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Identifying the Factors of E-service Quality among Indian Millennial Streaming Service Users

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Abstract: This research sought to explore the preferences of Indian Millennial in the realm of streaming services, specifically focusing on music. The goal was to uncover the intricate connections between various quality dimensions within six services: web design, performance, personalization, trust, satisfaction, and repurchase intention. Employing an e-service quality measurement and a quantitative research methodology, the study distributed questionnaires to 400 Indian millennial known for their heavy usage of music streaming services, gathered from local private colleges and universities. Data analysis involved descriptive analysis and partial least squares for structural modeling. The study's findings indicated significant associations between web design, customization, and repurchase intention. Performance factors, such as reliability and responsiveness, played a crucial role in satisfaction, and a link between satisfaction and repurchase intention was established. Notably, trust did not show a significant influence on purchase intention. These findings contribute valuable insights that can be applied not only to streaming music services but also to other e-services, aiding in the development of quality metrics to assess customer-centric effectiveness. The suggestion for future research includes exploring different types of e-services with varied quality dimensions for a comprehensive and comparative analysis.

Keywords: E-service; E-service Quality; India; Millennial; Music Streaming

1. Introduction

In the late 1990s and early 2000s, the global music industry underwent a significant technological transformation. The shift from traditional CDs and physical media to digital downloads created a crisis within the industry, exacerbated by the rise of peer-to-peer file sharing services like Napster. Between 2000 and 2005, CD sales in the United States plummeted by 25%, marking a challenging period for the Recording Industry Association of America (RIAA, 2006). Over the next fifteen years, the overall revenues of the music industry experienced a staggering 40% decline (IFPI, 2017). A study by Zentner (2010) during the broadband Internet penetration period revealed that file-sharing was responsible for half of the industry's revenue losses.

However, by 2015-16, the music industry began to rebound, witnessing its first consecutive year-on-year growth (IFPI, 2017). Subsequently, total revenues increased by 8.1% after 2017, with a remarkable 54% surge in digital shares of global revenues and a 41.1% increase in streaming music revenues (IFPI, 2018). Notably, 96% of current music consumption occurs through legitimate channels, with 45% attributed to streaming music (IFPI, 2017). The industry's turnaround can be attributed to innovative streaming music services that successfully convinced users accustomed to free music to either pay a nominal subscription fee or accept ads. In return, consumers gained access to an almost infinite choice of music, available anywhere, anytime, and on any platform. The introduction of curated playlists and algorithmic learning further emphasized the discovery of music and integration with social media. It became evident that music streaming had become the present and future of the record industry.

In 2017, Spotify boasted 100 million active users, with at least half of them being paid subscribers (Nair, 2017). Despite the industry's positive trajectory, piracy persisted, facilitated by search engines like Google and "stream ripping," an unlawful practice of copying legal streaming content. The affordability and legality of streaming music content didn't entirely eradicate piracy, suggesting that it might continue to grow in popularity.

The focus of this study is on Indian Millennials, specifically those aged 20 to 39 in 2018. This

generation, shaped by the technological revolutions of the 1980s and 1990s, is presumed to be tech-savvy, spending a considerable amount of time on electronic devices such as laptops and smartphones (EY, 2016). However, there is a dearth of research on the satisfaction and loyalty of Indian Millennials towards streaming services.

The research proposes a modified SERVQUAL model to examine the quality factors of e-services, incorporating dimensions such as website design, reliability, responsiveness (performance), trust, and personalization. The aim is to understand their impact on consumer expectations, satisfaction, repurchase intention, and other relevant dimensions for success in the realm of e-services. Identifying critical drivers for e-services is crucial for developing better platforms and enhancing service outcomes for the targeted Indian Millennials, who are notably more active in music streaming, constituting 72% of all Spotify streaming in 2016 (Cummings, 2016).

2. Literature Review

Zeithaml, Parasuraman, and Berry introduced the SERVQUAL model in 1988 to capture and measure customer perceptions of service quality. This model recognizes that perceived service quality is tied to customer satisfaction, as an individual's evaluation of an organization's overall merit goes beyond objective measures. Customer attitudes, distinct from satisfaction, result from a comparison between expectations and perceptions of performance (Parasuraman et al., 1985). Grönroos' foundational research in 1982 shifted the focus from "conformance to requirements" to "expectations" in the service quality literature. However, separating technical quality (service outcomes) from functional quality (service process) has created unresolved divisions in perspectives (Kettinger and Lee, 1994).

Kang (2006) argued that technical quality is easily copied and does not confer a competitive advantage. The SERVQUAL model, being intentionally functional, has faced criticism (Kang, 2006; Yarimoglu, 2014). Cronin and Taylor (1992) proposed the SERVPERF model, combining reliability and responsiveness into a single performance measure that considers both functional and technical quality factors. This study develops a variant of the SERVQUAL model, focusing on perceived service gaps compared to expectations. All first-order variables are derived from SERVQUAL's five dimensions: tangibles, reliability, responsiveness, empathy, and trust.

Reliability and responsiveness are considered performance factors, distinct from other constructs, as they relate to satisfaction before repurchase intention. This distinction aligns with research acknowledging both quality of service and satisfaction as unique but linked concepts. Rajeswari et al. (2017) demonstrated that satisfaction determines the quality of service and loyalty. Caruana (2002) argued for a framework linking performance to satisfaction, repurchase intention, and aspects like web design, trust, and personalization. This highlights the need to adapt service quality models for e-services.

Yarimoglu (2014) identified SERVQUAL as the most widely used model for measuring service quality but noted a lack of interest in website and online service quality before the 2000s. Carlson and O'Cass (2010) highlighted a gap in research on non-e-commerce and content-driven websites. Parasuraman and Grewal (2000) suggested investigating how the definitions and importance of SERVQUAL dimensions change when customers interact with technology rather than service personnel.

To complement the SERVQUAL model, the study introduces WebQual, developed by Loiacono et al. (2007) based on Reasoned Action Theory and Technology Acceptance Model (TAM). Lai (2017) showed the significance of TAM attributes like security, perceived usefulness, and ease of use in digital payment adoption. WebQual includes dimensions such as information quality, functional fit-to-task, tailored information, trust, response time, ease of use, intuitive operations, visual appeal, consistent image, relative advantage, and customer service. Comparisons can be drawn between WebQual and the dimensions of web design, trust, and personalization, examining their correlation with repurchase intention.

Repurchase intention is a manifestation of loyalty, defined by Oliver (1997) as a deep commitment to rebuy or repatronize a preferred product or service consistently. Loyalty intentions are reflected in quality models like E-S-QUAL and E-RecS-QUAL for e-services (Parasuraman et al., 2005). Studies demonstrate that service quality is an antecedent construct, with loyalty being an outcome of satisfaction (Caruana, 2002; Hsu, 2008). Customer retention is economically advantageous, with loyalty costing 5 to 25 times less than attracting

new customers. Santoso and Aprianingsih (2017) linked perceived service and e-service quality directly to repurchase intention, supporting correlations with satisfaction.

This research addresses the need for a comprehensive understanding of the interplay between quality, satisfaction, and loyalty in e-services. Previous studies have explored the relationship between these constructs in business-to-consumer e-commerce and e-services selectively. The current study aims to link e-service quality measures to repurchase intention, focusing on performance-related satisfaction, particularly in aspects of reliability and responsiveness. Carlson and O'Cass (2010) support this choice, establishing a direct link between repurchase service quality, satisfaction, and behavioral intentions. The rationale is that in high-volume, low-price transactions, customer satisfaction ratings have little impact on web design, personalization, and trust.

In conclusion, the study builds upon established service quality models, adapting them for the unique challenges of e-services. By incorporating dimensions from both SERVQUAL and WebQual, the research aims to provide a nuanced understanding of customer perceptions, expectations, satisfaction, and loyalty in the dynamic landscape of e-services. The focus on repurchase intention as a key indicator of loyalty adds depth to the exploration, recognizing the economic significance of customer retention in the ever-evolving digital era. Through this comprehensive approach, the study seeks to contribute valuable insights to the ongoing discourse on optimizing e-service quality for customer satisfaction and loyalty.

2.1 Performance

In the context of this study, performance within music streaming services is defined by two key dimensions: reliability and responsiveness. Reliability pertains to the consistent provision of services, ensuring that transactions between the site and users are unfailingly completed with timely and accurate billing. The website or application should be accessible 24/7, with minimal disruptions and errors. Research by Kettinger and Lee (1994) in the information service function (ISF) domain validated that reliability strongly correlates with user satisfaction. In the realm of e-commerce and online shopping, studies by Bauer et al. (2006) and Omar et al. (2015) underscored the significance of reliability, establishing its direct positive impact on user satisfaction.

Responsiveness, on the other hand, is characterized by the belief that music streaming service providers offer prompt and efficient customer service through diverse contact methods and clearly defined customer policies. Zhu et al. (2002) affirmed that the responsiveness of IT-based services positively influences satisfaction. Consistent with these findings, studies in e-commerce and e-shopping, including those by Lee and Lin (2005), Bauer et al. (2006), and Ting et al. (2016), have consistently highlighted the link between responsiveness and satisfaction. In the context of Lebanese e-banking services, Hammoud et al. (2018) confirmed the significance of reliability and responsiveness in influencing customer satisfaction.

Within the framework of this study, performance is conceptualized as a composite of reliability and responsiveness. Customer satisfaction, viewed cumulatively across all transactions, is contingent upon the user's perception that the streaming music services function seamlessly. This nuanced perspective on satisfaction, distinguishing between cumulative and transactional evaluations, aligns with the emphasis in Kuo et al.'s (2009) study on mobile value-added services.

In summary, the hypothesis derived from this understanding is stated as follows:

H1: The performance of music streaming services, as gauged by reliability and responsiveness, positively influences user satisfaction.

This hypothesis posits that when users perceive music streaming services as operating effectively, their overall satisfaction with these services is expected to increase. The study aims to empirically explore and validate this relationship between performance and satisfaction within the specific context of music streaming services.

2.2 Web Design

Web design, in the context of this study, encompasses the structure and visual elements of websites and applications, facilitating effective task management. It involves a well-organized graphical interface with appropriate, attractive, non-intrusive, and non-distracting graphics. The design should feature simple web pages and text that are easy to read, fostering ease of learning and navigation (Parasuraman et al., 2005; Swaid and

Wigand, 2007, 2009; Carlson and O'Cass, 2010). Wolfinbarger and Gilly's (2003) research supported the hypothesis by demonstrating that web design was a more accurate predictor of loyalty intentions than measures of e-service quality and satisfaction in the e-commerce context.

In essence, the second hypothesis posits that when music streaming services provide customers with a seamless and well-designed user experience, encompassing intuitive navigation and aesthetically pleasing graphical elements, the intention to repurchase increases. This hypothesis aligns with the notion that a positive web design enhances the overall user experience, contributing to sustained customer loyalty. Therefore, the hypothesis is stated as follows:

H2: The web design of music streaming services has a positive effect on repurchase intention.

This hypothesis anticipates that a well-crafted and user-friendly web design positively influences users' intentions to repurchase music streaming services. The study seeks to empirically explore and validate this relationship, shedding light on the critical role of web design in shaping consumer behavior within the music streaming industry.

2.3 Satisfaction and Re-purchase intention

Satisfaction, in the context of this study, represents customers' evaluative belief that opting for a particular streaming music website or application was a good choice, aligning with their needs and preferences (Cronin et al., 2000). Subsequently, the intention to repurchase is gauged by assessing customers' conviction that they will invest effort, plan, and anticipate using the same streaming music platform in the future (Cheng et al., 2011). The well-established positive relationship between satisfaction and purchase intentions, particularly in the context of repurchase intentions, is supported by e-commerce studies (Lee and Lin, 2005; Bai et al., 2008) and research in the hotel industry (Jeong et al., 2003). In the realm of B2C e-commerce in India, research has consistently demonstrated the association between satisfaction and loyalty (Ting et al., 2016; Hidayat et al., 2016).

In essence, when customers derive satisfaction from their chosen streaming music service, the likelihood of developing loyalty to these services increases. Therefore, the third hypothesis posits:

H3: Satisfaction with music streaming services has a positive effect on repurchase intention.

This hypothesis anticipates that a positive satisfaction experience with streaming music services will contribute to the customers' intention to repurchase these services. The study aims to empirically examine and validate this relationship, shedding light on the pivotal role of satisfaction in shaping users' intentions within the dynamic landscape of music streaming platforms.

2.4 Personalization

Personalization in the context of this study refers to customers' perception that music streaming services provide personalized attention, understanding their specific needs, and delivering an individualized service tailored to their preferences (Swaid and Wigand, 2007, 2009). The link between personalization and repurchase intention is substantiated by Parasuraman and Grewal's (2000) research, where customization or personalization positively correlates with behavioral intentions (cited in Parasuraman et al., 2005). Tong et al. (2012) demonstrated a positive correlation between service personalization and e-loyalty in internet banking, while Pappas et al. (2012) found that personalization positively influences purchase intentions in online shopping.

In essence, if customers perceive that their unique needs are addressed by a streaming music service, it is expected that their intention to repurchase will increase. Therefore, the fourth hypothesis posits:

H4: The personalization of music streaming services has a positive effect on repurchase intention.

This hypothesis suggests that the extent to which streaming music services tailor their offerings to individual preferences directly influences customers' intentions to repurchase. The study seeks to empirically explore and validate this relationship, highlighting the significance of personalization in enhancing user loyalty within the realm of music streaming services.

2.5 Trust

Trust in the context of this study refers to the belief that customer transactions are secure, and their

personal data stored by the service provider is adequately protected (Chang et al., 2009; Van Riel et al., 2003). Trust involves having clearly defined privacy policies on the website (Van Riel et al., 2003). Studies by Loiacono et al. (2014), Santoso and Aprianingish (2017), and Thamizhvanan and Xavier (2013) lend support to the association between trust and repurchase intention. Hsu (2008) discovered that trust served as a positive indicator of loyalty, aligning with repurchase intentions. Loiacono et al. (2014) proposed that users with more experience and online purchases tend to be more skeptical of unreliable websites.

In essence, if customers harbor a sense of security in sharing their personal information with streaming music services, it is anticipated that their intention to repurchase will be higher. This leads to the formulation of the final hypothesis:

H5: A customer's trust in music streaming services has a positive effect on repurchase intention.

This hypothesis posits that the level of trust customers place in streaming music services significantly influences their intention to repurchase. The study aims to empirically examine and validate this relationship, underscoring the critical role of trust in shaping consumer behavior within the music streaming domain.

3. Methodology

The research design of this study aimed to establish connections between e-service quality factors, satisfaction, and repurchase intention by conducting a survey among Indian Millennial students from private colleges and universities. Respondents were qualified if they used music streaming websites or apps more than once or twice a week. Convenience sampling was employed for data collection due to its simplicity and time efficiency, combining both descriptive and quantitative research methods.

Prior research suggested sample sizes ranging from 300 to 400 respondents (Chang et al., 2009; Spreng et al., 1995). According to the rule of thumb proposed by Barclay et al. (1995), sample sizes for partial least squares should be at least 10 times the highest sum of formative indicators or structural paths to any single construct. Adhering to these considerations, a target sample size of 400 was deemed adequate, maintaining a statistical power of 80% to identify R2 values of at least .10 at a 95% level of confidence (Hair et al., 2014). This approach ensured robustness and reliability in capturing the relationships between the variables under investigation.

3.1 Scale of Measurement

Utiliing the SERVUAL uestionnaire framework proposed by Parasuraman et al. (1985), a 7-point Likert Scale ranging from 1 (Disagree most) to 7 (Agree Most) was employed in this study. Measurement items, drawn from established research , covered the adapted e-service quality factors : Web Design four items by Swaid and Wigand (2007), reliability four items by Zavereh et al (2012), responsiveness three items by Lee and Lin (2005), trust three items by Chang et al. (2009), personalization three items by Swaid and Wigand (2007), Satisfaction three ites by Cronin et al (2000) and repurchase intention three items by Cheng et al (2012). All measurements items surpassed the recommended thresholds for Cronbach's Alpha and composite reliability values, both exceeding 0.7 as advocate by Kline (1999) and Hair et al. (2010). A detailed breakdown of the measurement items is provided in Table 1.

3.2 Pilot Study – Reliability Analysis

Before the main data collection, a pilot study involving 3 respondents as conducted to identify potential errors in the questionnaire and assess the internal consistency of the measurement items. With all constructs meeting the criteria, except for web design, which fell below the 0.7 to 0.8 threshold for Cronbach's alpha set by Kline (1999), the study proceeded The decisions as grounded in the anticipation that reliability scores would reach the desired threshold with the larger sample size, justifying the continuation of the study.

3.3 Data Analysis Process

An initial analysis was conducted using Statistical Packages for Social Science Version(SPSS). The data underwent cleaning to remove outliers, folloed bya descriptive analysis to create an average respondent profile. The primary, data analysis utilized Smart PLS version .2.7 for partial least squares and hypothesis testing.

3.4 Profile of Respondents

Out of the 444 surveys distributed, 400 were deemed acceptable for analysis, resulting in a response rate of 90% A comprehensive profile of the respondents reveals that 565% were male and 43.5% were female Regarding age distribution, 57.4% were 18 years or younger , while 35.5% fell between the ages of 19 and 22. A significant portion, 845%, earned Rs 1000 or less per month. Education wise, 45.5% had obtained an Indian Education Certificate and a General Certificate of ordinary education. O level or a high school diploma. In terms of music streaming platforms, 88.8% and 58% used YouTube and spotify respectively.

3.5 Model Assessment Using Partial Least Squares Structural Equation Modelling (PLS-SEM)

Structural modeling elucidates the connections between distinct constructs and latent variables In a reflective measurement model, the measures signify the impacts of the notable construct, establishing a causal link between the construct and measurements , Hair et al.(2017)

3.6 Assessment of Measurement Model

Table 1 illustrates the assessment of construct reliability and convergent validity for the study's constructs.

Table 1: Reflective Measurement Model: Factor Loadings, CR and AVE

Construct	Indicator	Loadings	CR	AVE
Re-purchase Intention	RP1	0.876	0.933	0.823
	RP2	0.933		
	RP3	0.912		
Web Design	WD1	0.859	0.600	0.600
	WD2	0.849		
	WD3	0.528		
	WD4	0.461	Item Deleted	
Satisfaction	SAT1	0.802	0.864	0.679
	SAT2	0.869		
	SAT3	0.800		
Personalization	PERS1	0.696	0.818	0.601
	PERS2	0.799		
	PERS3	0.825		
Trust	TR1	0.784	0.857	0.668
	TR2	0.863		
	TR3	0.802		
Reliability	REL1	0.767	0.827	0.548
	REL2	0.600		
	REL3	0.796		
	REL4	0.781		
Responsiveness	RES1	0.769	0.830	0.619
	RES2	0.842		
	RES3	0.747		

Note: WD4 was deleted due to low loadings; AVE= Average Variance Extracted and CR= Composite Reliability

Table 2 shocases the assessment of discrimant validity, denoting the degree to hich a construct is distinct and unique from others, not overlapping ith the phenomena explained by the other constructs in the framework, Hair et al. (2017)

Table 2: Discriminant validity of the measurement model: Heterotrait-Monotrait (HTMT) criterion (2015)

	PERS	RP	REL	RES	SAT	TR	WD
PERS							
RP	0.446						
REL	0.501	0.487					
RES	0.699	0.431	0.897				
SAT	0.648	0.539	0.496	0.474			
TR	0.557	0.320	0.591	0.741	0.441		
WD	0.542	0.507	0.851	0.855	0.512	0.593	

Note*:* HTMT < 0.85 (Kline, 2011), HTMT < 0.90 (Gold et al., 2001). PERS=Personalization; RP=Re-purchase Intention; REL=Reliability, RES=Responsiveness; SAT=Satisfaction; TR=Trust

3.7 Assessment of Formative Second Order Constructs

Table 3 provides an assessment of formative second order constructs, ith a focus on evaluating collinearity issues.

Table 3: Collinearity Assessment for Formative Second Order Construct

	PERFORMANCE
RELIABLE	1.729
RESPONSIVENESS	1.729

Table 4 provides an examination of the significance and relevance of the outer weights of the formative constructs. The bootstrapping results, delineating the weights and path coefficients for each formative construct (Hair et al., 2011), indicate that all formative indicators are statistically significant. This underscores the robustness and reliability of the formative constructs, as each indicator contributes significantly to the overall assessment of the constructs in the model.

Table 4: Path Co-Efficient Assessment for Outer Weights on Second Order Constructs

	Direct Effect (β)	Standard Error	T-statistic	P-value
REL → PERF	0.634	0.130	4.892**	0.000
RES→ PERF	0.455	0.138	3.366**	0.001

Note: **p< 0.01, *p<0.05 (one-tailed) PERF=Performance; REL=Reliability, RES=Responsiveness

3.8 Assessment of Structural Model

Prior to assessing the structural model, it is imperative to verify the absence of lateral collinearity in the study's inner model. Table 5 furnishes the outcomes of the lateral collinearity test for the model. Each construct's inner variance inflation factor (VIF) values, as depicted in the table, fall below the established threshold of 3.3 (Diamantopoulous and Siguaw, 2006). This outcome signifies that lateral multicollinearity is not a concern in this study, ensuring the reliability and stability of the inner model.

Table 5: Collinearity Assessment

	RP	SAT
PERF		1.000
PERS	1.425	
SAT	1.361	
TR	1.349	
WD	1.321	

Note: PERF=Performance; PERS=Personalization; RP=Re-purchase Intention; SAT=Satisfaction; TR=Trust

Figure 1 illustrates the structural model employed in the current survey, featuring five developed hypotheses. The assessment of the significance levels of these hypothetical relationships involved measuring path coefficients through bootstrapping techniques. As presented in Table 6, performance ($\beta = 0.403$, $p < 0.01$) exhibits a positive correlation with satisfaction, supporting H1. Similarly, the results indicate that Web design (ß = 0.232, $p < 0.01$), satisfaction (ß = 0.306, $p < 0.01$), and personalisation (ß = 0.117, $p < 0.05$) all share a significant positive relationship with the intention to re-purchase. Consequently, H2, H3, and H4 find support. However, trust (ß = 0.024, $p > 0.05$) did not show a significant correlation with re-purchase intention, leading to the non-support of H5.

Table 6: Path Co-Efficient Assessment

	Direct Effect (β)	Standard Error	T-statistic	P-value	Decision
PERF→SAT	0.403	0.043	9.402**	0.000	Supported
WD → RP	0.232	0.047	4.917**	0.000	Supported
SAT → RP	0.306	0.053	5.754**	0.000	Supported
PERS→ RP	0.117	0.052	2.251*	0.025	Supported
TR → RP	0.024	0.043	0.549	0.583	Not Supported

Note: **p< 0.01, *p<0.05 (one-tailed). PERF=Performance; PERS=Personalization; RP=Re-purchase Intention; SAT=Satisfaction; TR=Trust; WD=Web Design

The coefficient of determination (R2) serves as an indicator of the proportion of variance in an endogenous construct that can be elucidated by all associated exogenous constructs. As indicated in Table 7, the R2 value for re-purchase intention is 0.275, denoting that web design, satisfaction, personalisation, and trust collectively account for 28% of the variance in re-purchase intentions. Furthermore, the R2 value for satisfaction is 0.163, suggesting that performance contributes to 16.3% of the variance in satisfaction. To assess predictive relevance (Q2), which gauges the predictive power of exogenous constructs in relation to endogenous constructs, Table 7 presents Q2 values for re-purchase intention (0.212) and satisfaction (0.102). These values surpass 0, affirming the model's adequate predictive relevance.

Lastly, the effect size (f2) evaluates whether an exogenous construct significantly influences an endogenous construct based on its individual variance rather than shared variance (Hair et al., 2010). As

depicted in Table 7, performance (f2 = 0.194) exhibits a medium effect size on satisfaction. Web design (f2 = 0.056) and satisfaction (f2 = 0.095) display small effect sizes, while personalisation (f2 = 0.013) demonstrates a medium effect size, and trust (f2 = 0.001) exhibits a small effect size on re-purchase intention. These findings suggest that performance is crucial in explaining satisfaction, and personalisation holds more significance than web design, satisfaction, and trust in elucidating and predicting re-purchase intention.

Table 7: Determination of C0-efficient (R^2), Effect size (f^2) and Predictive Relevance (Q^2)

	Determination Co-efficient	*Predictive Relevance*	*Effect Size (f^2)*		
	R^2	*Q^2*	*RP*	*SAT*	*Effect Size*
RP	0.275	0.212			
SAT	0.163	0.102			
PERF				0.194	Medium
WD			0.056		Small
SAT			0.095		Small
PERS			0.013		Medium
TR			0.001		Small

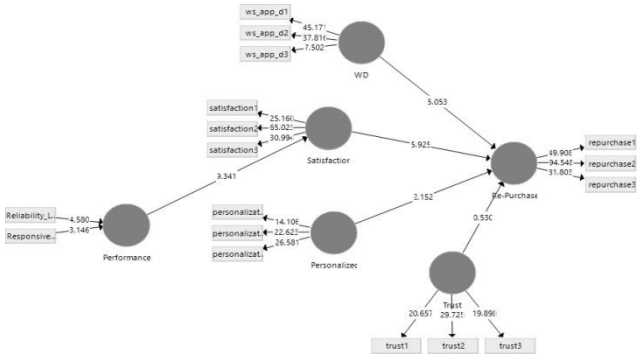

Fig 1: The Structural Model

4. Discussion

The study's findings illuminate a positive association between performance (reliability and responsiveness) and satisfaction, aligning with prior research affirming the link between satisfaction and reliability (Kettinger and Lee, (1994); Bauer et al., (2006); Omar et al., (2015). Similarly, the positive correlation of responsiveness with satisfaction, observed in IT-based services and e-commerce studies, underscores the significance of reliable service and adequate customer support as positive indicators of satisfaction (Zhu et al., 2002); Lee and Lin, (2005); Bauer et al., (2006); Ting et al., (2016).

Furthermore, the study identifies a positive relationship between web design and re-purchase intention, in accordance with the significance of website design as a predictor of loyalty intentions in e-commerce (Wolfinbarger and Gilly, 2003). This emphasizes the importance of Information Systems (IS) perspectives and user-centered design considerations in shaping user acceptance (Ahn et al., 2004).

The positive correlation between satisfaction and re-purchase intention echoes previous research in e-commerce, post-purchase intentions in mobile value-added services, and purchase intentions in the hotel industry, affirming that service quality precedes satisfaction and loyalty (Shankar et al., 2003; Lee and Lin, 2005; Bai et al., 2008; Kuo et al., (2009); Jeong et al., 2003; Hidayat et al., 2016).

Additionally, the study highlights a positive relationship between personalisation and re-purchase intention, in line with prior research indicating that customization/personalization corresponds to behavioral intentions in various contexts (Parasuraman and Grewal, 2000; Tong et al., 2012; Pappas et al., 2012). This

underscores the importance of personalized services in e-services, suggesting that music streaming platforms should curate content that is culturally and linguistically relevant to users.

Contrary to the positive associations found in other dimensions, there was no significant positive relationship between trust and re-purchase intention in the context of streaming music services. This could be attributed to the relatively low subscription prices and a considerable proportion of respondents not paying for the service, minimizing concerns about transaction security or risks to personal data. Consequently, trust did not emerge as a significant predictor of loyalty to streaming music services.

5. Theoretical Implications

This study significantly contributes to our understanding of streaming music services and their dynamics among Indian Millennial users within the framework of e-services. Grounded in the extensive literature on e-service quality, the study amalgamates facets from Servqual and WebQual models, proposing pertinent factors linked to behavioral intentions. The implications drawn from this research serve as a valuable reference for scholars, marketers, and students, fostering discussions and laying a foundation for further exploration.

The exploration of music streaming services within the e-service quality dimensions and their intricate relationships offers a nuanced perspective. Direct influences of web design, personalization, and satisfaction on re-purchase intention are established. Notably, the study underscores that performance, encompassing reliability and responsiveness, stands out as a precursor to satisfaction, distinguishing it from other metrics. This outcome signifies that customer satisfaction in streaming music services is intricately linked to the perceived reliability and responsiveness of the platform. Higher customer perceptions directly translate into elevated satisfaction with their chosen music streaming service.

A noteworthy observation emerges in the context of high-volume transactions with relatively low costs for customers. The evaluation of customer performance is determined primarily by meeting user expectations, diverging from the direct correlations found in web design and personalization. In essence, the study suggests that online behavioral research should consider the nature of transactions involved in purchasing behavior. This nuanced insight prompts a reevaluation of the factors influencing customer loyalty and re-purchase intention, particularly in the context of streaming music services.

In essence, this research not only enriches our understanding of the e-service quality landscape for music streaming but also opens avenues for future investigations into the intricacies of user behavior in the evolving landscape of digital services.

6. Practical Implications

The findings of this research offer actionable insights that could be instrumental in shaping the marketing strategy of customer-focused e-service providers, particularly in the realm of streaming music services and similar domains. Recognizing the pivotal role of customer satisfaction and re-purchase intentions, online service companies can strategically enhance the quality of their offerings to deliver superior value and benefits to their customers.

For streaming music services and analogous e-services, there are concrete applications of the constructs identified in this study. Emphasizing web design to create visually appealing and user-friendly interfaces, optimizing navigation, and ensuring graphics are utilitarian are crucial steps. Personalization efforts should be geared towards tailoring the service experience to match individual preferences, habits, and custom profiles, ensuring a more personalized and engaging user journey.

The study's revelation that user performance perception significantly influences satisfaction and re-purchase intentions underscores the importance of consistently meeting the fundamental needs of customers. Prioritizing functional and reliable customer services becomes paramount, as these factors contribute substantially to user satisfaction and, consequently, foster re-purchase intentions.

While web design, trust, and satisfaction play roles with smaller effects, the emphasis on performance and re-purchase intention, marked by medium-sized effects, highlights their heightened significance. This indicates that e-service providers should concentrate efforts on developing reliable services and cultivating habitual usage patterns among customers. This could involve ensuring service consistency, reliability, and

meeting user expectations consistently over time.

In summary, leveraging the insights from this research can guide e-service providers in optimizing their offerings, enhancing customer experience, and ultimately building a loyal customer base with a strong inclination towards re-purchase.

7. Limitations And Recommendations For Future Study

This research stands out from existing e-service quality models, which often originated from e-commerce and gradually transitioned to encompass pure e-services. Pioneering models like E-S-QUAL, E-RecS-QUAL by Parasuraman et al., and eTailQ by Wolfinbarger and Gilly (2003) primarily focused on online shopping and laid the groundwork for numerous studies on e-service quality. In contrast, this study uniquely centers on streaming music services as a specific category within the broader realm of e-services. Its framework draws from both established theories (quality of electronic service) and models (SERVQUAL and WebQual).

While this research sheds light on the quality of streaming music services, there's ample opportunity for future studies to explore a more extensive array of e-service industries. Sectors such as video streaming, social media platforms, news portals, e-learning websites, etc., offer diverse contexts that warrant focused investigations. Additionally, future research in the domain of e-services should delve into models specifically designed to assess website and service delivery quality, such as E-SERVQUAL, WebQual, and SITEQUAL. The quality of service within information technology and information systems should also be integral to such explorations.

Acknowledging that the variables in this study exhibited weak to medium predictive power implies that there's much more to unravel within the relevant concepts. Consequently, researchers should propose and scrutinize frameworks featuring different sets of variables. Considerations may extend to the perceived value by the customer, encompassing factors like profit and cost. While this study establishes performance as the sole variable directly related to satisfaction, and satisfaction in turn influences re-purchase intentions, other relationships—such as those of web design, personalization, and trust with satisfaction—remain untested.

An avenue for improvement and exploration in future research involves revisiting and refining the relationships between e-service quality factors and purchase intentions, potentially through more direct and simplified models. This would contribute to a deeper understanding of the intricate dynamics shaping user behavior in e-service contexts.

8. Conclusion

This study embarked on an exploration of streaming music services and the preferences of Indian Millennials, aiming to scrutinize the quality of e-service in this context. The research journey involved formulating a framework, devising a methodology, and subsequently gathering and scrutinizing data from 400 Millennials enrolled in Indian colleges and private universities. The central goal was to ascertain whether these users' expectations were met and if their interactions with streaming music services cultivated satisfaction and loyalty.

The study delved into the validity of pertinent factors governing the quality of e-service, seeking correlations among six key variables: web design, performance, trust, personalization, satisfaction, and repurchase intention. As a result, the data analysis brought to light noteworthy relationships. Notably, significant connections were identified between web design and repurchase intention, personalization and repurchase intention, performance (encompassing metrics of reliability and responsiveness) and satisfaction, along with a substantial relationship between satisfaction and repurchase intention.

By unraveling these connections, the research contributes to the broader understanding of the Indian millennial generation's dynamics and sheds light on the nuanced landscape of streaming music services. Moreover, the insights generated by this study could serve as a valuable foundation for subsequent research endeavors focused on the realm of e-services, fostering a cumulative body of knowledge in this evolving domain.

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