usefulness, accessibility, interaction, security, and privacy	Parts of configuration, responsiveness, and assurance
SiteQual Model	Perceived quality, ease of use, aesthetics, processing speed, security	Responsiveness, credibility, and assurance
E-TailQ Model	Fulfillment, customer service, usability, experiential environment, ease, information, security, and privacy	Credibility, assurance, and responsiveness
E-S-Qual Model	Efficiency, fulfillment, privacy, and technical reliability	Parts of configuration, responsiveness, tangibles, and credibility
Kim & Lee Model	Structure and ease of use, information and content, responsiveness and personalization, reputation and security, usefulness	Parts of tangibles, configuration, and assurance
E-GOVSQ Model	Information, interaction, integration, accessibility, emotional interaction, proactive service recovery, reliability	Parts of the configuration and tangibles
E-GSQE Model	System quality, process quality, information quality	Content adequacy and parts of the configuration

Blut Model	Website design, customer service, security/privacy, fulfillment of promises	Content adequacy and parts of configuration and assurance
Boaki et al. Model	Tangibility, reliability, responsiveness, assurance, empathy	Content adequacy and parts of the configuration
DSQ Model	Digital tangibility, reliability, digital interaction, digital trust, customer orientation	Content adequacy and parts of the configuration
VenkataKrishnan et al.	Responsiveness, ease of use, credibility/reliability, accessibility, personalization, assurance	Parts of tangibles, content adequacy, and assurance

Research Contributions

This study, which focuses on developing a model for service quality assessment in digital online sales platforms, makes several contributions to both academic literature and practical applications in the field of e-commerce, as outlined below:

1. Theoretical Contributions

- **Enhanced Understanding of Electronic Service Quality:** By integrating existing models and components, this study enriches the theoretical framework of electronic service quality and identifies key dimensions for digital platforms and their relationship to customer satisfaction and loyalty.

- **Development of a Comprehensive Model:** The proposed model combines diverse service quality dimensions specific to online environments, including user experience, efficiency, security, and more. This holistic approach addresses existing gaps in the literature and proposes a new framework that can be generalized across various e-commerce domains.

- **Cultural and Contextual Considerations:** The study emphasizes the importance of contextual factors, such as culture and consumer behavior, in shaping perceptions of service quality in online settings. This dimension broadens the model's applicability beyond traditional evaluation criteria.

2. Empirical Contributions

- **Validation of Key Performance Indicators:** This study identifies key indicators for assessing service quality in online sales platforms. Testing these indicators across online platforms and customer populations provides data-driven insights that enhance reliability and applicability.

3. Practical Contributions

- **Provision of Practical Insights:** The research seeks to equip businesses with actionable strategies to improve service quality in their online platforms. This includes guidance on

user interface design, interactive services, and customer engagement methods—all designed to enhance overall customer satisfaction.

- **Framework for Continuous Improvement:** By proposing a model that can be measured and updated, this research provides a framework for enhancing service quality. Businesses can use this model to benchmark current performance and identify areas for future improvement.

- **Support for Customer-Centric Approaches:** The study encourages businesses to adopt customer-centric strategies, prioritizing user experience. Organizations can foster loyalty and encourage repeat purchases by focusing on dimensions that customers value most.

Suggestions for Future Research and Limitations

- Examining existing systems in online stores that create bottlenecks in the accurate delivery of products could form the basis of a future study that uses data mining to identify causes and their frequency. This would enable the identification and recommendation of processes most in need of improvement.

- Future researchers may apply quantitative research methods to test further and validate this model.

- Exploring the process of building customer trust, from the consumer's perspective, could form the basis of a qualitative study with significant implications for improving online service quality.

- Understanding the factors that influence the visual design of online stores could help ensure that their appearance aligns with the target audience's preferences, ultimately increasing satisfaction.

- Designing promotional and incentive packages that are both attractive and meaningful for buyers requires qualitative research. Such studies could define the criteria for creating discount schemes and reward programs that give customers a sense of gain and satisfaction.

- Investigating the causes of distrust in online stores and identifying the roots of this perception could be a fruitful direction for further research.

- While most existing studies and models focus on the individual and thus introduce digital service quality criteria from an individual perspective, future research could focus on

collective participation and even blockchain-based approaches to develop new models for assessing online service quality.

As online platforms increasingly adopt artificial intelligence technologies, future researchers may explore and develop models that account for the significant gaps in current frameworks related to AI-based service quality.

Data Availability Statement

Data available on request from the author.

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Ethical considerations

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