

The Effect of Emotional Intelligence on Perceived e-Service Quality, Consumers' Perceived Value, Purchase, Loyalty Intentions and Satisfaction

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Abstract

Customers attitudes and beliefs are of a major importance for the Science of Marketing since they have impact on customers' behaviors, satisfaction, and loyalty intentions. In addition, for Marketing Customer Emotional Intelligence (EI) influences may have significant aspects for consumer behavior. Emotional intelligence affects all aspects of human behavior. It could also influence consumer behavior, shopping habits, shopping and loyalty intentions, beliefs about product / service quality and satisfaction.

In addition, the impact of EI on decision making is probably a noteworthy parameter. Thus, the main objective is to identify patterns among EI and consumers' loyalty, and satisfaction. More specifically the aim of this paper was to assess the effects of Emotional Intelligence on the Perceived e-Service Quality related to Web Sites' Performance dimensions, Consumers' Perceived Value, Loyalty Intentions and Satisfaction.

To test the research hypotheses, a survey was conducted on 321 Greek e-customers, who answered a questionnaire, which was distributed electronically in the format of a google form. The findings of the survey show that Emotional Intelligence, positively affects perceived e-Service Quality, Consumers' Perceived Value, Loyalty Intentions as well as Customer Satisfaction. In addition, Web Site's Performance has direct effect on Overall e-Service Quality. The results of the study demonstrated that of customers' e-Service Quality positively affected Perceived Value as well as Purchase and Loyalty Intentions.

In addition, Web Sites' Performance had direct effect on Overall e-Service Quality.

The paper calls for more research on how Emotional Intelligence influences e-Service Quality and Satisfaction e-self-service technologies.

Keywords

Emotional Intelligence, e-Service Quality, Perceived Value, Loyalty, Satisfaction

1. Introduction

During the pandemic, humanity confronted lockdowns. Public services, schools, universities, private businesses, and shops shut down. Some private business, and shops gradually adopted remote working, while e-shops remained in operation and gradually developed an increasing business activity. As Pollák et al. [1] stated, COVID-19 pandemic impact was enormous and influenced as well as shaped e-consumer behavior. Pollák et al. [1] argued that the development advancement from off-line to on-line the COVID-19 pandemic is a significant quickening component of predictable adjustments.

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2. Literature Review

The literature review section is based on a) the relationship between Emotional Intelligence (EI) and Perceived e-Service Quality, Consumers' Perceived Value, Purchase, Loyalty Intentions and Satisfaction, b) the relationship between service quality and Consumers' Perceived Value, Purchase, Loyalty Intentions and Satisfaction, c) the relationship among e-Service Quality, namely Efficiency, Fulfillment, System Availability and Privacy Perceived Value as well as Purchase and Loyalty Intentions and d) the relationship between Web Site's Performance dimensions and Overall e-Service Quality.

According to Bru-Luna et al. [2] Emotional Intelligence (EI) relates to the ability to perceive, express as well as manage emotions. EI was initially defined by authors [3]. They also founded its conceptual constructs. Emotional Intelligence (EI) is viewed as the ability to perceive, recognize, realize, to access and produce emotions that help the creation of subsequent feelings along with the understanding they shape [4]. In addition, EI has the power to regulate emotions and stimulate critical thinking [4]. EI is foreseen to promote higher level performance achievement [5]. Furthermore, EI is a significant component of career goals achievement and opportunities of work opportunities, teamwork capabilities, and creation of positive relationships [6], well-being and job satisfaction [7] [8], and, finally, prosocial behavior [9].

Authors [10] cited that perceived value is defined as a benefit received by customers against the price of the transacted service or the overall utility of a product, based on their perceptions. The perceived/anticipated quality of service is the customers' judgment regarding total quality or superiority of the service [11]. The fact that this construct includes perception means that the customers' judgment above may differ among individuals experiencing identical situations. More specifically, authors [11] describe Perceived Value as the customer's overall assessment with respect to the utility of a project based on declared customers' understanding as to what is received and what is given. In addition to this, authors [12] and (1998) [13] advocate that perceived value is closely related to perceptions of risk. According to authors [14] and [15] the concept of Perceived Value is closely related to the concepts of satisfaction and quality.

Authors [16] and [17] advocated that the concept of Perceived Value is of major importance in marketing science. Moreover, an author [16] viewed the concept of Perceived Value as a "trade-off" concept between benefits and sacrifices. In a line, authors [18] think that Perceived Value consists of benefits connected with functional, economic, social and relationships gains besides sacrifices connected with price, time, effort, risk as well as suitability made by purchaser. Authors [10] view trade-off" concept as a computation of qualitative additionally quantitative experience of consumption. According to authors [19] Perceived Value is a component related to consumer value in exchange strongly connected with a benefits/costs model. Plus, it is related to consumer value build up strongly connected with benefits model and finally a model that reproduced the undercurrents the consumers evaluation connected with suppliers' contribution.

Authors [20] suggested that the way an individual perceives a situation, a product or a service, rests on their past experiences, social and cultural background. Subsequently, individuals with different cultural background will have different quality perceptions. Authors [20] deemed culture to be the filter filtering customer perceptions and demonstrate that an individual's culture is determinative in shaping the level of satisfaction. Authors [10] proposed that the quality-of-service determines to the perceived value. Authors (1995) [21] supported that additional elements and services or the auxiliary services that leading to perceived value. Authors [21] stated that auxiliary services are proposed in order to differentiate a service from a competing one. Concretely it is creating value and it is expected that a strong positive relation exists between the quality of such auxiliary services and perceived value, with an emotional assessment which ensues from the perceived value [22]. Perceived value can be considered as the coordinator of service quality with respect to customer satisfaction [23]. Authors [24] advocate that the customer's perceived value can be assessed through the framework and parameters of money, quality and benefits. Authors [25] suggest that Perceived Value influences customer satisfaction and promotes brand loyalty. Customer loyalty is a topic of great interest for marketing scholars due to its importance in achieving reasonable benefits as well as economic results [26]. Authors claimed that Customer Loyalty, suggests to the robust dedication to continuous buying a desired product of a service

[27]. An author claimed [14] that is characteristic and according to it, the only customers who matter are loyal customers. Loyal customers are considered much more valuable compared to new buyers because they are willing to pay much more for the organization. These Loyal customers seem to have reduced serving losses [28].

The impact of a disruption of customers' trust is significant for companies [29]. The increase of competitiveness, plus of market share, and since new businesses, organizations and services constantly emerge, it is deemed necessary for all means to be mustered in order to convince their customers, as well as those of the competition, who appear to have views distinguished by insufficient loyalty and trust, in order to reinforce their trust and for them to become or remain loyal customers [30].

Authors [31] showed that the relation between the quality of the service with the intention to repurchase (RI) is entirely intermediated through customer satisfaction. Authors [32] suggest that such relations exist due to the results of customer satisfaction (CS) with respect to the specific transaction and relating to the measurement of service quality (such as emotional results). Customer satisfaction increases the profitability of a business by means of the development of customer retention policy [33] and has a direct impact on repurchase intention [34]. Perceived value can be deemed as a parameter of service quality with respect to customer satisfaction [23]. Emotional results ensuing from service quality can be graded, ranging from customers' satisfaction, and consequent happiness or content [35][36], to their dissatisfaction, or even sadness or anger [35] [37] [36]. Authors [38] examined the influence of emotions with respect to behavioural intention and found that emotions affect behaviour with respect to word-of-mouth complaints and a behavioural shift [37].

The quality of service is defined by how well customer needs are met and customer expectations of quality are verified [39]. Authors [40] proposed that the relation between satisfaction and loyalty is two-way. Customer satisfaction is an attitude ensuing from the comparison of the expectations of performance and the perceived performance after the experience of the service [41]. Perceived value is directly and specifically correlated with customer satisfaction ([42], [12], [10], [43] advocate that repurchase intention rests, to a great extent, on the satisfaction caused by the perceived value.

3. Methodology

To test the research hypotheses, a survey was conducted using 321 Greek e-customers (128 males and 193 females) who responded to a google form-based questionnaire. Reliability of the used instruments was evaluated by Cronbach alpha coefficient.

3.1. Measure Development

The literature analysis that identified formerly recognized and examined scales, was applied to legislation and policy for operationalizing the conceptual constructs. All conceptual constructs were assessed using multi-item measures. This research employed TEIQue-SF instrument [44]), SERVQUAL instrument, Satisfaction scale [45]) and Loyalty intentions [46].

3.1.1. TEIQue-SF

Emotional Intelligence was measured with the TEIQue-SF (Trait Emotional Intelligence Questionnaire-Short Form) [44], which is a conceptual construct comprising 30 items, arranged in five dimensions: Well-being (6 items), Self-control (6 items), Emotionality (8 items), Sociability (6 items) and General Items (4 items).

3.1.2. Perceived e-Service Quality

Perceived e-Service Quality was measured with the E-S-Qual Inventory, which comprises twenty-two items arranged in dimensions, named Efficiency (8 items), System Availability (4 items), Fulfillment (7 items) and Privacy (3 items), and is based on [46] conceptual model.

3.1.3. Web Site's Performance

Web Site's Performance was measured by eleven items of E-ReCs-QUAL Inventory based on [46] conceptual model. E-ReCs-QUAL Inventory is a conceptual construct of three dimensions named Responsiveness (5 items), Compensation (3 items) and Contact (3 items).

3.1.4. Consumers' Perceived Value

Perceived Value was measured by three cost/benefits items based on Bauer et al. (2006) [47] study.

3.1.5. Loyalty Intentions

Loyalty intentions were measured with five items based on [45] study.

3.1.6. Satisfaction

The assessment of the customers' degree of satisfaction was evaluated with four items put forward by [42].

3.1.7. Overall e-Service Quality

The item GPO ("I have a positive disposition towards the e-services offered by an organization"), was used to assess customers' degree of Overall e-Service Quality

All the items related to all previously mentioned scales were scored on a 7-point Likert scale with 1 representing "Strongly Disagree" and 7 representing "Strongly Agree".

3.2. Statistical Hypotheses

The objective of the current study was to recognize patterns among Emotional Intelligence (EI) and consumers' loyalty, commitment and satisfaction. More than ever, the aim of this paper is to assess the effects of Emotional Intelligence on the Perceived e-Service Quality related to Web Site's Performance dimensions, Consumers' Perceived Value, Loyalty Intentions, Satisfaction and Overall e-Service Quality.

Yet, the aim of this paper is to assess the effects of Web Site's Performance dimensions/ conceptual constructs, namely Responsiveness, Compensation and Contact on Consumers' Perceived Value, Loyalty Intentions, Satisfaction and, Overall e-Service Quality. In addition, the purpose of this paper is to assess the effects of e-Service Quality dimensions/ conceptual constructs, namely Responsiveness, Compensation and Contact on Perceived Value, Purchase and Loyalty Intentions as well as Overall e-Service Quality.

Plus, the current paper examines the following statistical hypotheses.

Ho1i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

Ho2i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with Web Site's Performance dimensions/ conceptual constructs

Ho3i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with e-Service Quality dimensions/ conceptual constructs

Ho4i: Web Site's Performance dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

Ho5i: e-Service Quality dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

Ho6i: Web Site's Performance dimensions/ conceptual constructs are significantly correlated with e-Service Quality dimensions/ conceptual constructs.

4. Analysis and Discussion

Instrument's reliability was evaluated with the Cronbach's alpha coefficient, Cronbach's alpha coefficient for TEIQue-SF scale counted for 0.825. Its dimensions/ conceptual constructs, named Well-being, Self-control, Emotionality, Sociability and General Items of EI counts for Cronbach's alpha coefficient above the cutoff point of 0.60. Cronbach's alpha coefficient for Well-being, Self-control, Emotionality, Sociability and General Items of EI equals to 0.746, 0.758, 0.808, 0.663 and 0.605, respectively [48-53] [53-54] [47]. [49-53, 54-60] [53] [60-74].

Cronbach's alpha coefficient for Perceived e-Service Quality measured by E-S-Qual Inventory counts for 0.874. Its conceptual constructs named Efficiency, System Availability, Fulfillment and Privacy have Cronbach alpha coefficient above the cutoff point of 0.60. Cronbach alpha coefficient for Efficiency, System Availability, Fulfillment and Privacy equals to 0.806, 0.611, 0.839, and 0.608 and indicate internal consistency [48-55] [56-66]. [53, 54-63] [49-53, 54-60] [53-63].

Cronbach's alpha coefficient for E-ReCs-QUAL Inventory counts for 0.641. Its conceptual constructs named Responsiveness, Compensation and Contact have a Cronbach's alpha coefficient above the cutoff point of 0.60, that is considered as marginally acceptable. Cronbach's alpha coefficient for Responsiveness, Compensation and Contact is equal to 0.781, 0.663 [48-63] and indicate internal consistency [48-52, 54-63] [53-63] [49-53, 54-60] [53-63].

Cronbach's alpha coefficient for Loyalty Intentions scale counts for 0.683. This value is larger than the cutoff point of 0.6 is considered as marginally acceptable and indicates internal consistency [53-63]. [62, 63] [49-53].

Cronbach's alpha coefficient for Loyalty Intentions scale counts for 0.683. This value is larger than the cutoff point of 0.6, it is considered as marginally acceptable and indicates internal consistency [49-53]. [53-63] [53-63].

Cronbach's alpha coefficient for Customer Satisfaction scale counts for 0.755. This value is larger than the cutoff point of 0.7 and indicates internal consistency [48-52] [53-63] [53-63].

Hypothesis testing

Ho1i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

Hypotheses testing: According to the results the posed Ho1i null hypotheses are confirmed. More specifically, Emotional Intelligence (EI) is significantly correlated with Perceived Value ($r=0.545$, $p<0.01$), Loyalty ($r=0.583$, $p<0.01$), Satisfaction ($r=0.685$, $p<0.01$) and Overall Service Quality ($r=0.602$, $p<0.01$). In addition, Well-being conceptual construct is significantly correlated with Perceived Value ($r=0.423$, $p<0.01$), Loyalty ($r=0.413$, $p<0.01$), Satisfaction ($r=0.526$, $p<0.01$) and Overall Service Quality ($r=0.390$, $p<0.01$). Self-Control conceptual construct is significantly correlated with Perceived Value ($r=0.414$, $p<0.01$), Loyalty ($r=0.483$, $p<0.01$), Satisfaction ($r=0.386$, $p<0.01$) and Overall Service Quality ($r=0.305$, $p<0.01$). Emotionality conceptual construct is significantly correlated with Perceived Value ($r=0.523$, $p<0.01$), Loyalty ($r=0.346$, $p<0.01$), Satisfaction ($r=0.406$, $p<0.01$) and Overall Service Quality ($r=0.357$, $p<0.01$). Sociology conceptual construct is significantly correlated with Perceived Value ($r=0.523$, $p<0.01$), Loyalty ($r=0.346$, $p<0.01$), Satisfaction ($r=0.406$, $p<0.01$) and Overall Service Quality ($r=0.357$, $p<0.01$). General Items conceptual construct is significantly correlated with Perceived Value ($r=0.637$, $p<0.01$) Loyalty ($r=0.319$, $p<0.01$), Satisfaction ($r=0.328$, $p<0.01$) and Overall e-Service Quality ($r=0.546$, $p<0.01$). Consequently, the null hypotheses Ho1i are acceptable.

Ho2i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with Web Site's Performance dimensions/ conceptual constructs

According to the results the posed Ho2i null hypotheses are confirmed. More specifically, Emotional Intelligence (EI) is significantly correlated with Web Site's Performance related to E_RESc_Qual scale ($r=0.468$, $p<0.01$). Well-being conceptual construct is significantly correlated with Responsiveness ($r=0.346$, $p<0.01$), Compensation ($r=0.469$, $p<0.01$) and Contact ($r=0.376$, $p<0.01$). Self-Control is

significantly correlated with Responsiveness ($r=0.234$, $p<0.01$), Compensation (0.297 , $p<0.01$) and Contact ($r=0.400$, $p<0.01$). Emotionality is significantly correlated with Responsiveness ($r=0.484$, $p<0.01$), Compensation (0.495 , $p<0.01$) and Contact ($r=0.282$, $p<0.01$). Sociology is highly strongly significantly with Responsiveness ($r=0.287$, $p<0.01$), Compensation (0.358 , $p<0.01$) and Contact ($r=0.272$, $p<0.01$). General Items is significantly correlated with Responsiveness ($r=0.484$, $p<0.01$), Compensation (0.495 , $p<0.01$) and Contact ($r=0.282$, $p<0.01$). Sociology is highly significantly with Responsiveness ($r=0.287$, $p<0.01$), Compensation (0.358 , $p<0.01$) and Contact ($r=0.272$, $p<0.01$) (Table 8).

Ho3i: Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with e-Service Quality dimensions/ conceptual constructs

According to the results the posed Ho3i null hypotheses are confirmed. More specifically, Emotional Intelligence (EI) is significantly correlated with e-Service Quality as assessed with the E_S_QUAL scale ($r=0.261$, $p<0.01$). Well-being conceptual construct is significantly correlated with Efficiency ($r=0.221$, $p<0.01$), System Availability ($r=0.146$, $p<0.01$), Fulfillment ($r=0.208$, $p<0.01$), and Privacy ($r=0.213$, $p<0.01$). Self-control is significantly correlated with Efficiency ($r=0.397$, $p<0.01$), System Availability ($r=0.295$, $p<0.01$), Fulfillment ($r=0.306$, $p<0.01$) and Privacy ($r=0.221$, $p<0.01$). Emotionality is significantly correlated with Efficiency ($r=0.335$, $p<0.01$), System Availability ($r=0.337$, $p<0.01$), Fulfillment ($r=0.248$, $p<0.01$) and Privacy ($r=0.278$, $p<0.01$). Sociology is significantly correlated with Efficiency ($r=0.414$, $p<0.01$), System Availability ($r=0.289$, $p<0.01$), Fulfillment ($r=0.291$, $p<0.01$) and Privacy ($r=0.254$, $p<0.01$). General Items is significantly correlated with Efficiency ($r=0.326$, $p<0.01$), System Availability ($r=0.203$, $p<0.01$), Fulfillment ($r=0.339$, $p<0.01$) and Privacy ($r=0.272$, $p<0.01$).

Ho4i: Web Site's Performance dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

According to the results, the posed Ho4i null hypotheses are confirmed. More specifically, Web Site's Performance as assessed with the related to E_RESc_Qual scale is significantly correlated with Perceived Value ($r=0.428$, $p<0.01$), Loyalty ($r=0.341$, $p<0.01$), Satisfaction ($r=0.383$, $p<0.01$) and Overall e-Service Quality ($r=0.471$, $p<0.01$). Responsiveness is significantly correlated with Perceived Value ($r=0.424$, $p<0.01$), Loyalty ($r=0.268$, $p<0.01$), Satisfaction ($r=0.381$, $p<0.01$) and Overall e-Service Quality ($r=0.470$, $p<0.01$). Compensation is significantly correlated with Perceived Value ($r=0.468$, $p<0.01$), Loyalty ($r=0.361$, $p<0.01$), Satisfaction ($r=0.219$, $p<0.01$) and Overall e-Service Quality ($r=0.440$, $p<0.01$). Contact is significantly correlated with Perceived Value ($r=0.405$, $p<0.01$), Loyalty ($r=0.319$, $p<0.01$), Satisfaction ($r=0.510$, $p<0.01$) and Overall e-Service Quality ($r=0.418$, $p<0.01$).

Ho5i: e-Service Quality dimensions/ conceptual constructs are strongly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction as well as Overall e-Service Quality

According to statistical results, the posed Ho5i null hypotheses are confirmed. More specifically, e-Service Quality based on E_S_QUAL scale is significantly correlated with Perceived Value ($r=0.256$, $p<0.01$), Loyalty ($r=0.442$, $p<0.01$), Satisfaction ($r=0.431$, $p<0.01$) and Overall e-Service Quality ($r=0.471$, $p<0.01$). In addition, Efficiency conceptual construct is significantly correlated with Perceived Value ($r=0.507$, $p<0.01$), Loyalty ($r=0.389$, $p<0.01$), Satisfaction ($r=0.451$, $p<0.01$) and Overall e-Service Quality ($r=0.480$, $p<0.01$). System Availability conceptual construct is significantly correlated with Perceived Value ($r=0.484$, $p<0.01$), Loyalty ($r=0.299$, $p<0.01$), Satisfaction ($r=0.345$, $p<0.01$) and Overall e-Service Quality ($r=0.403$, $p<0.01$). Fulfillment conceptual construct is significantly correlated with Perceived Value ($r=0.214$, $p<0.01$), Loyalty ($r=0.341$, $p<0.01$), Satisfaction ($r=0.462$, $p<0.01$) and Overall e-Service Quality ($r=0.396$, $p<0.01$). Privacy conceptual construct is significantly correlated with Perceived Value ($r=0.223$, $p<0.01$), Loyalty ($r=0.301$, $p<0.01$), Satisfaction ($r=0.483$, $p<0.01$) and Overall e-Service Quality ($r=0.506$, $p<0.01$).

Ho6i: Web Site's Performance dimensions/ conceptual constructs are significantly correlated with e-Service Quality dimensions/ conceptual constructs

According to statistical results, the posed Ho6i null hypotheses are confirmed. More specifically, Responsiveness conceptual construct is significantly correlated with Efficiency ($r=0.164$, $p<0.01$), System Availability ($r=0.331$, $p<0.01$), Fulfillment ($r=0.344$, $p<0.01$) and Privacy ($r=0.510$, $p<0.01$). Compensation conceptual construct is significantly correlated with Efficiency ($r=0.247$, $p<0.01$), System Availability ($r=0.303$, $p<0.01$), Fulfillment ($r=0.225$, $p<0.01$) and Privacy ($r=0.164$, $p<0.01$).

Finally, contact conceptual construct is significantly correlated with Efficiency ($r=0.190$, $p<0.01$), System Availability ($r=0.269$, $p<0.01$), Fulfillment ($r=0.240$, $p<0.01$) and Privacy ($r=0.338$, $p<0.01$).

5. Conclusions and Implications

The current paper recognized patterns among EI and consumers' loyalty, commitment, and satisfaction. In addition, the purpose of this paper was to assess the effects of Emotional Intelligence on the Perceived e-Service Quality related to Web Site's Performance dimensions, Consumers' Perceived Value, Loyalty Intentions and Satisfaction.

Principal Components Analysis and Confirmatory Factor Analysis (SEM) of the ADF method showed that measured models fit the observed data for Emotional Intelligence, as measured with the TEIQue-SF instrument, Perceived e-Service model as measured with the Quality-E-S-Qual and Web Site's Performance model, as measured with the E-ReCs-QUAL Inventory. Consequently, all structural equation models validated the measurement model fit in relation to observed data. Furthermore, Emotional Intelligence, Perceived e-Service Quality, Web Site's Performance, Consumers' Perceived Value, Loyalty Intentions and Satisfaction scales were validated for their reliability and construct validity. The examined null hypotheses were confirmed. It was proved that Emotional Intelligence (EI) dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction, Overall e-Service Quality as well as Web Site's Performance dimensions/ conceptual constructs and e-Service Quality dimensions/ conceptual constructs. It was also proved that Web Site's Performance dimensions/ conceptual constructs were significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction plus Overall e-Service Quality as well as correlated with e-Service Quality dimensions/ conceptual constructs. Finally, it was that e-Service Quality dimensions/ conceptual constructs are significantly correlated with Perceived Value, Purchase and Loyalty Intentions, Satisfaction and Overall e-Service Quality.

The study built on and expands obtainable literature, focusing its analysis on self-service technologies and more specifically on Web Site's Performance dimensions, while using a multi-dimensional construct to measure Emotional Intelligence (EI) effects on various parameters. Future studies may broaden the scope of the issue by including more parameters regarding e-Service Quality. Big Data applications, pipeline Dynamic Scheduling of Big Data Streams and algorithms can assist in order to gather a large number of e-services organizations and websites examining the impact of EI dimensions on e-Service Quality [64-74].

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