

E-Legal Service Quality (e-LSQ) and Customer Satisfaction: An Empirical Research Study in Chennai

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ABSTRACT

Since the service industry is developing day by day and contributing major portion of our GDP most of the service industries started to provide the service by using the technology and through online. Legal services also been provided by many of the legal service providers through online. So, it is decided by the researcher to study e-legal service quality and customer satisfaction in Chennai. The objective of the study is to find the level of satisfaction regarding the different dimensions of legal service quality and to know which dimension influence most among the other dimensions of electronic legal service by adopting descriptive research with the sample size of 246 in Chennai. The relevant data required for the are collected by both primary and secondary sources, the primary data are collected b using structured questionnaire. The target population for the study are the customers who are using online legal services in Chennai. The collected data are analysed by simple percentage method and by using SPSS and to test the hypothesis formulated for the study. Findings of the study highlights that majority of the customers are satisfied with the e-legal service quality and the most influencing dimension of e-legal service quality is security and personalisation of service. The study concludes by giving suggestion to improve the other dimensions like ease of use, reliability and information and design dimensions to retain and attract more customers in future.

Key words: Customer satisfaction, e-LSQ (electronic-legal service quality).

INTRODUCTION

Customer is the most important person who decides the success of any business. Therefore, customer satisfaction is the key for success or failure of any business. Again, the customer satisfaction depends upon the quality of service delivered by the organisation. So, this study is an attempt to find the e-legal service quality and customer satisfaction in Chennai. Most of the service industries using the technology and online tools available to render quick, better and best service as per the needs and wants of the customers. The services are already intangible and if the same service is rendered by using online tools, it is doubtful and matter of question whether all the customers are satisfied by using the service. So the researcher has made an attempt to measure the level of satisfaction about e-legal service quality in Chennai and which is the most influencing dimension of service quality. The results and findings of the study is very much useful to understand the legal service provider to improve and render effective and efficient legal service through online.

Dimensions of e-LSQ:

The Different dimensions used to measure the electronic legal service quality are

- Security
- Personalization
- Ease of use
- Reliability
- Information
- Design

REVIEW OF LITERATURE

Ashley Seebaluck, Lomendra Vencataya, Lai Siu Mane David Lai Wai, Vittiyaiye Teeroovengadum (2018) *“Improving Quality Of Legal Services In Mauritius”* With the setting up of foreign law firms in Mauritius, the quality of legal services would be a vital competitive advantage in the future. This research has critically analysed the level of satisfaction of corporate clients of legal services in Mauritius. The research uses a Quantitative method. The SERVQUAL questionnaire was administered to all organizations having a case in 2009 at the Supreme Court of Mauritius. The data collected was analysed in a statistical and systematic manner.

Vijayanand Sundaram, D Ramkumar, Poorna Shankar (2017) *“Impact Of E-Service Quality On Customer Satisfaction And Loyalty Empirical Study In India Online Business”* Due to Globalization and advancement in technology, Electronic commerce business (e-Com) has witnessed an extensive growth together with enthusiastic competition. The intention of this study is to test the conceptual framework of customer perception on service quality online business and its impact on satisfaction and loyalty through e-commerce business and a sample of 539 respondents were selected through simple random sampling 30 method in Tamil Nadu State of India. The result revealed that there is a significant association found between the demographic variables like Marital Status, Gender and Awareness about email/internet operation of the customers and the e-service quality, Customer Satisfaction and Loyalty except with Educational qualification and Status of the Residing area. The factors Responsiveness and Trust were highlighted as significant predictors for customer satisfaction and loyalty except Customization. Regarding the association between the customer satisfaction and loyalty, it is revealed that all the variables under satisfaction were significantly and positively associated with loyalty.

Objectives of the Study:

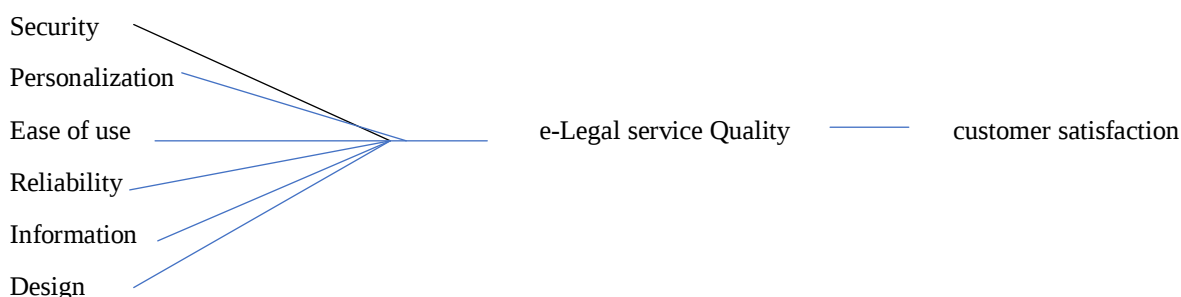
The objectives of the study are as follows

1. To find the level of satisfaction regarding the different dimensions of electronic online service
2. To know which dimension influence most among the other dimensions of electronic legal service.

Research Methodology:

The research design adopted for the study is descriptive in nature. The population for the study is the customers who are the clients of online legal service, the area of the study is restricted to Chennai. The sample size for the study 246 respondents the convent sampling method is adopted for the study. The primary and secondary data are used for the study, the primary data are collected by using structured questionnaire. The data collected are analysed by using SPSS.

Framework for the Study:



Data Analysis:

Demographic Profile: The Following table shows the demographic profile of the respondents

Variables		Frequency	Percentage
Gender	Male	130	53
	Female	116	47
Age	Below 20 years	43	17
	20-40 Years	53	22
	41-60 Years	103	42
	Above 60 years	47	19
Education	Matriculation	92	37
	Under Graduation	95	39
	Post-Graduation	59	24

From the table it is understood that 53% of the respondents using the electronic legal services are male and majority of them that is 41-60 years of age are using the legal services through online. The analysis also reveals that the people educated up to graduation are using the legal services through electronic mode are around 39%.

Factor Analysis:

A principal component factor analysis was conducted to validate the underlying structure of e-legal service quality dimensions. Results of the factor analysis indicated the existence of six significant dimensions with eigenvalues greater than one.

Factor Analysis of the Study Variables

Construct and item	Mean	Factor Loading	Eigenvalue	% of Variance	Reliability
<i>Security (s)</i>			1.974	33.124	0.72
S1	3.62	0.599			
S2	3.48	0.567			
S3	3.49	0.706			
S4	3.67	0.735			
<i>Personalization (P)</i>			2.510	32.148	0.74
P1	3.64	0.69			
P2	3.77	0.59			
P3	3.97	0.57			
P4	3.62	0.66			
<i>Ease of use (EU)</i>			2.123	40.112	0.81
EU1	3.54	0.71			
EU2	3.91	0.69			
EU3	3.57	0.68			
EU4	3.64	0.64			
EU5	3.74	0.71			
<i>Reliability (R)</i>			2.012	32.148	0.77
R1	4.01	0.55			
R2	3.94	0.60			
R3	3.67	0.71			
R4	3.75	0.58			
<i>Information (I)</i>			1.846	44.187	0.75
I1	3.68	0.64			
I2	3.59	0.69			
I3	3.64	0.72			
I4	3.71	0.80			
<i>Design (D)</i>			1.887	51.258	0.70
D1	4.08	0.74			
D2	4.15	0.67			
D3	4.07	0.68			
D4	4.12	0.70			

The constructs in this study were developed by using measurement scales adopted from prior studies. Modifications were made to the scale to fit the purpose of the study. All constructs were measured using five point likert scales with highly dissatisfied (=1) and Highly satisfied (=5). All items were positively worded.

1. **Security:** Security address the issues such as how personal information's are secured and trust of the information from misuse. Majority of them trust that this site not to misuse their personnel information and they trust the overall security of the site.
2. **Personalization:** This dimension involve individuals designs for clients in accordance with their pattern of consumption and preferences which results in an optimum online service. The factors like contact the company easily through this site and this site records preferences and offers me extra services or information based on these preferences contribute more for personalisation.

3. **Ease of Use:** Customers find the needed information without an difficulty. From the factor analysis it is find that the layout of this site makes it easier to search for information and it is easy to get the required information from this site play a major role to make easy use of service.
4. **Reliability:** Reliability refers to the ability to perform the promised service accurately and consistently. How this site explains the stages or the process in detail and several types of legal services offered to clients is the major factor for reliable service.
5. **Information:** Information refers how this site information is easy to understand and fulfil the needs of the customers. Both the factors play a major role in providing accurate and reliable information about then legal service.
6. **Design:** Design indicates the visual design of the site and attractiveness of the site. How the design is appropriate and easy to use and how this site is visually attractive are the factors contribute for effective design.

Managerial Implications:

The findings from the study may be helpful for practitioners to better understand the legal service quality and level of customer satisfaction. The e- legal service quality was determined by six dimensions: Security, personalisation, ease of use, reliability, Information and design through the factor analysis it is find that majority of the customers are satisfied with Information and design dimension of e-legal service quality. The dimensions like ease of use and reliability are the most influencing dimensions of e – legal service quality. Therefore, further research with SEM and large sample size could provide more complete understanding of the e-legal service quality and customer satisfaction relationship of variables in detail.

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