The Impact of E-service Quality on E-loyalty and Revisit Intention through the Mediating Role of E-satisfaction and E-trust

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Abstract

Business providers are always concerned about maintaining and increasing customer satisfaction and trust because they are crucial for positive word of mouth, revisit intentions, and loyalty, which are necessary for long-term success in today's customer-focused industry. This study investigates the dimensions tourists use to evaluate e-service quality and their relationship to E-Loyalty and revisits intention among international tourists visiting Kashmir. The study utilized structural equation modeling (SEM) analysis to investigate whether E-Satisfaction and E-Trust mediate in the understudy relationships. The data was collected from 194 international tourists. The study findings have important implications and guidelines for developing E-Service Quality are discussed.

Keywords: E-service quality; e- loyalty; e-satisfaction; revisit intention; international tourism

Introduction

The Internet has gained widespread acceptance as a tool in the travel business. It gives customers a new way to conduct informational searches and visualize travel-related goods and services through graphical representations and video clips. This has led to a more competitive business environment, evident by the rapid expansion of the e-travel service industry in the last decade (Dickinger & Bauernfeind, 2009; Mistilis & D'Ambra, 2008).Providing high-quality service to meet customer's demands has become crucial to success in the increasingly competitive service industry (Parasuraman et al., 1988). Pursuing this approach can eventually lead to a competitive edge in the market (Lewis, 1993) since providing outstanding services has increased customer satisfaction and reduced price competition (Hoffman & Bateson, 1997).

As e-commerce continues to expand, E-service quality has been found to play a crucial role in the success of online businesses, as evidenced by studies such as those conducted by Yang and Fang (2004); Zeithaml et al. (2002). Given the importance of e-service quality and e-service to the success of online businesses, it has emerged as a critical area of research. Customer satisfaction, behavioural intentions, loyalty, word-of-mouth, and e-commerce earnings depend on how well a company is perceived by its customers (Reichheld & Sasser, 1990; Zeithaml et al., 1996; Zeithaml et al., 2000). Therefore, the success of online companies

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is believed to be highly influenced by the quality of e-services they provide (Wolfinbarger & Gilly, 2003).

E-service differs from traditional service because it involves digitally exchanging information between customers and service providers. E-service quality is considered a means of attaining strategic advantages, operational efficiency, and profitability (Cronin, 2003; Zeithaml, 2000). In today's business era, e-service is increasingly important for companies to attract and retain customers. Oliveira et al. (2002) suggest offering good e-services can give companies a competitive edge. Service quality significantly impacts customer satisfaction and the overall performance of businesses, making it crucial to improve e-service quality to retain and satisfy customers. Since service quality, customer satisfaction, trust, and behavioural intentions significantly impact traditional businesses, the same holds for e-commerce businesses. Additionally, the intention to return to an e-commerce platform or to contemplate buying from it again is comparatively low due to the ease of switching between e-marketplaces, making it crucial for e-commerce companies to focus on service quality, customer satisfaction, and trust to succeed in the market.

Since the beginning of the service industry, businesses have focused on providing quality customer service. Although there is extensive literature on the linkages between e-service quality, e-trust, e-customer satisfaction, e-loyalty, and revisit intention, just a few research have examined these relationships. Considering the rapid growth of e-commerce in the travel industry, it is crucial to conduct such a study to provide digital marketers and e-business owners in the tourism sector with a reliable foundation and deeper understanding of the e-service market. Hence, the researcher chose to examine the relationship between e-service quality, e-trust, e-satisfaction, and e-loyalty and revisit intention among online purchasers, specifically in Kashmir Tourism.

Literature review
E-service quality
E-service quality, as defined by Santos, (2003) and Zeithamal et al. (2002), refers to assessing how well and high-quality an e-service is offered via the Internet. According to Parasuraman et al. (2005), the effectiveness and efficiency of a website in facilitating shopping, purchase, and delivery of goods or services are key indicators of the quality of an e-service. It is characterised by the website's ability to provide efficient and effective online purchasing and distribution support (Wongkhajornpaibul & Sornsaruht, 2019). In 2011, Bressolles and Durrieu distinguished between the quality of e-services and traditional service systems, emphasizing the benefit of information sharing between customers and electronic-based service providers. Online website services have unique difficulties not present in offline services, such as connectivity problems, server issues, and data backups. The ability of a travel service website to provide and facilitate services for visitors virtually while meeting tourist's service needs is referred to as e-service quality in the marketing of tourism.

E-satisfaction
According to Kotler and Lee (2008) customer satisfaction is the outcome of a customer's evaluation of a company's performance against their expectations. On the other hand, Customer satisfaction is defined by Hellier et al. (2003) as the general feeling of joy and fulfilment customers experience due to receiving what they want, need, and expect from a company's services. As e-commerce has gained momentum, customer satisfaction has evolved to include online environments, referred to as e-satisfaction. The concept of e-satisfaction in customer service refers to the level of delight experienced by customers when their pre- and post-purchase interactions and experiences surpass their expectations. E-satisfaction is primarily

associated with the attitudinal aspects of e-loyalty and has been identified as the most significant factor influencing loyalty in both online and offline environments (Li et al., 2015).In tourism, E-satisfaction can define the extent to which tourists feel contented about the e-service providers when they evaluate their services in the purchase and post-purchase phase of their travel.

E-trust
Consumer conviction and expectation that vulnerabilities will not be exploited in online risk situations are called "e-trust" (Corritore et al., 2003). According to Ling et al. (2010), trust is the customer's readiness to tolerate vulnerability in an online transaction based on their optimistic expectations about the future behaviour of the online store. Meanwhile, Lien et al. (2015) quoted that trust is a fundamental characteristic of buyer-seller relationships. In essence, E-Trust pertains to the confidence of travellers in the safety and security of travel transactions conducted online.

E-loyalty
E-loyalty refers to the tendency of customers to repeatedly visit a particular website as they prefer it over other options available to them. It is a critical issue in the online business industry. Customers can easily switch to another website due to the convenience of comparing products and services offered by different e-commerce websites (Lu et al., 2013). E-Loyalty is the extent to which a customer is committed to continuously purchasing or using a product or service in the future, regardless of any potential factors that could lead them to switch (Chiu et al., 2009; Oliver, 2014). This results in a positive attitude towards an e-commerce platform and often leads to repeated buying behaviour (Toufaily et al., 2013). In the context of online tourism services, e-loyalty refers to the willingness of travellers to revisit a website and make repeated purchases from the same provider. They may also recommend the provider to other tourists.

Revisit Intention
Revisit intention is a concept that stems from behavioural intention, which refers to the planned intention to perform a specific behaviour, such as repurchasing tourism services or revisiting a destination (Kashyap & Bojanic, 2000). Consumers of tourism services can be categorised into two groups: initial consumers and returning consumers (Huang & Hsu, 2009). First-time consumers typically make their decisions based on information obtained from various sources, which leads to an expectation of a desired experience from the tourism service provider. This expectation is known in the hospitality literature as "intention to visit," which investigates the effect of different predictors on prospective consumer behaviour. Revisit intention, on the other hand; targets repeat consumers of tourism services who have already experienced the actual delivery of the service. Previous studies have suggested that revisit intention extends the satisfaction derived from the initial encounter (Huang & Hsu, 2009; Um et al., 2006).

Hypotheses development
E-service quality, e-loyalty and revisit intention
Businesses have a choice between adopting aggressive marketing strategies to attract new customers or defensive marketing strategies to retain existing ones. Due to the high costs of replacing lost customers, firms prefer to focus on retaining loyal customers who generate more revenue. The decision of a customer to revisit a website is crucial for online service providers, and customer's past experiences with e-service play a crucial part in the process of achieving this decision. Given the vast opportunities available on the internet, consumers are more likely

to switch to other providers, making it crucial for companies to provide high-quality website services to increase retention rates. Therefore, the current study proposes the following idea:

H1: E-service quality positively affects customer E-loyalty.
H2: A significant relationship exists between E-service quality and the Revisit Intention of Tourists.

E-service quality and e-satisfaction

Lin et al. (2011) studied the cultural variations in Taiwanese and Malaysian online retailing websites and explored the correlations between e-service quality, satisfaction, trust, and purchase intention. The results showed that e-service quality significantly affected satisfaction and confidence in Taiwan's model, while Malaysia's model only significantly affected satisfaction. The effects of e-service quality on e-trust and e-customer satisfaction were examined by Ghalandari, (2012), who questioned 382 online consumers. Besides, this relationship was further studied by (Al-dweeri et al., 2018; Supanun & Sornsaruht, 2019) in the context of hospitality sector. Based on these findings, the hypothesis about the relationship between e-service quality and e-customer satisfaction can be formulated as follows:

H3: E–Service quality positively affects customer e-satisfaction.

E-service quality and e-trust

According to Zeithaml et al. (2000), service quality is even more important to online business success than low costs and a strong web presence. Service quality is based on customer's expectations of service performance (Gronroos, 1984). Al-Nasser et al. (2013) looked into how the E-service quality, culture, trust, and risk impacted the e-trust and e-satisfaction of consumers. The proposed hypothesis is that in virtual environments, customer trust is positively impacted by e-service quality.

H4: E-Service Quality has a direct positive impact on E-Trust

E-satisfaction and e-loyalty

Customers with a positive attitude toward an online retailer are said to be "e-loyal", which leads to repeat business (Anderson & Srinivasan, 2003). E-loyalty has two aspects: attitudinal and behavioural loyalty. This means that e-loyalty comprises the intention to repeat purchases, as well as the intention to spread positive word-of-mouth and exhibit a favourable attitude towards an e-tailer. Online shoppers have a high probability of switching due to the availability of time and information, where changing in e-commerce is as easy as one click (Keiningham et al., 2005). Therefore, e-tailers must establish a loyal customer base. Satisfaction can be defined as the consumer's response to their fulfilment (Oliver, 2014). According to Anderson and Srinivasan (2003), e-satisfaction is the customer's contentment based on their prior experience with a specific e-commerce firm. Previous research has found that satisfied customers are more likely to engage in repurchasing behaviour (e.g. Chang, 2005; Evanschitzky et al., 2004; McDougall & Levesque, 2000). Therefore, it makes sense to believe that satisfied online customers will show the e-tailer their loyalty. In light of the preceding debate, this analysis suggests

H5: E-satisfaction positively affects customer's E-loyalty.

E-trust, e-loyalty, and revisit intention.

Trust in e-commerce refers to a customer's belief that their expectations will be met by an online business (Valvi & West, 2013). Due to the increased distance, risk, and uncertainties associated with online transactions, customers rely heavily on images and promises, making trust a crucial factor in e-commerce (Reichheld & Schefter, 2000). Research has shown that e-loyalty and trust are positively correlated (Bilgihan, 2016; Carter et al., 2014; Hsu et al., 2013; Ribbink et al., 2004), implying that customers will not exhibit loyalty to e-commerce businesses they do not trust, even if they are generally satisfied (Anderson & Srinivasan, 2003). Therefore, companies must create a safe, persuasive, dependable website to establish trust (Yousafzai et al., 2003). Therefore, building a reliable website is essential for brands since consumers are more inclined to purchase from and remain with websites they trust (Bilgihan, 2016). By enhancing the level of trust associated with their website, businesses can indirectly increase e-loyalty and the intention to revisit the website (Ribbink et al., 2004).

> *H6: The higher the E-trust, the more positive the revisit intention.*
> *H7: A significant positive relationship exists between E-Trust and E-loyalty.*

E-satisfaction and revisit intention
Tourist satisfaction is the emotional response tourists experience after encountering an opportunity or experience (Baker & Crompton, 2000). According to the Confirmation-Disconfirmation hypothesis, customer's opinions regarding their satisfaction with a particular good or service are formed after purchasing (Homburg &Giering, 2001). Customer loyalty is described as a customer's inclination to purchase from the same business again, and in tourism, it is the traveller's predisposition to revisit (Edvardsson et al., 2000). Post-visit behaviour includes the intention to return and recommend the destination to others through word-of-mouth (WOM) (Kuenzel & Katsaris, 2009). Previous studies have shown that consumer satisfaction, often known as destination loyalty, is a reliable predictor of their intention to return and recommend the destination to others (Cronin &Taylor, 1992; Kozak & Rimmington, 2000). Based on this premise, the current study presents the subsequent research hypotheses.

> *H8: The higher the E-satisfaction, the more positive the revisit intention.*

E-service quality, e- satisfaction, e- trust & revisit intention
Alnaim et al. (2022); Chou et al. (2015) and Giao et al. (2020) have all previously investigated the mediating effects of variables like E-Satisfaction and E-Trust in different contexts. The current investigation has established the following hypothesis in light of their findings:
> *H9: E-satisfaction mediates the relationship between E-service Quality and Revisit Intention.*
> *H10: E- Trust mediates the relationship between E-service Quality and Revisit Intention.*

Conceptual framework
The present examination assesses the relationship among "E-Service Quality", "Revisit Intention", "E-Loyalty", "E-Satisfaction", and "E-Trust." Besides, the study tests the mediating role of "E-Satisfaction" and "E-Trust" in the relationship between "E-Service Quality" and "Revisit Intention". A comprehensive literature analysis of these variables led to the development of a research framework *(*Figure 1).
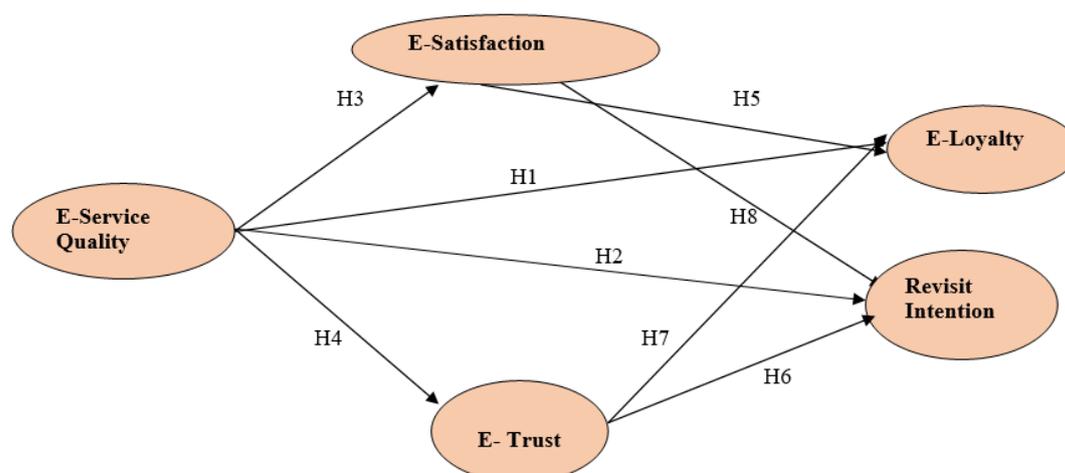
Figure 1: Conceptual framework

Methodology
Instrument development
For this study, several constructs were utilised, adapted from previously established scales, and modified as necessary.

Design
This study employed a quantitative research methodology, and prior to data collection, a self-administered questionnaire was carefully tested. In order to make sure the instrument was appropriate, it was pre-tested by five research scholars, three faculty members, and four industry experts. The questionnaire was then given to 30 respondents as part of a pilot research to determine the instrument's reliability. Each construct's reliability was determined through Cronbach Alpha and was above the recommended value of 0.70 *(Nunnally, 1978)*.

Common method bias
Researchers have developed several statistical techniques to control for the effect of Common Method Bias (CMB). In this study, CBM was examined using the Harman single-factor, according to which one factor dominates or explains the majority of the shared variance (i.e., more than 50%) among the measures; it can be concluded that a significant amount of common method covariance exists. The results of the Harman single-factor for the present examination explained 15.197% of the variance, thereby indicating that common method bias in the data was not present.

Study settings, sampling, and data collection
The study gathered data from international tourists who had travelled to Kashmir Valley. The sample was selected through the convenience sampling method. Out of the returned questionnaires, only 194 were deemed valid for subsequent analysis.
Data analysis and results
The sample is composed of both men and women, with 57.70% of the males (n = 112) and 42.30% of the females (n = 82), which can be seen in the demographic table (Table 1).

Table 1. Demographic profile of respondents

	N	Percentage
Gender		
Male	112	57.7

Female	82	42.3
Age		
18-30 years	52	26.8
31 - 42 years	90	46.4
43 - 54 years	39	20.1
above 55 years	13	6.7
Educational Qualification		
secondary school	2	1.0
vocational or technical school	34	17.5
high school	29	14.9
college level	59	30.4
university level	70	36.1
Monthly Income		
less than 2,000	8	4.1
2,000 to 4,000	13	6.7
4,001 to 6,000	14	7.2
6,001 to 8,000	22	11.3
8,001 to 10,000	39	20.1
10,001 to 12,000	45	23.2
12,001 to 14,000	38	19.6
above 14,000	15	7.7
Household Structure		
Single	5	2.6
living with partner	10	5.2
married with no children	63	32.5
married with children	75	38.7
Divorced	38	19.6
Country		
Egypt	15	7.7
Australia	1	.5
Bahrain	30	15.5
France	21	10.8
Iran	1	.5
Iraq	14	7.2
Ireland	1	.5
Israel	21	10.8
Italy	29	14.9
Jordan	12	6.2
Kuwait	9	4.6
London	9	4.6
Oman	11	5.7
Qatar	13	6.7
Spain	1	.5
Turkey	6	3.1
No Visits to Kashmir Valley		
First Visit	181	93.3
More than 1st Visit	13	6.7
Places Visited in Kashmir		
Srinagar	28	14.4
Sonamarg	38	19.6
Gulmarg	65	33.5
Pahalgam	44	22.7
Other	19	9.8

Age

The majority of respondents (46.4%) fall in the 31-42 age range, with 90 respondents falling in this category. 26.8% of respondents (52 individuals) are in the 18-30 age range, while 20.1% (39 individuals) are in the 43-54 age range and 6.7% (13 individuals) are above 55 years of age.

Educational qualification

The largest group of respondents (36.1%) reported having a university-level education, with 70 individuals falling in this category. The second largest group (30.4%) reported having a college-level education, with 59 individuals falling in this category. The smallest group (1.0%) reported having a secondary school education, with only 2 individuals falling into this category.

Household structure
The largest group of respondents (38.7%) reported being married with children, with 75 individuals falling in this category. The second largest group (32.5%) reported being married with no children, with 63 individuals falling in this category. The smallest group (2.6%) reported being single, with only 5 individuals in this category.

Places visited in Kashmir
Gulmarg was the most popular destination with 65 visitors, followed by Pahalgam with 44 visitors, Sonamarg with 38 visitors, Srinagar with 28, and others with 19.

No. of visits to Kashmir Valley
Most respondents (93.3%) reported that this was their first visit to Kashmir Valley, with 181 individuals falling in this category. Only 6.7% of respondents (13 individuals) reported having visited Kashmir Valley more than once.

Reliability results
The collected data was first examined for any missing values or unresponsive answers. Afterwards, the Cronbach alpha coefficient was used to test the instrument's reliability. The values found for each construct were higher than the minimally advised criterion of 0.70 (Nunnally, 1978). The reliability of the data is shown in Table 2.

Table 2. Results of the reliability test

Construct	No of items	Cronbach Alpha
Website Aesthetics	3	**0.881**
Website Convenience	3	**0.936**
Website Personalization	3	**0.907**
Service Level	3	**0.891**
Security	3	**0.814**
Privacy	3	**0.882**
E-Service Quality	18	**0.853**
Revisit Intention	3	**0.828**
E Loyalty	5	**0.845**
E Satisfaction	4	**0.846**
E Trust	5	**0.881**
Overall Scale	**35**	**0.808**

Measurement model
To validate the "E-Service Quality" construct, a second-order confirmatory factor analysis (CFA) was conducted, with six first-order constructs –"Website Aesthetics," "Website Convenience," "Website Personalization," "Service Level," "Security," and "Privacy." The corresponding items were used to measure the six sub-constructs (Byrne, 2013; Hair et al., 2006). As determined by Hair et al. (2010) criterion, the CFA findings demonstrated that the model correctly fit the data. The evaluation criteria encompassed Absolute Fit Indices (the chi-square statistic = 140.927, with 129 degrees of freedom at a probability level of 0.000 *(P<0.05), CMIN/DF= 1.092)*, "Goodness of Fit Indices (GFI) = 0.926", "Adjusted Goodness of Fit Indices (AGFI) = 0.902", "Incremental Fit Indices (Comparative Fit Index (CFI)= 0.995", "Tucker Lewis Index (TLI)= 0.994", "Incremental Fit Index (IFI)= 0.995)", "Root Mean

Square Residual (RMR)= 0.059", and "Root Mean Square Error Approximation (RMSEA)= 0.022". These results indicate that the E-Service Quality construct was validated correctly.

The factor loadings for the first-order and second-order constructs were well above the minimum threshold value of 0.70, as Nunnally and Bernstein, (1994) suggested. Specifically, the factor loadings for the relationship between "E-Service Quality and Website Aesthetics," "Website Convenience', "Website Personalization," "Service Level," "Security," and "Privacy" were 0.72, 0.82, 0.74, 0.76, 0.84, and 0.78, respectively (as shown in Table 3).

Table 3. Construct reliability and validity for the second-order construct (e-service quality) and its components

Construct	Item	Factor Loading	CR (above 0.7)	AVE (above 0.5)
E-Service Quality	Website Aesthetics	0.72	0.902	0.605
	Website Convenience	0.82		
	Website Personalization	0.74		
	Service Level	0.76		
	Security	0.84		
	Privacy	0.78		
Website Aesthetics	WA1	0.920	0.884	0.719
	WA2	0.775		
	WA3	0.843		
Website Convenience	WC1	0.933	0.939	0.837
	WC2	0.832		
	WC3	0.974		
Website Personalization	WP1	0.835	0.909	0.768
	WP2	0.930		
	WP3	0.862		
Service Level	SL1	0.859	0.891	0.732
	SL2	0.849		
	SL3	0.859		
Security	SEC1	0.672	0.820	0.605
	SEC2	0.844		
	SEC3	0.806		
Privacy	PRV1	0.905	0.886	0.721
	PRV2	0.796		
	PRV3	0.843		

All factor loadings were found to be significant at *P < 0.001* level. Moreover, the convergent validity of the second-order construct, which was evaluated through average variance extracted (AVE) and composite reliability (CR), was found to be 0.605 and 0.902 respectively, both of which exceeded the minimum threshold value of 0.5 and 0.7 as suggested by Hair et al. (2014). These results indicate that the proposed factor structure of E-Service Quality, as measured by the 18-item scale, is acceptable and supported by the overall assessment of the model fit criteria obtained through second-order confirmatory factor analysis.
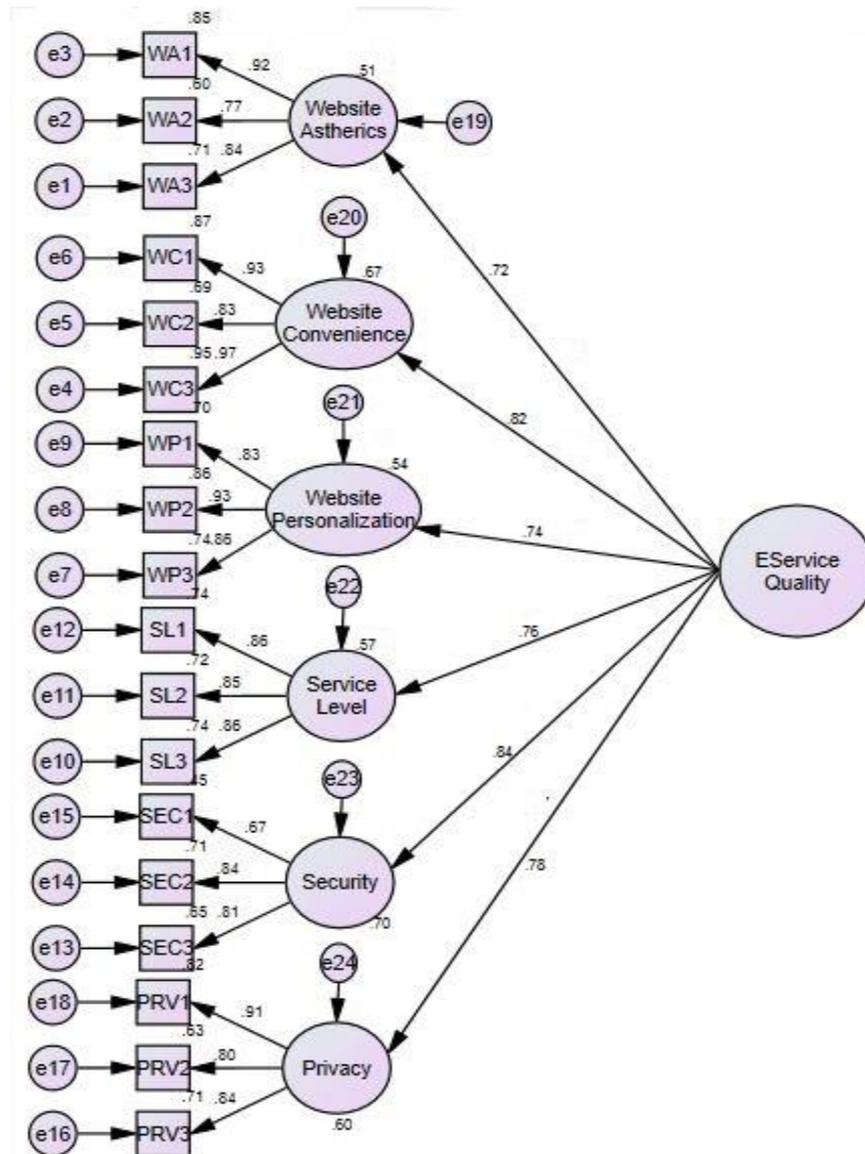
Figure 2: - 2nd Order CFA
Source: Author's elaboration

Analysis of measurement model (overall CFA)

The overall measurement model included other 04 variables viz E-Satisfaction with 04 items, E-Trust with 05 items, E-Loyalty with 05 items, and Revisit Intention with 03 items. In addition, the overall measurement model included the E-Service Quality with 06 dimensions (Website Aesthetics with 3- items, Website Convenience with 3- items, Website Personalization with 3- items, and Service Level with 3- items, Security with 3- items, and Privacy with 3- items. All the study constructs, including seven 10-order constructs and one second-order construct (E-Satisfaction), were allowed to correlate in a single measurement model. The model evaluation criterion includes Absolute Fit Indices (CMIN/DF, GFI, RMSEA, and RMR and Incremental Fit Indices/Relative Fit indices (TLI, CFI, and IFI).
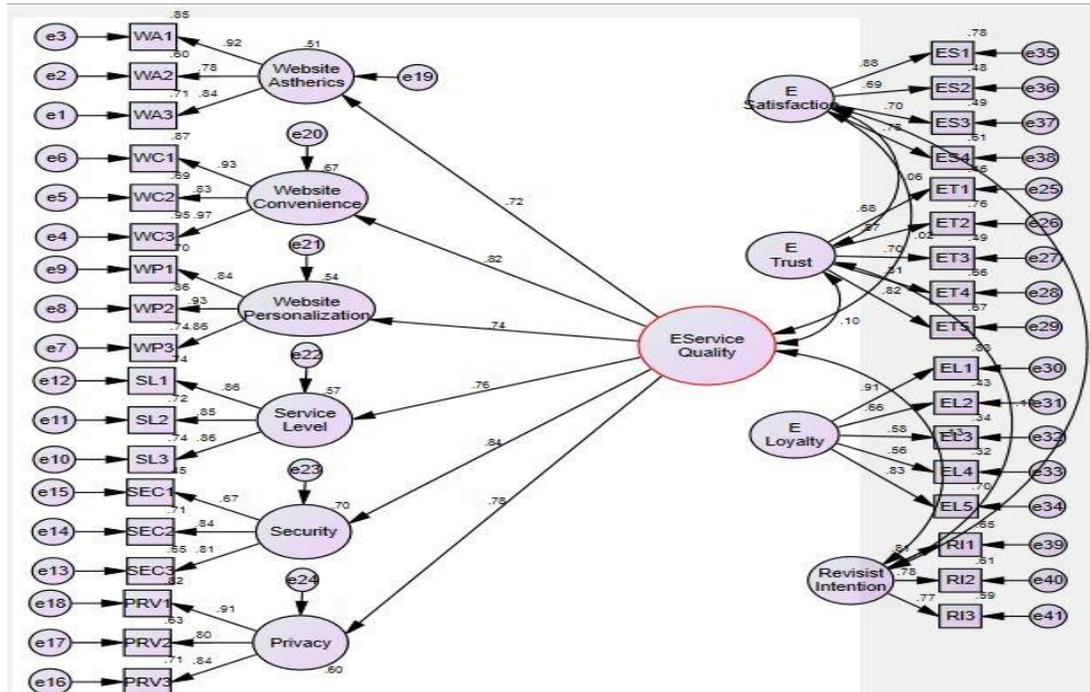
Figure 3: Overall CFA Model

Source: Author's elaboration

Table 4. Overall CFA Results				
Construct	Item	Factor Loading	CR (above 0.7)	AVE (above 0.5)
E-Service Quality	Website Aesthetics	0.72	0.902	0.605
	Website Convenience	0.82		
	Website Personalization	0.74		
	Service Level	0.76		
	Security	0.84		
	Privacy	0.78		
Website Aesthetics	WA1	0.92	0.884	0.719
	WA2	0.77		
	WA3	0.84		
Website Convenience	WC1	0.93	0.939	0.837
	WC2	0.83		
	WC3	0.97		
Website Personalization	WP1	0.835	0.909	0.768
	WP2	0.93		
	WP3	0.86		
Service Level	SL1	0.85	0.891	0.732
	SL2	0.84		
	SL3	0.85		
Security	SEC1	0.67	0.820	0.605
	SEC2	0.84		
	SEC3	0.80		
Privacy	PRV1	0.90	0.886	0.721
	PRV2	0.79		
	PRV3	0.84		
E-Satisfaction	ES1	0.88	0.849	0.587
	ES2	0.69		
	ES3	0.70		
	ES4	0.78		
E-Trust	ET1	0.68	0.885	0.608
	ET2	0.87		
	ET3	0.70		
	ET4	0.81		
	ER5	0.82		
E-Loyalty	EL1	0.91	0.839	0.521
	EL2	0.66		
	EL3	0.58		
	EL4	0.56		
	EL5	0.83		
Revisit Intention	RI1	0.81	0.830	0.619
	RI2	0.78		
	RI3	0.77		

Various indices such as CFI, IFI, GFI, AGFI, RMSEA, and Chi-square were utilised in addition to Chi-square to evaluate the model's goodness of fit. The analysis showed that the model exhibited a fit with dimensions of X^2 = 746.986, DF = 548; CMIN/DF=1.363; CFI = 0.948; IFI = 0.949; GFI = 0.821; AGFI= 0.801and RMSEA = 0.043. After evaluating the goodness of fit, the scale's psychometric properties were assessed for reliability and validity. The construct's *Composite Reliability (CR)* scores and *Average Variance Extracted (AVE)* values are above the recommended thresholds of 0.60 and 0.50, respectively. These findings suggest that the measured constructs were reliable and had convergent validity. The discriminant validity was also confirmed by the fact that the values of AVE were higher than the correlations between constructs. The results of the CFA are presented in Tables 4 and 5.

Table 5. Discriminant validity results

	CR	AVE	E-Satisfaction	E-Service Quality	E-Trust	E-Loyalty	Revisit Intention
E-Satisfaction	0.849	0.608	0.779				
E-Service Quality	0.902	0.605	0.023	0.777			
E-Trust	0.885	0.608	0.059	0.104	0.779		
E-Loyalty	0.839	0.521	0.034	0.563	0.457	0.721	
Revisit Intention	0.830	0.619	0.135	0.126	0.170	0.562	0.780

Hypotheses testing

Following the completion of the confirmatory factor analysis, the hypotheses were tested using path Analysis by using AMOS 23 software. The findings of the study showed that "E-Service Quality" leads to "E-Satisfaction" *(β = 0.19; p < 0.05)*; "E-Service Quality" leads to "E-Trust" *(β = 0.17; p < 0.05);* "E-Service Quality" leads to "E-Loyalty" *(β = 0.25; p < 0.05)*; "E-Service Quality" leads to "Revisit Intention" *(β = 0.24; p < 0.05)*. Also, the study's findings showed that there is a significant positive relation between "E-trust and E-Loyalty" *(β = 0.26; p < 0.05)* and between "E-trust and Revisit Intention" *(β = 0.22; p < 0.05)*. The investigation results also revealed that E-Satisfaction is positively related to E-Loyalty *(β = 0.29; p < 0.05)* and revisit intention *(β = 0.18; p < 0.05)*. Therefore, the study's findings supported hypotheses H_1 to H_8, presented in Table 6, and the SEM results and path coefficients are illustrated in Figure 4.

Table 6.Hypothesis testing results

Hypotheses				Estimate	P-Value	Results
H1	E-Service Quality	·······▶	E-Loyalty	0.25	***	Supported
H2	E-Service Quality	·······▶	Revisit Intention	0.24	***	Supported
H3	E-Service Quality	·······▶	E-Satisfaction	0.19	***	Supported
H4	E-Service Quality	·······▶	E-Trust	0.17	***	Supported
H5	E-Satisfaction	·······▶	E-Loyalty	0.29	***	Supported
H6	E-Trust	·······▶	Revisit Intention	0.22	***	Supported
H7	E-Trust	·······▶	E-Loyalty	0.26	***	Supported
H8	E-Satisfaction	·······▶	Revisit Intention	0.18	***	Supported
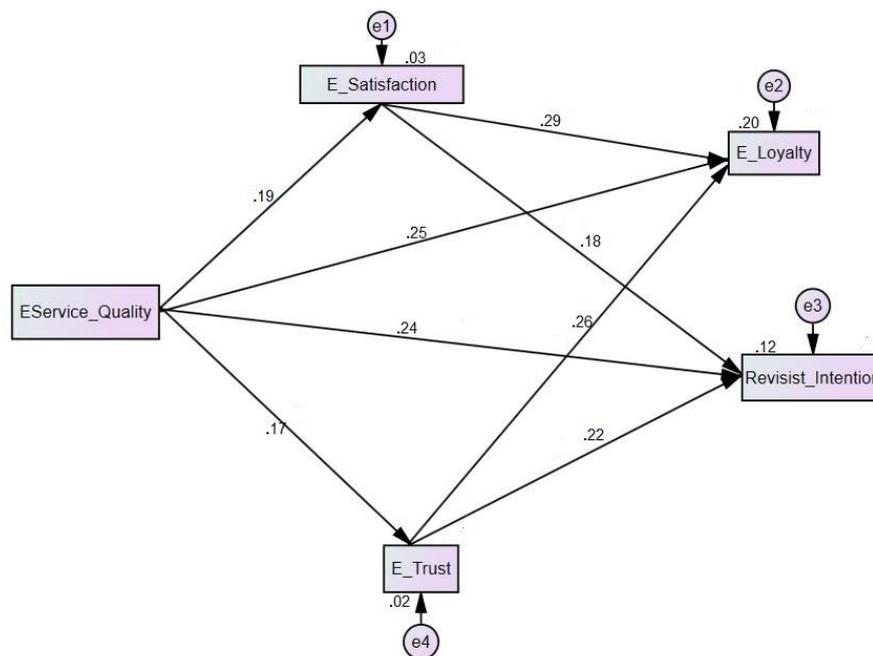
Figure 4: The estimated SEM path model
 Source: Author's elaboration

Mediation results

The study used the model to investigate whether E-Trust mediates the link between E-Service Quality and Revisit Intention and whether E-Satisfaction mediates the relationship between E-Service Quality and Revisit Intention. The mediation test was checked through *Hayes, (2017)* approach. The study findings indicated that "E-Service Quality" had a significant direct impact on both "E-Trust" *(β = 0.17, p < 0.05)* and "E-Satisfaction" *(β = 0.19, p < 0.05)*. Also, the investigation findings showed that the total effects of "E-Trust" and "E-Satisfaction" on "Revisit Intention" were also significant. The investigation's final results indicated that the indirect impact of "E-Trust" and "E-Satisfaction" was significant *(β = 0.071, p < 0.05)*, providing evidence of partial mediation by "E-Trust" and "E-Satisfaction" in the connection between "E-Service Quality" and "Revisit Intention." Hence, Hypotheses 9 and 10 were also validated.

Findings and discussions

The research aimed to explore "E-Service Quality's" influence on "E-Loyalty" and "Revisit Intention. Also, the study aimed to investigate the mediating roles of "E-Trust" and "E-Satisfaction" in the relationship between "E-Service Quality" and "Revisit Intention." The findings indicated that "E-Service Quality" has a positive effect on both "E-Loyalty" *(β =0.25; p < 0.05)* and "Revisit Intention" *(β =0.24; p < 0.05)*, which is consistent with prior studies (Alnaim et al., 2022; Daabseh & Aljarah, 2021). Additionally, the study found that "E-Trust" and "E-Satisfaction" positively affect "E-Loyalty" and "Revisit Intention," which supports the findings of other studies (Alnaim et al., 2022; Giao et al., 2020). The model explained the variance in the endogenous variables, with "E-Satisfaction" explaining 3.61%, "E-Trust" explaining 2.89%, "E-Loyalty" explaining 80%, and "Revisit Intention" explaining 64%. It is worth noting that "E-Satisfaction" and "E-Trust," in conjunction with "E-Service Quality," contribute to "E-Loyalty."

Based on the above findings, the researchers have suggested specific implications that the tourism development organisation of the Kashmir valley should incorporate to boost the

Internationaltourism of the valley. While the study found that e-service quality has a significant positive effect on both e-loyalty and revisit intention, which implies that the Department of Tourism Kashmir should strive to improve the quality of its online services, such as website design, ease of use and tourist support as the online environment can help the tourists in accessing information about sub-destinations, accommodation setup, tourist transportation availability, tourist Amenities, destination routes, leisure and recreation activities offered at the destination. Such things can help increase the delivery system and tourist satisfaction, mainly international tourists visiting Kashmir. Better e-service quality will also help build e-trust with online tourists by being transparent and reliable in tourism business practices. It can help increase tourist e-loyalty and encourage repeat visits. This implication is inconsistent with our study's findings that e-trust positively affects both e-loyalty and revisit intention.

Furthermore, the findings of the study showed that both e-loyalty and revisit intention are positively affected by e-service quality, e-trust, and e-satisfaction, which infers Department of Tourism Kashmir should focus on promoting repeat visits by providing high E-services quality which will help in building trust with tourists, thereby by ensures tourist satisfaction, can be achieved explicitly by offering incentives such as trip discounts, virtual tours, properly managed destination, loyalty videos and promptly and effectively by addressing tourist complaints. The study highlights the importance of providing high-quality services, building e-trust with guests, and ensuring e-satisfaction to promote e-loyalty and encourage repeat visits. Tourism organisations focusing on these factors can increase tourist retention and gain a competitive advantage over their counterparts.

Conclusion, limitations, and directions for future study

Previous literature has identified a research gap regarding the relationship between "E-Service Quality," "E-Satisfaction," "E-Trust," "E-Loyalty," and "Revisit Intention." To fill this gap, the current study aimed to evaluate the impact of "E-Service Quality" on "E-Loyalty" and "Revisit Intention" with the mediating role of "E-Satisfaction" and "E-Trust." The study found that "E-Service Quality," "E-Satisfaction," and "E-Trust" positively influence "E-Loyalty," and "E-Satisfaction" and "E-Trust" also lead to "Revisit Intention." Additionally, the study evaluated the mediating function of "E-Trust" and "E-Satisfaction" in the relationship between "E-Service Quality" and "Revisit Intention," finding that they partially mediate this relationship. A structural equation model was employed to test the proposed hypotheses using AMOS software version 23.0. The findings of this study have implications for researchers and marketers interested in exploring the relationship between E-Service Quality and E-Loyalty.

However, it is important to acknowledge the limitations of this study, which is quantitative. Future research could incorporate moderation techniques to examine the impact of moderators on the relationship between E-Service Quality and Revisit Intention. Furthermore, other factors that may influence the link between "E-Service Quality" and "Revisit Intention" should have been considered in this study. The mediation of E- Loyalty was not studied in the present study, which can be considered in future studies.

This study is limited to the tourism industry in Kashmir and cannot be generalised to other states or countries due to variations in geography, culture, and other factors. This study's outcomes may only apply to the specific context of the tourism industry in Kashmir. The current study employed CFA and PLS-SEM as statistical techniques. The proposed model may be further understood in future research using more novel statistical methods like PLS-Predict, Blinding, Neural Networks, and IPMA. It would also be beneficial to perform "*t-tests*" and "*chi-square tests*" to determine the significance of the variables between males and females.

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