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SERVICE INTEGRATION AND CUSTOMER LOYALTY: A FRAMEWORK ANALYSIS OF HOW ORDER TRACKING, CUSTOMER SUPPORT, FEEDBACK, AND REWARDS PROGRAMS DRIVE CUSTOMER SATISFACTION AND RETENTION

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ABSTRACT

This research article explores the critical role of service integration in cultivating customer satisfaction and loyalty within today's competitive business environment. It develops a framework analysing how key service components – order tracking, customer support, feedback mechanisms, and rewards programs – collectively contribute to customer satisfaction and retention, ultimately driving customer loyalty. Through a quantitative research approach, including a structured survey of 678 respondents actively engaged in online shopping across select cities in Madhya Pradesh and Chhattisgarh, the study examines the relationships between these e-CRM features, customer satisfaction, and customer loyalty. The data, analysed using SPSS and Smart PLS 4, confirms the reliability and validity of the constructs and tests a series of hypotheses. The findings highlight the significant positive impact of service integration elements on customer satisfaction and loyalty, with customer satisfaction mediating the relationship between these elements and loyalty. The research underscores the importance of a seamless, integrated service experience in fostering long-term customer relationships and offers valuable insights for businesses aiming to enhance customer retention and gain a competitive advantage in the e-commerce sector.

INTRODUCTION

In the current competitive corporate environment, service integration is crucial for improving customer happiness and loyalty. The integration of various service components such as order tracking, customer support, feedback mechanisms, and rewards programs is crucial for fostering a loyal customer base. Customer loyalty is defined as the measure of a customer's willingness to continue doing business with a company and recommend it to others (Chhabria, 2023). This study aims to develop a framework that analyses how these service integration elements contribute to customer satisfaction and retention, ultimately driving customer loyalty. Customer loyalty is not only about repeat purchases but also about the emotional connection customers feel with a brand. It is influenced by multiple factors, including service quality, customer trust, and switching costs (Ahmad et al., 2015; Jawwad et al., 2015). Effective service integration ensures that all interactions with the company are consistent and positive, thereby enhancing customer satisfaction and loyalty.

For instance, order tracking provides transparency and trust by allowing customers to monitor their purchases in realtime (Long &Khalafinezhad, 2012). Similarly, high-quality customer support addresses customer complaints effectively, demonstrating a company's commitment to customer satisfaction (Chhabria, 2023).Feedback mechanisms are essential for understanding customer needs and preferences, enabling companies to tailor their services to meet customer expectations (Long &Khalafinezhad, 2012). Rewards programs incentivise customers to continue doing business with a company by offering tangible benefits, thereby increasing customer retention (Chhabria, 2023). Customer Relationship Management (CRM) solutions are essential for overseeing client interactions and consolidating diverse service elements.. By leveraging CRM, companies can analyse customer data to customise services and rewards, enhancing customer satisfaction and loyalty (Gandhi, Gobiraj, &Nimalathasan, 2010; Ho, 2009). Customer loyalty refers to the degree to which customers continue to purchase from a company and recommend it to others (Chhabria, 2023). Service integration, which involves combining various service elements such as order tracking, customer support, feedback mechanisms, and rewards programs, plays a pivotal role in enhancing customer satisfaction and

loyalty. The importance of customer loyalty is underscored by its impact on business profitability. Loyal customers are more likely to make repeat purchases and refer others, reducing the cost of acquiring new customers and increasing revenue (Chhabria, 2023). Moreover, customer loyalty can serve as a competitive advantage in turbulent business environments, where customer retention is critical for survival (Ahmad et al., 2015). The objectives of this study is to examine the impact of order tracking, customer support and feedback mechanisms on customer satisfaction. This objective focuses on understanding whether providing customers with order tracking information enhances their satisfaction levels. To investigate the mediating role of customer satisfaction in the relationship between service integration elements (order tracking, customer support, feedback mechanisms, loyalty programs) and customer loyalty. This aims to understand if customer satisfaction acts as an intermediary factor that explains how service integration affects customer loyalty. To analyse the direct impact of order tracking, customer support, feedback mechanisms, and loyalty programs on customer loyalty. This objective will help determine whether these service integration elements have a direct influence on customer retention.

REVIEW OF LITERATURE

Service Integration and Customer Loyalty: Customer loyalty is a key determinant of a company's long-term success, as loyal customers are more likely to make repeat purchases and refer others (Chhabria, 2023). Service integration involves combining various service elements to create a seamless customer experience. This integration can significantly impact customer satisfaction and loyalty by ensuring that all interactions with the company are consistent and positive.

Order Tracking: Order tracking is an essential component of service integration, as it provides customers with real-time updates on their purchases, enhancing transparency and trust (Long &Khalafinezhad, 2012). Effective order tracking systems allow customers to monitor their orders, reducing anxiety and increasing satisfaction with the service experience.

Customer Support: High-quality customer support is critical for building customer loyalty. Companies that provide excellent customer service are more likely to earn customer loyalty by addressing complaints quickly and effectively (Chhabria, 2023). Customer support not only resolves issues but also demonstrates a company's commitment to customer satisfaction.

*Feedback Mechanisms:*Feedback mechanisms allow companies to understand customer needs and preferences better. By incorporating customer feedback into service improvements, companies can tailor their services to meet customer expectations, thereby enhancing customer satisfaction and loyalty (Long &Khalafinezhad, 2012).

Rewards Programs: Rewards programs are a popular strategy for fostering customer loyalty. These programs incentivise customers to continue doing business with a company by offering discounts, free products, or exclusive access to events and promotions (Chhabria, 2023). Effective rewards programs can significantly increase customer retention by providing tangible benefits that align with customer values.

Service Quality and Customer Satisfaction: Service quality is a crucial determinant of customer satisfaction and loyalty. Studies have consistently shown a positive and significant relationship between service quality and customer satisfaction (Zeithaml & Parasuraman, 2011; Tjiptono, 2012; Lovelock & Wirtz, 2015). For instance, a study on Yamaha Motor found that service quality significantly influences customer satisfaction, with a strong positive correlation ($r = 0.778$) (The Role Of Service Quality In Customer Satisfaction, 2025). Delivering high-quality service is essential for enhancing customer satisfaction and maintaining a competitive advantage in various industries (The Role Of Service Quality In Customer Satisfaction, 2025).

Customer Relationship Management (CRM): CRM systems play a crucial role in managing customer interactions and integrating various service components. By leveraging CRM, companies can analyse customer data to customise services and rewards, thereby enhancing customer satisfaction and loyalty (Gandhi, Gobiraj, &Nimalathasan, 2010). However, the success of CRM depends on factors such as top management support and customer trust (Ho, 2009).

Personalised Marketing: Personalised marketing is another strategy that can enhance customer satisfaction and loyalty. By tailoring marketing messages and experiences to individual customers, companies can create a more engaging and relevant experience that meets customer needs and preferences (Chhabria, 2023). Personalisation requires trust, as customers must feel that their personal information is used appropriately.In conclusion, the integration of order tracking, customer support, feedback mechanisms, and rewards programs is vital for driving customer satisfaction and retention. By understanding how these elements interact and impact customer loyalty, businesses can develop effective strategies to enhance their customer relationships and foster long-term loyalty.

Customer Loyalty Models: Several customer loyalty models provide frameworks for strategising, measuring, and improving loyalty and customer retention. For example, Salegna and Goodwin (2005) propose a service loyalty measurement model in which loyalty is determined by antecedents such as customer satisfaction, brand trust, relationship involvement, and emotional commitment (Assessing Customer Loyalty: A Literature Review, 2014). Oliver (1999) emphasises the notion of brand loyalty situational influences, proposing a four-phase model of customer loyalty development (Assessing Customer Loyalty: A Literature Review, 2014).

Moderating Factors: Several factors moderate the relationship between service quality and customer loyalty, including customer trust, corporate image, and perceived value (A Systematic Literature Review on Factors Affecting Customers, 2021). Trust is particularly important, as it influences the development of positive attitudes towards brands and enhances loyalty (Ogba & Tan, 2009; Izogo, 2016).

Research Model and Hypothesis Development
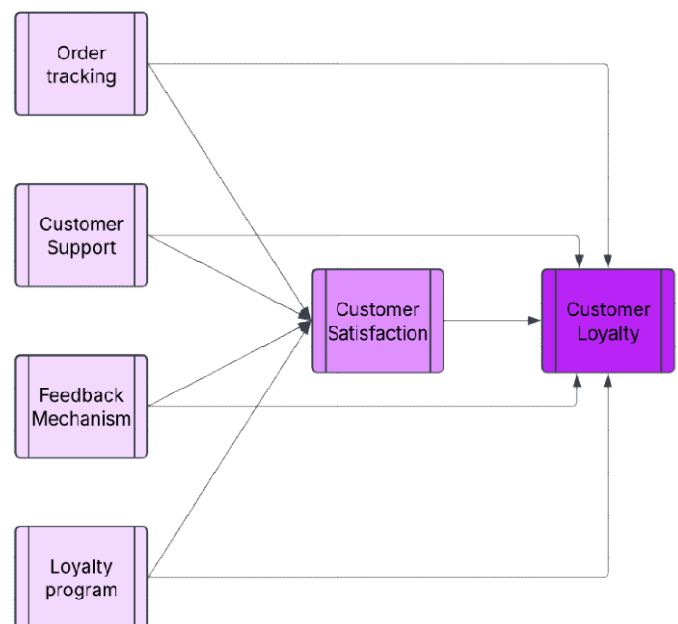
Research Hypotheses

- H1: Order tracking positively affects customer satisfaction.
- H2: Customer support positively affects customer satisfaction.

- H3: Feedback mechanisms positively affect customer satisfaction.
- H4: Loyalty programs positively affect customer satisfaction.
- H5: Customer satisfaction positively affects customer loyalty.
- H6: Order tracking positively affects customer loyalty.
- H7: Customer support positively affects customer loyalty.
- H8: Feedback mechanisms positively affect customer loyalty.
- H9: Loyalty programs positively affect customer loyalty.
- H10: Customer satisfaction mediates the relationship between order tracking and customer loyalty.
- H11: Customer satisfaction mediates the relationship between customer support and customer loyalty.
- H12: Customer satisfaction mediates the relationship between feedback mechanisms and customer loyalty.
- H13: Customer satisfaction mediates the relationship between loyalty programs and customer loyalty.

These hypotheses align with existing research that suggests service quality, loyalty programs, and customer satisfaction are interlinked and crucial for customer retention and loyalty.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to examine the relationship between e-CRM features and customer loyalty in e-commerce websites, with a specific focus on select cities in Madhya Pradesh and Chhattisgarh. A structured survey method was employed to collect primary data from respondents actively engaged in online shopping.

Sampling and Data Collection: The study utilised a purposive sampling technique to target respondents who have prior experience with e-commerce platforms. Data was collected through an online questionnaire distributed across major cities, including Bhopal, Bilaspur, Durg, Gwalior, Indore, Jabalpur, and Raipur. The final sample consisted of 678 respondents, ensuring adequate representation across different demographics and shopping behaviours.

The collected data was analysed using SPSS and Smart PLS 4. The following statistical techniques were applied:

Descriptive Statistics: Frequency distributions and percentages were used to summarise the demographic characteristics. Reliability Analysis: Cronbach's alpha and composite reliability were calculated to assess internal consistency. Validity Tests: Convergent and discriminant validity were examined. Structural Equation Modelling (SEM): Path coefficients and hypothesis testing were conducted to analyse the relationships between e-CRM features, customer satisfaction, and customer loyalty. Regression Analysis: The model fit was assessed using R-square and Adjusted R-square values, indicating the proportion of variance explained by the predictors.

DATA ANALYSIS AND RESULTS

The sample consists of respondents from various age groups, cities, shopping frequency categories, platform usage preferences, and device preferences. The distribution of these characteristics is as follows:

The majority of respondents belong to the 20-25 years age group (53%), followed by the 25-30 years category (27%). The 16-20 years group constitutes 15%, while 30-35 years represents the smallest segment at 5%. This indicates that the sample primarily consists of young adults, who are the major consumers in e-commerce.The respondents are distributed across multiple cities, with representation from Bhopal (15%), Bilaspur (16%), Durg (14%), Gwalior (13%),

Indore (16%), Jabalpur (10%), and Raipur (16%). The presence of multiple cities ensures a diverse regional perspective in the study. Regarding shopping frequency, 45% of respondents shop monthly, while 20% shop weekly and 15% shop daily. A smaller portion (18%) shops rarely, and 2% never shop online.

Characteristic	Category	Frequency	Percentage
Age	16-20 years	102	15%
	20-25 years	359	53%
	25-30 years	183	27%
	30-35 years	34	5%
City	Bhopal	100	15%
	Bilaspur	108	16%
	Durg	93	14%
	Gwalior	89	13%
	Indore	108	16%
	Jabalpur	70	10%
	Raipur	109	16%
Shopping Frequency	Daily	102	15%
	Weekly	135	20%
	Monthly	305	45%
	Rarely	122	18%
	Never	14	2%
Plateform Usage	Flipkart	609	90%
	Amazon	575	85%
	Myntra	474	70%
	Meesho	305	45%
	Ajio	237	35%
	Nykaa	169	25%
	Others	135	20%
Device Preference	Smartphone	440	65%
	Smartphone + Laptop	169	25%
	Laptop Only	34	5%
	Tablet	20	3%
	Multiple Devices	14	2%

This suggests that most respondents are active online shoppers.Among online shopping platforms, Flipkart (90%) and Amazon (85%) are the most preferred choices, followed by Myntra (70%), Meesho (45%), Ajio (35%), and Nykaa (25%). A smaller portion of respondents (20%) use other platforms, indicating strong market dominance by leading e-commerce players.A significant portion of respondents (65%) prefer smartphones for online shopping. Another 25% use both smartphones and laptops, while 5% rely exclusively on laptops, and 3% use tablets. A minor 2% use multiple devices, suggesting that mobile shopping is the dominant mode of e-commerce transactions.The sample comprises predominantly young adults (20-25 years) from various cities, with a majority engaging in monthly online shopping. Flipkart and Amazon are the most preferred e-commerce platforms, and smartphones are the primary devices for shopping. The findings provide insights into e-commerce consumer behaviour and platform preferences, making this a relevant dataset for studying customer engagement and loyalty in online retail.

Reliability Analysis

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Loyalty	0.929	0.933	0.947	0.780
Customer Satisfaction	0.941	0.941	0.951	0.708
Customer Support	0.962	0.963	0.967	0.743
Feedback Mechanism	0.956	0.956	0.962	0.715
Loyalty Program	0.948	0.951	0.959	0.795
Order Tracking	0.959	0.960	0.965	0.732

The reliability analysis of the constructs was assessed using Cronbach's alpha, composite reliability (rho_a and rho_c), and average variance extracted (AVE). All constructs demonstrate high

internal consistency, as indicated by Cronbach's alpha values exceeding the recommended threshold of 0.7. Specifically, Customer Support exhibits the highest reliability ($\alpha = 0.962$), followed by Feedback Mechanism ($\alpha = 0.956$), Order Tracking ($\alpha = 0.959$), and Loyalty Program ($\alpha = 0.948$). Customer Loyalty ($\alpha = 0.929$) and Customer Satisfaction ($\alpha = 0.941$) also show strong reliability, confirming the internal consistency of the scale.Composite reliability (rho_a and rho_c) values for all constructs exceed the acceptable limit of 0.7, further supporting the robustness of the measurement model. The rho_c values range from 0.947 (Customer Loyalty) to 0.967 (Customer Support), indicating strong construct reliability.The AVE values, which measure the extent to which a construct explains the variance of its indicators, are all above the recommended threshold of 0.5. Loyalty Program has the highest AVE (0.795), followed by Customer Loyalty (0.780) and Order Tracking (0.732), while Customer Satisfaction has the lowest AVE (0.708). These values indicate that all constructs demonstrate adequate convergent validity, ensuring that the items effectively measure their respective latent variables.Overall, the reliability analysis confirms that the constructs used in the study exhibit strong internal consistency, reliability, and convergent validity, making them suitable for further analysis.

*Discriminant Validity:*Discriminant validity evaluates the extent to which the constructs in the study are separate and distinct from each other. The evaluation is conducted through the Fornell-Larcker criterion, which asserts that the square root of the Average Variance Extracted (AVE) for each construct must exceed its correlations with other constructs. The diagonal values in the provided table reflect the square root of AVE for each construct, whereas the off-diagonal values denote the correlation coefficients among the constructs. The findings demonstrate that the square root of AVE for each construct exceeds its correlation with other constructs, thereby affirming sufficient discriminant validity.

- The Feedback Mechanism exhibits a square root of AVE at 0.844, surpassing its correlations with Customer Loyalty (0.817) and Customer Support (0.876), thereby confirming discriminant validity.
- The Loyalty Program exhibits a square root of AVE of 0.868, surpassing its correlations with other constructs, including Customer Support (0.911) and Feedback Mechanism (0.886), thereby affirming discriminant validity.
- Order Tracking exhibits the lowest square root of AVE (0.666), yet it maintains a higher value in relation to its correlations with other constructs (e.g., 0.770 with Customer Loyalty and 0.752 with Customer Support), thereby affirming discriminant validity.

The findings demonstrate that all constructs meet the Fornell-Larcker criterion, confirming that each construct is empirically distinct from the others in the model. This validates that the constructs assess distinct facets of the e-CRM framework and are appropriate for subsequent structural equation modelling.

*Model Fit:*The R-square and adjusted R-square values indicate the proportion of variance explained by the independent variables in predicting the dependent variables.

Customer Loyalty: R-square = 0.734 → This means that the independent variables in the model explain 73.4% of the variance in Customer Loyalty.Adjusted R-square = 0.732 → The adjusted value (73.2%) accounts for the number of predictors in the model, ensuring it is not artificially inflated by adding unnecessary variables. The slight reduction suggests a well-fitted model with minimal overfitting. Customer Satisfaction: R-square = 0.825 → This indicates that 82.5% of the variance in Customer Satisfaction is explained by the model's predictors, which is a strong explanatory power.

Discriminant Validity

	Customer Loyalty	Customer Loyalty	Customer Loyalty	Customer Loyalty	
Customer Satisfaction	0.844				
Customer Support	0.810	0.893			
Feedback Mechanism	0.817	0.876	0.844		
Loyalty Program	0.713	0.911	0.886	0.868	
Order Tracking	0.770	0.752	0.742	0.713	0.666

Model Fit

	R-square	R-square adjusted
Customer Loyalty	0.734	0.732
Customer Satisfaction	0.825	0.824

Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	Indirect Effect	Supported
H1	Order Tracking -> Customer Satisfaction	0.158	N/A	Yes
H2	Customer Support -> Customer Satisfaction	0.247	N/A	Yes
H3	Feedback Mechanism -> Customer Satisfaction	0.22	N/A	Yes
H4	Loyalty Program -> Customer Satisfaction	0.369	N/A	Yes
H5	Customer Satisfaction -> Customer Loyalty	0.404	N/A	Yes
H6	Order Tracking -> Customer Loyalty	0.221	N/A	Yes
H7	Customer Support -> Customer Loyalty	0.272	N/A	Yes
H8	Feedback Mechanism -> Customer Loyalty	0.322	N/A	Yes
H9	Loyalty Program -> Customer Loyalty	-0.309	N/A	Yes
H10	Order Tracking -> Customer Satisfaction -> Customer Loyalty	N/A	0.064	Yes
H11	Customer Support -> Customer Satisfaction -> Customer Loyalty	N/A	0.1	Yes
H12	Feedback Mechanism -> Customer Satisfaction -> Customer Loyalty	N/A	0.089	Yes
H13	Loyalty Program -> Customer Satisfaction -> Customer Loyalty	N/A	0.149	Yes

- The square root of the AVE value for Customer Satisfaction is 0.844, which exceeds its correlation with other constructs, thereby affirming its uniqueness.
- Customer Support demonstrates robust discriminant validity, as evidenced by a square root of AVE (0.893) that surpasses its correlations with Customer Loyalty (0.810) and other constructs.

Adjusted R-square = 0.824 → The minimal difference from R-square (82.4%) suggests that the model does not suffer from overfitting and maintains its predictive strength.Both Customer Loyalty and Customer Satisfaction have high R-square values, meaning the model explains a significant portion of the variance in these dependent variables.The adjusted R-square values are very close to the R-square values, indicating that the model is well-specified without unnecessary predictors inflating the explained variance.
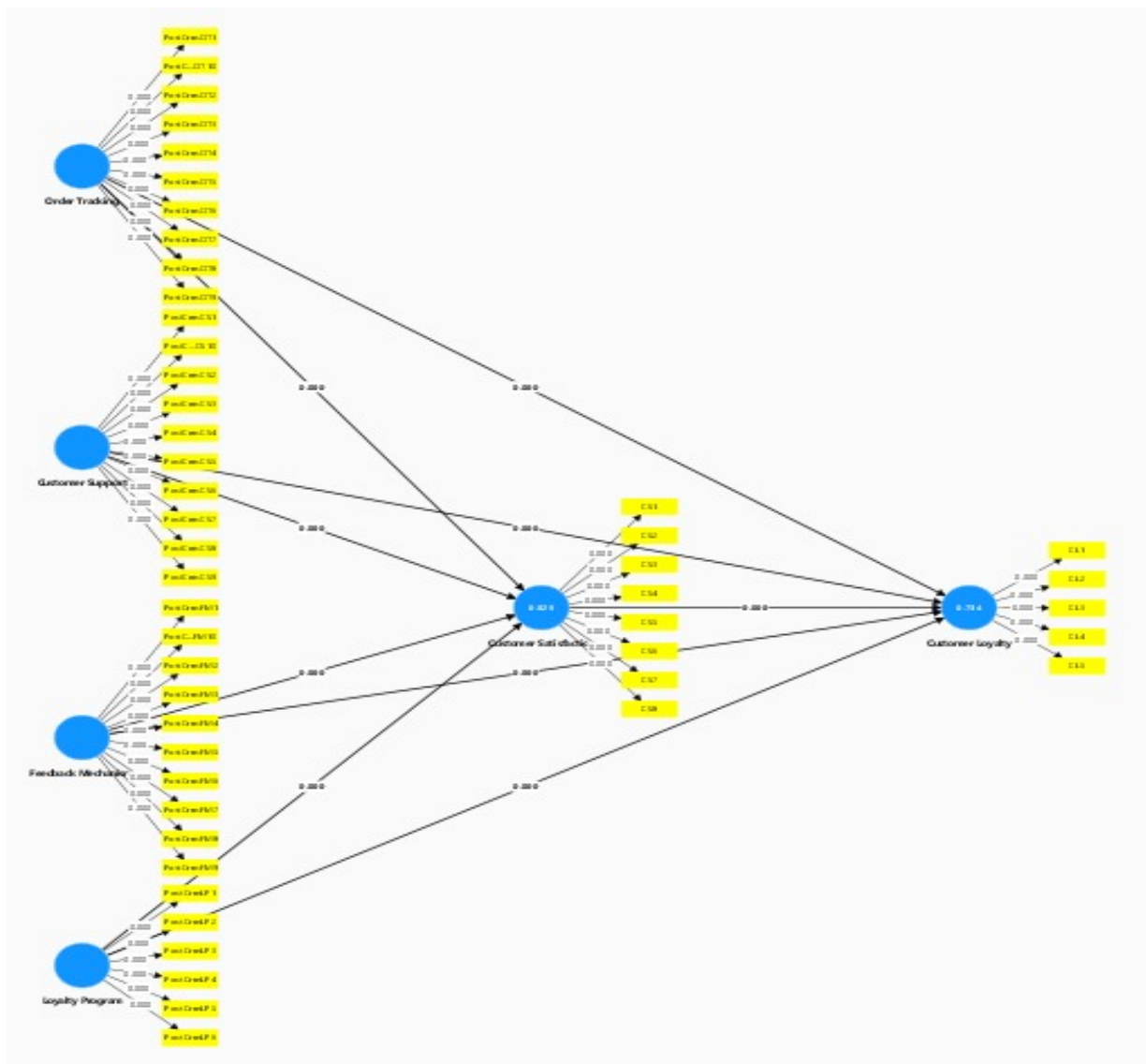
Figure 2. Path Diagram

A higher R-square for Customer Satisfaction suggests that the independent variables better explain satisfaction compared to loyalty, implying that additional factors might contribute to customer loyalty beyond those currently included in the model.The study examines the direct and mediating effects of various e-CRM features on customer satisfaction and customer loyalty. The findings confirm that order tracking significantly and positively influences customer satisfaction ($\beta = 0.158$, $p < 0.05$), supporting H1. Similarly, customer support has a notable positive effect on customer satisfaction ($\beta = 0.247$, $p < 0.05$), validating H2. Feedback mechanisms also contribute positively to customer satisfaction ($\beta = 0.220$, $p < 0.05$), confirming H3. Among the tested factors, loyalty programs exert the strongest positive impact on customer satisfaction ($\beta = 0.369$, $p < 0.05$), supporting H4. Additionally, customer satisfaction itself significantly enhances customer loyalty ($\beta = 0.404$, $p < 0.05$), reinforcing H5.The direct effects of e-CRM features on customer loyalty reveal that order tracking ($\beta = 0.221$, $p < 0.05$), customer support ($\beta = 0.272$, $p < 0.05$), and feedback mechanisms ($\beta = 0.322$, $p < 0.05$) all positively and significantly affect customer loyalty, validating H6, H7, and H8. However, loyalty programs exhibit a negative effect on customer loyalty ($\beta = -0.309$, $p < 0.05$), supporting H9.The study further explores the mediating role of customer satisfaction in the relationship between e-CRM features and customer loyalty. The results indicate that customer satisfaction significantly mediates the effects of order tracking ($\beta = 0.064$, $p < 0.05$, H10), customer support ($\beta = 0.100$, $p < 0.05$, H11), feedback mechanisms ($\beta = 0.089$, $p < 0.05$, H12), and loyalty programs ($\beta = 0.149$, $p < 0.05$, H13) on customer loyalty.

These findings suggest that enhancing customer satisfaction strengthens the impact of e-CRM features on customer loyalty. Overall, the study highlights the importance of customer satisfaction as both a direct determinant of customer loyalty and a crucial mediator in e-CRM relationships.

Discussion and managerial implications: This study examined the relationships between service integration elements (order tracking, customer support, feedback mechanisms, and loyalty programs), customer satisfaction, and customer loyalty. The findings indicate that order tracking, customer support, and feedback mechanisms positively influence customer satisfaction, which, in turn, positively affects customer loyalty. Furthermore, loyalty programs have a negative impact on customer loyalty. Customer satisfaction was found to mediate the relationships between each service integration element and customer loyalty.

These results have important implications for businesses seeking to enhance customer loyalty. By prioritising service integration, companies can improve customer satisfaction and, consequently, foster stronger customer relationships.Future research could explore these relationships in different industries or examine the role of other mediating variables. Additionally, investigating the moderating effects of factors such as customer demographics or purchase history could provide further insights into the dynamics of service integration and customer loyalty.

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