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Evaluating Service Quality Dimensions in Social Commerce: A Semi-Systematic Literature Review

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ABSTRACT

The widespread adoption of social media platforms has significantly transformed consumer behavior and business practices. This paper attempts to provide a detailed overview of extant research on service quality in social commerce, shedding light on the dimensions that influence customer satisfaction and engagement. By examining 26 research articles, this study identifies common dimensions of service quality and highlights gaps in the current studies, offering recommendations for future research. The findings of this review highlight responsiveness, security/privacy, reliability, and communication as the most frequent dimensions of service quality in social commerce. The outcomes of this study lead to the development of new service quality models in social commerce and provide valuable insights for both scholars and practitioners.

INTRODUCTION

The pervasive utilization of social media platforms over the past decade has introduced a new age of communication and connectivity (Chen & Qasim, 2021). This phenomenon has not only reshaped consumer behavior but also presented unprecedented opportunities for businesses (A. Al-Adwan & Kokash, 2019; Dwivedi et al., 2021). The exponential expansion of social media platforms, coupled with the substantial revenue generated from social commerce (Gvili & Levy, 2021), highlights social media's significance as a powerful tool for organizational success.

As businesses increasingly embrace social media, it becomes crucial to understand social media's potential to revolutionize organizational practices and relationships (Obermayer et al., 2022). By effectively leveraging social media, businesses can proactively address customer requirements (Camilleri, 2018), attract financial support (Troise, 2020; Troise et al., 2020; Troise & Tani, 2020), facilitate knowledge exchange (Corral de Zubielqui et al., 2019) and drive company success through the co-creation of business operations (Chatterjee & Kumar Kar, 2020). Moreover, the accessibility and user-friendly nature of social media (Chatterjee & Kumar Kar, 2020; H. Han et al., 2018) make it an inclusive platform for individuals and organizations.

In parallel, consumers have shifted their preferences from traditional e-commerce to social commerce owing to numerous factors frequently associated with traditional e-commerce, namely, distrust, perceived risk (Dai et al., 2018), the absence of communication technology strategies (Sabaitytė et al., 2019), the absence of social presence (A. Al-Adwan, 2018), limited social interaction (Huang & Zhou, 2018), low satisfaction levels (Celiker et al., 2022), inadequate delivery service (Maia et al., 2018), insufficient product descriptions (Kang & Namkung, 2019), low-quality and uninformative advertisements (Martins et al., 2019), and a lack of opinion comparison (Bhattacharyya & Bose, 2020; Celiker et al., 2022). Understanding these evolving consumer preferences is essential for adapting to the changing landscape of online shopping behavior.

While the growth of social commerce has attracted significant interest among researchers (Hu et al., 2019; Molinillo et al., 2020), its full potential remains largely untapped, presenting ample opportunities for further development. Consequently, it is crucial to explore the factors that facilitate or impede users' engagement with social commerce platforms (Chrimes et al., 2019). Additionally, the area of service quality in social commerce has been relatively overlooked (Shin et al., 2020) with only a few studies establishing models for appraising service quality (Mona et al., 2020). This gap calls for the creation of novel service quality models that align with the unique characteristics of social commerce.

Furthermore, the continuous evolution of web 2.0 technology, which underpins social commerce, introduces new capabilities that can enhance business practices. Understanding the mechanisms that drive the sustained utilization of social commerce and investigating the impact of cultural variances across different countries on service quality dimensions are essential areas of research (Brusch et al., 2019; Osatuyi et al., 2020).

Motivated by these gaps and opportunities, this study intends to conduct a detailed overview of extant research on service quality in social commerce. The research questions guiding this study are as follows:

1. What are the most common dimensions of service quality in social commerce?
2. What are the gaps and future research recommendations in recent social commerce service quality research?

By examining 26 research articles, the purpose of this study is to ascertain the fundamental dimensions of service quality that impact social commerce. The findings of this research will make a valuable contribution to the already established body of literature on service quality, providing scholars with a foundation for developing new service quality models in the context of social commerce. Additionally, the insights gained will help managers better comprehend existing service quality dimensions and enhance their social commerce accounts.

In the subsequent sections, the review of previous studies is presented to select the dimensions for analyzing service quality in social commerce. The conclusions drawn from this study will provide valuable guidance for developing and implementing service quality frameworks in the context of social commerce, paving the way for future research and practical implications.

LITERATURE REVIEW

Social Commerce

The notion of social commerce encompasses various definitions, such as using social media as a promotional means and redirecting customers to the company's official website to finalize the purchase transaction or conducting the entire transaction process within the confines of the social

media platform, encompassing sales, promotion, and completion. However, due to its broad nature and the presence of various inconsistencies, there is currently no widely accepted definition for the concept of social commerce (Sohn & Kim, 2020). Zhao et al. (2023) have pointed out that the rapidly expanding realm of social commerce presents vast opportunities and potential benefits, yet there remains ample room for understanding its mechanics and achieving successful implementation. Thus, academics and practitioners have yet to fully comprehend social commerce definition and design. Nonetheless, scholars have mentioned that social commerce mainly encompasses social media, online collaboration, and online businesses. Below are a few definitions of social commerce (see Table 1) provided by numerous experts.

Table 1. Definitions of social commerce

Definitions	Author(s)
Social media platforms that initiate or facilitate a distinct category within the realm of e-commerce	(Han, 2023)
An online platform that combines commerce and social behavior which enables users to collaborate online	(Qu et al., 2023)
The integration of social features, including communication, engagement, discussion, and attention, into the e-commerce transaction process, which combines the aspects of social media and e-commerce	(Zhao et al., 2023)
Fusion of social network and e-commerce integration	(Miao et al., 2022)
An expanded form of e-commerce platform that incorporates social networks to foster online transactions and facilitate customer engagement throughout the purchase journey	(Meilatinova, 2021)
An exclusive sector within e-commerce that leverages social media to collaborate and interact with users, with the aim of facilitating online commerce	(Hossain & Kim, 2020)
The act of selling goods through social networking sites in addition to conducting electronic commerce via a dedicated platform	(Sohn & Kim, 2020)
Online commercial applications that utilize social media platforms for interaction	(Esmaeili & Hashemi, 2019)
The infusion of social media technologies and applications into e-commerce that elevates the performance of several e-commerce activities including marketing, purchasing, transaction facilitation, recommendations, referrals, and communication	(Hu et al., 2019)
A subdivision within the realm of contemporary e-commerce that leverages social media platforms to enhance the commercial involvement	(Li, 2019)
A commerce entity rooted in Web 2.0, characterized by prominent collaboration, interactivity, social elements, and a sense of community	(Li & Ku, 2018)

Social commerce is experiencing remarkable growth (Alkhalifah, 2021), thanks to the widespread acceptance of social media outlets which have ushered in a new era of social commerce that is fueled

by the power of the Internet (Jia et al., 2022). The increasing popularity of social media has given rise to innovative business models in the virtual realm, marking the dawn of this new era (Zafar et al., 2021). A key factor linking social networks to business operations is the prevalence of social networking applications in today's society (Jia et al., 2022). It emphasizes the need for businesses to adapt their strategies to leverage social commerce opportunities, understand changing consumer behavior, embrace technological innovations, and utilize social media as a resource for maintaining competitiveness in the evolving market landscape.

The effectiveness of social commerce lies in its ability to provide customers with a satisfying experience that not only enhances commercial activities but also influences customers' decision-making process (Al-Omoush et al., 2022). By leveraging social media technologies, in a cost-effective and efficient manner, organizations can establish and effectively manage social connections with their customers (Rao Muhammad et al., 2022). Social commerce has unmistakably emerged as a valuable tool for businesses and consumers alike, attracting the attention of scholars in various areas of its development (Andijani & Kang, 2022). Organizations must be aware of the importance of customer satisfaction, leveraging social media technologies, cost-effectiveness, academic research, value creation, and staying current with the evolving landscape of social commerce for businesses aiming to succeed in this field.

Although social commerce is still relatively new in the realm of e-commerce, the concept is evolving swiftly and drawing the attention of both practitioners and researchers (Hajli, 2020; Tuncer, 2021). In recent years, the study of social commerce has gained substantial importance, drawing considerable attention (Molinillo et al., 2021; Yang, 2021). Research on social commerce represents a significant frontier in consumer research (Andijani & Kang, 2022). Thus, exploring and uncovering relevant factors is a crucial aspect of advancing the field of social commerce.

E-service Quality

The notion of service quality lacks a universally agreed-upon definition (Pakurár et al., 2019). Operationalizing service quality has been done within specific contexts (Prakash, 2019) as service quality attributes tend to vary depending on the situation (Hartwig & Billert, 2018). Service quality has diverse applications; thus, a variety of evaluation methods are employed (Zuo et al., 2022). Models for evaluating service quality assist in identifying contextual factors and aid in the planning and implementation of programs aimed at improving quality (Prakash, 2019). To enhance service quality, it is essential to grasp the significance of service quality dimensions and focus on improving those that are most important (Liu & Chen, 2022).

Network services have grown in importance as a modern type of service since Internet technology has advanced, prompting the need for research in service quality evaluation in this domain (Zuo et al., 2022). The integration of technology has also led to the emergence of e-service quality as a means of assessing the performance of digital platforms. As technology advances and different service sectors adopt it, new service quality models are expected to emerge.

Scholars have developed service quality models tailored to specific industries and sectors, taking into account technological advancements. Examples include evaluating mobile health services (Kim et al., 2019), mobile banking services (Geebren et al., 2020), airline industry services (Büyüközkan et al., 2020), tourism public health (Han et al., 2021), and the auto care industry (Zygiaris et al., 2022). The role of service quality has been extensively explored in sectors such as manufacturing, banking, information technology, higher education, and healthcare (Prakash, 2019). In service quality models, surveys, focus group interviews, and interviews are routinely conducted to collect information (Hsu et al., 2018; A. P. Parasuraman et al., 1985), with surveys as the most prevalent method employed (Prakash, 2019).

Extensive study has been dedicated to evaluating the quality of e-service provided by e-commerce platforms (Jami Pour et al., 2020). Santos' framework (Santos, 2003) is widely recognized as a benchmark for measuring e-service quality, offering valuable guidance to enterprises engaged in or contemplating involvement in e-commerce. While e-commerce services primarily revolve around the seller's perspective, social commerce fundamentally prioritizes the needs and preferences of customers (Grange et al., 2020). However, many studies on e-service quality overlook the crucial communication characteristics inherent in Web 2.0 technology, which are particularly relevant in the social commerce context (Jami Pour et al., 2020).

The existing literature on service delivery often concentrates on conventional customer-service provider interactions (Han et al., 2021; Mechinda & Patterson, 2011), neglecting the distinctive aspects of social media. Therefore, it is imperative to acknowledge that traditional service quality models may not always be applicable to social media platforms (Naeem, 2019), necessitating the development of models tailored to the distinct characteristics of each service.

In the realm of social commerce, the assessment of platform service quality hinges on customers' experiences within the platform and the prompt resolution of their issues throughout the purchasing process (Jami Pour et al., 2020). Given the escalating number of social commerce users, it is increasingly vital to enhance and evaluate service quality through dedicated research in this field. Regrettably, few studies have concentrated on generating measures to assess the service quality of social commerce (Jami Pour et al., 2020).

RESEARCH METHOD

This study employed a semi-systematic literature review, which according to Snyder (2019) and Wong et al. (2013), examines topics that have been approached and investigated from various perspectives by different groups of researchers. It is particularly useful when it is impractical or infeasible to comprehensively review the entire breadth of the field. Instead, the focus of a semi-systematic literature review is providing a broad overview of the topic by selectively examining relevant studies and synthesizing their findings.

According to Snyder (2019), this review has several characteristics. First, it can employ thematic or content analysis, a methodology used to identify and analyze patterns or themes within a text (Tan & Heller, 2021), that has proved to be a valuable tool for examining and synthesizing findings obtained from a semi-systematic review. Second, this type of review is not limited to using quantitative research articles to gather information on sample characteristics; it can also include qualitative articles. This inclusivity allows for a more comprehensive analysis and understanding of the subject matter. Third, this review can serve as a means of mapping a research field and provide an overview of the current state of knowledge on a specific topic. Additionally, future research directions can be suggested, thereby guiding further investigation. Given these advantages, this method was chosen to address the research questions posed in this research.

The review process was executed systematically, following a sequence of steps including planning, conducting article searches, selecting relevant articles, extracting data, analyzing the data, and writing (Schmidt & Santamaria-Alvarez, 2022). A comprehensive search was conducted across various reputable databases and search engines, including ScienceDirect, ProQuest, Scopus, and the Publish or Perish service subscribed to by the Bandung Institute of Technology. The search was executed using a selection of relevant keywords, which included terms such as "service quality," "electronic service quality," "e-service quality," "social commerce," and "social media".

Review Protocol

The review protocol is a pre-established plan that outlines the methods employed in conducting the review, which serves to enhance the reliability of the review by allowing others to utilize the same protocol for replication, cross-checking, and verification of the study's findings (Xiao & Watson, 2019). The present study has defined a set of research questions and employed various techniques, such as removing duplicate papers, manual searches for relevant publications, and establishing inclusion and exclusion criteria to identify the most related papers for data collection. Subsequently, data were collected according to the research objectives, methodologies, data collection, and themes before being analyzed to derive conclusive findings. In conclusion, the findings of this research were documented in a report. A visual representation of the review process is depicted in Figure 1.
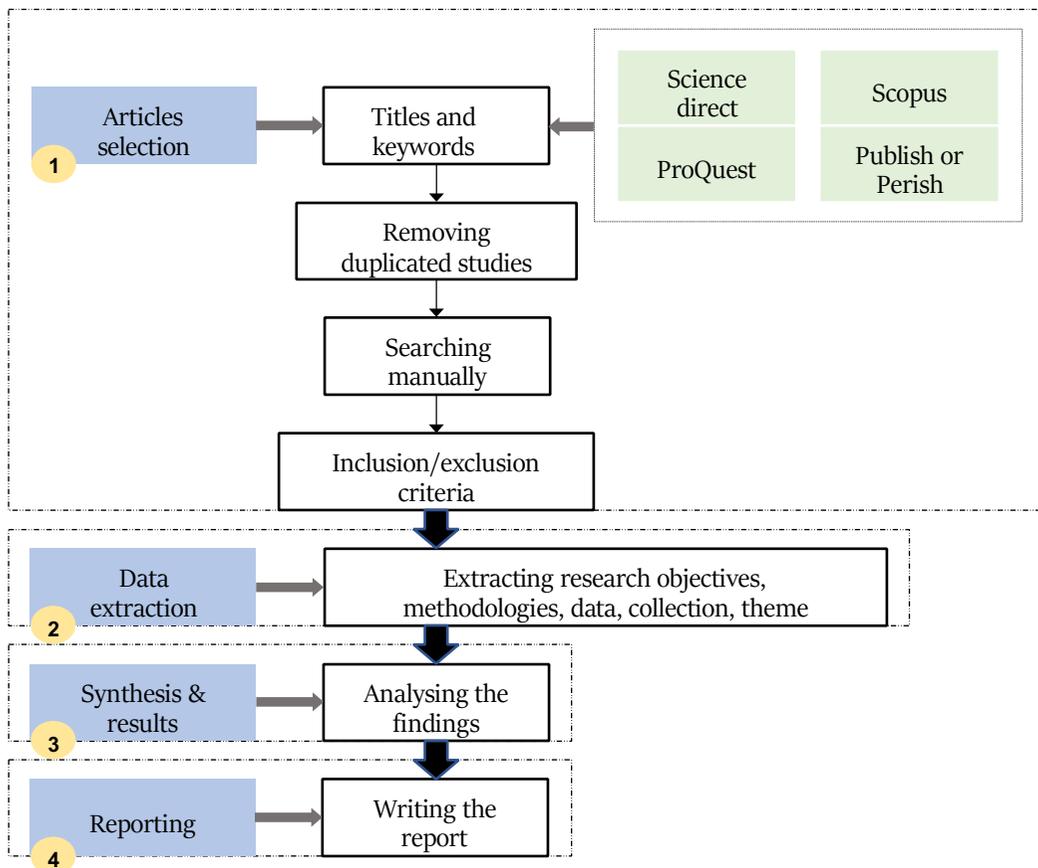

Figure 1. Review protocol

The Criteria for Inclusion and Exclusion

In research, inclusion and exclusion criteria are employed to define specific characteristics of subjects or elements involved in a study (Connelly, 2020). The establishment of these criteria plays a crucial role in designing research of high quality (Patino & Ferreira, 2018). By setting well-defined inclusion criteria, researchers ensure that only elements possessing the desired qualities are included in the study. On the other hand, exclusion criteria help to identify and exclude elements that possess

specific characteristics that might interfere with the research objectives or introduce confounding factors.

In the present research, the primary objective is to find the most frequently observed dimensions of social commerce service quality. Data collection was restricted to research articles written in English, both qualitative and quantitative. Table 2 provides the inclusion and exclusion criteria for this research.

Table 2. Research inclusion and exclusion criterion

Criteria	Principle	Reasoning
Inclusion and Exclusion	Papers were published between 2011 and 2022	To identify the latest trends
	Full text	To fully grasp the issue
	Peer-reviewed studies	To focus on high-quality papers
	Research articles	To comprehensively assess all potentially relevant articles
	Papers focusing on social commerce SQ	To limit the issue
	Written in English	The dominant language used in the research area

Search Strategy

After the research, the question has been established, and an overall review technique has been adopted, a search plan for locating related studies must be developed (Snyder, 2019). The systematic search for literature is a vital part of the review process, as it entails a rigorous exploration of pertinent research to compile a transparent study identification description, which informs readers about the selection process and underscores how the review's outcomes will enhance the existing body of evidence (Cooper et al., 2018). To optimize the search for relevant papers, the present study leveraged keywords by rearranging word placements or removing certain parts of the words. This was done during each search phase, using various databases to exploit the selected keywords fully.

Data Extraction and Synthesis

Table 3. The data extracted

Extracted data	Description
Author(s)	The authors' name
Publication year	The year the paper was published
Title	The paper's title
Source of the paper	Journal
Country	The location where the empirical studies took place
Research methodology	Qualitative, quantitative, mixed method
Research strategy	The survey, FGD, interviews
Data collection	Interview and questionnaire
Objective	The objective of the research
Findings	The paper's findings

Data extraction involves systematically capturing key characteristics of studies from journal articles and reports in a structured and standardized manner, which is essential for assessing individual study bias and synthesizing their findings (Schmidt et al., 2021). The present study categorized the

most relevant articles based on the study's objectives. Each selected article was then carefully read and classified using Microsoft Excel based on several key categories, including title, publication year, country, journal publishing, quartile, research area, and research strategy. These categories were carefully selected and derived from the research questions and objectives, as outlined in Table 3.

The Publication Sources

The sources of publication selected for this study are presented in Table 4. Of the 26 primary studies examined, all articles were derived from journals. *Sustainability* published the majority of the papers reviewed (4 papers), followed by *Computers in Human Behavior* (3 papers), and the *Journal of Retailing and Consumer Services* (2 articles). The remaining journals only contained one paper each. The papers analyzed in this literature review were published between 2013 and July 2023. The distribution of studies over this period is shown in Figure 2, indicating that the majority of articles were published in 2019 (7 papers), followed by 2017 with five articles.

Research Method

Table 4. Article distribution in journals

Name of the journals	Number of papers
Sustainability	4
Computers in Human Behaviour	3
Journal of Retailing and Consumer Services	2
Business Research Quarterly	1
Contemporary Management Research	1
Electronic Commerce Research and Applications	1
Eleventh International Conference on Digital Information Management	1
Information and Management	1
International Conference on Engineering & MIS (ICEMIS)	1
International Conference on Multidisciplinary Social Networks Research	1
International Journal of Managing Information Technology	1
ISMC 2017 13th International Strategic Management Conference	1
Journal of Islamic Marketing	1
Journal of Management Development	1
Journal of Management Research	1
Kybernetes	1
Multimedia Tools and Applications	1
SAGE Open	1
Service Business	1
Total Quality Management and Business Excellence	1

Research methods encompass the diverse strategies employed by researchers to gather, analyze, and make sense of data within their studies (Creswell & Creswell, 2018). Generally, research can be categorized into three primary categories: 1) qualitative, 2) quantitative, and 3) mixed method. For this study, the principal methodology was quantitative, questionnaires were used as the primary method for collecting data, as depicted in Figure 3. However, the findings could suggest that future

Research endeavors should consider using more diverse data collection methods to enhance the breadth and depth of their research.

RESULTS

Numerous studies have proposed social commerce service quality models consisting of different dimensions. Building on this literature, this paper presents a novel social commerce service quality framework (see Figure 4) based on a comprehensive analysis of 26 current studies, thereby providing an innovative avenue for future research. The framework encompasses 10 dimensions: responsiveness, security, reliability, interaction, website design, customer service, information, efficiency, empathy, and reputation. Moreover, the results are categorized into five dimensions: behavior intention, satisfaction, loyalty, word-of-mouth (WOM), and perceived value.
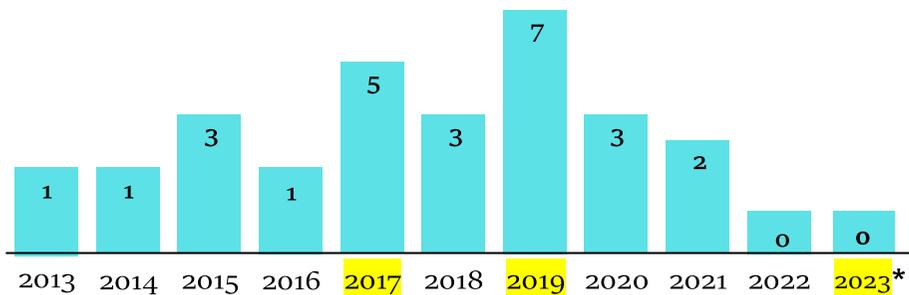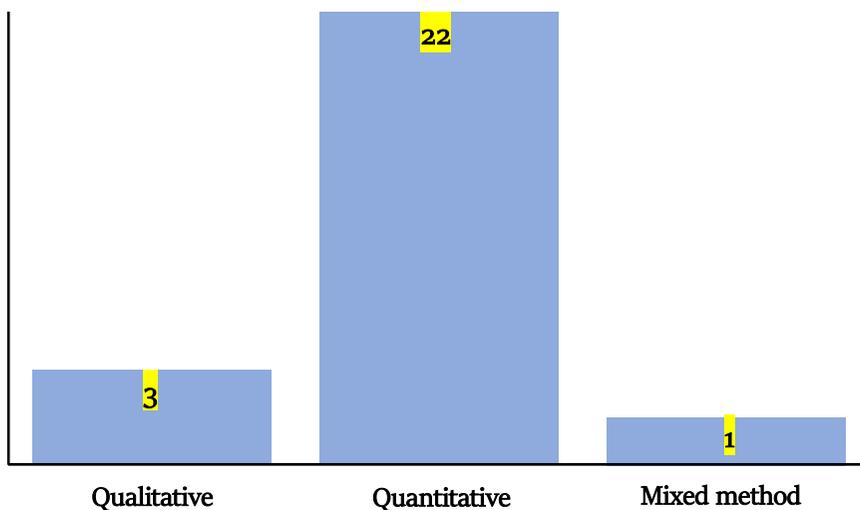

Figure 2. Distribution of articles per year

Figure 3. Distribution of papers by type

A number of service quality models have been proposed in the literature. Parasuraman's E-S-QUAL model (A. Parasuraman et al., 2005) and Santos' service quality model (Santos, 2003) are

among the most commonly cited ones. The former includes seven dimensions: system availability, efficiency, fulfillment, responsiveness, privacy, contact, and compensation. The latter proposes eleven dimensions: appearance, support, structure and layout, reliability, linkage, content, efficiency, incentive, ease of use, communication, and security. In social commerce, Naeem (2019) presented a model consisting of eight dimensions: privacy, empathy, responsiveness, accessibility, reliability, service awareness, availability, and assurance. Notably, the dimensions in this present model are influenced by country cultures, resulting in 10 dimensions.

In service quality, the number of dimensions remains a contentious issue due to its context-dependent nature (Lionello et al., 2020). Cultural variations in different countries may shape how customers perceive and expect service quality (Endara et al., 2018; Şahin & Işik, 2019). Furthermore, Brusch et al. (2019) contended that the differences in online shopping practices across various cultures could also have an impact on the order of priority assigned to e-service quality dimensions.
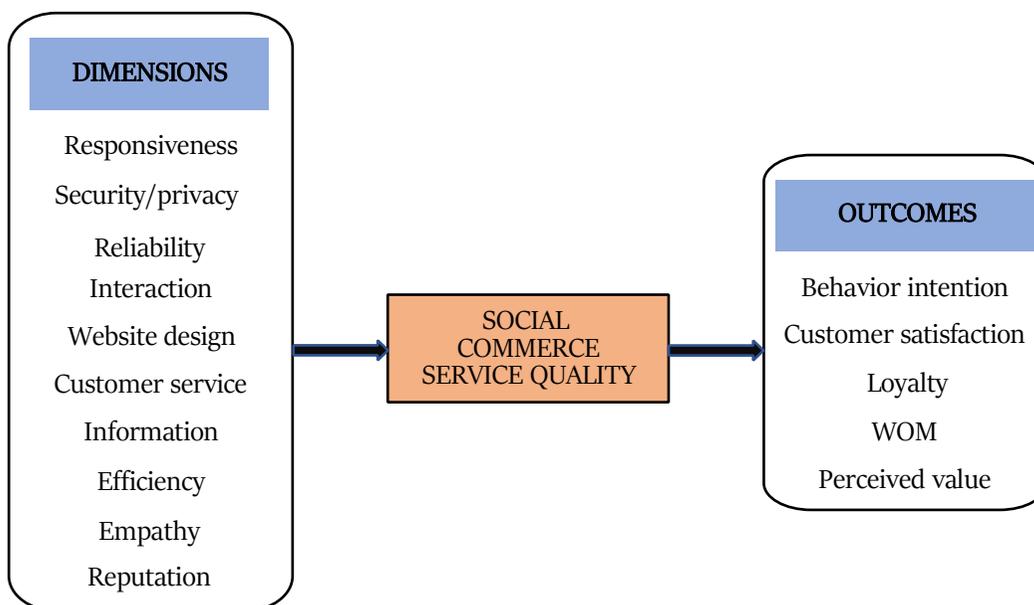

Figure 4. An integrative framework of social commerce service quality

In this section, the discussion centers on answering the research questions.

1. What are the most frequent dimensions of service quality in social commerce?

The present study's findings are presented in Table 5, which illustrates the most frequently reported factors across multiple studies. Within social commerce, this study explores various dimensions of service quality. Responsiveness emerges as the most commonly cited dimension, with 15 studies identifying it as a significant factor.

The quality of service is greatly influenced by the critical role of responsiveness (Khan et al., 2018). Among the dimensions of service quality, responsiveness stands out as the strongest factor impacting satisfaction (Darawong & Sandmaung, 2019). Additionally, when executed through high-speed platforms, responsiveness can facilitate instant transactions (Cheng et al., 2018). To this end, social media offers an ideal platform to foster responsiveness, leveraging a social monitoring approach that emphasizes the importance of attentively listening to customers and reacting to their

demands promptly (Li et al., 2021). By cultivating a responsive social media presence, businesses can provide more effective interactions with customers, promoting mutual engagement and enhancing overall satisfaction (Sheng, 2019).

Table 5. The most frequent dimension in the social commerce service quality

Dimensions	Frequency
Responsiveness	15
Privacy/safety/security	13
Reliability	12
Communication/interaction	11
Website design	7
Customer service	7
Information	7
Efficiency	7
Empathy	6
Reputation	5

In the realm of assessing service quality, responsiveness holds significant importance and is widely recognized as a crucial factor (Brusch et al., 2019). When a company demonstrates responsiveness in its interactions with customers, it can have sustained and positive effects which may extend to financial outcomes (Sheng, 2019). Therefore, fostering a culture of responsiveness within an organization can have far-reaching implications for its success and competitiveness in the marketplace.

The dimension of privacy/safety/security emerges as a critical issue in this research, particularly given the prevalence of social media-related crime in certain countries. The United States, for instance, has seen a sharp rise in reported losses from social media scams, with the total amount of money lost reaching $134 million in 2019 and climbing to roughly $117 million in the first half of 2020 (the Federal Trade Commission, 2020). Such scams are frequently associated with online commerce, romantic fraud, and income opportunities.

Similar trends have been observed in other countries, with social networking sites ranking as Australia's third most common channel for online shopping scams, accounting for 18.2% of all reported cases (ACCC, 2020). In Indonesia, online fraud was identified as the second-highest type of fraud in 2020, with the majority of incidents occurring on social media like WhatsApp, Instagram, and Facebook (Patroli Siber, 2020). Compared to e-commerce like Shopee and Bukalapak, social media platforms note significantly higher reported cases (4,888, 3,610, and 1,901 cases, respectively).

The high incidence of social media-related crime underscores the importance of ensuring privacy, safety, and security in social commerce. Failure to adequately address these concerns can erode consumer trust and undermine the integrity of social commerce platforms, ultimately hampering the growth and sustainability of this burgeoning sector.

The reliability dimension features this study prominently, having been mentioned twelve times in the literature. Reliability pertains to the degree of belief and trust that customers have in the services provided by an online company (Ahmad & Zhang, 2020). It encompasses various aspects, including delivering the correct products or services to customers after they have made a payment on the online store (Kaushik et al., 2019). Specific aspects of reliability include accuracy in billing, maintaining precise records, and ensuring timely delivery of services (Wang et al., 2021). Ultimately,

reliability refers to how much a service provider fulfills customer promises (Cristobal-Fransi et al., 2019).

The increased reliability of social commerce platforms plays a pivotal role in shaping users' inclination to participate in and utilize these sites (Chiang et al., 2019). When users perceive social commerce platforms as reliable, it significantly impacts their willingness to engage in transactions through these channels. The presence of reliability positively influences users' propensity to make purchases on social commerce sites (Sohn & Kim, 2020). Users are more inclined to partake in online transactions and make purchases when they have a sense of assurance regarding the platform's reliability.

The dimension of communication/interaction emerges as a prominent theme in this study, mentioned eleven times across the analyzed literature. Notably, some scholars have emphasized the centrality of "interaction" in defining social commerce (e.g. Al-Adwan & Kokash, 2019; Bugshan & Attar, 2020; Meilatinova, 2021), underscoring its pivotal role as a core component of this phenomenon. Since social media serves as the underlying framework for social commerce, where communication and interaction are integral to its functioning, it is unsurprising that this dimension plays a vital role in the context of social commerce (Albanna et al., 2022).

Al-Adwan (2019) provided further insight into the critical role of interaction in social commerce platforms. He highlighted how interactions on a social commerce website facilitated by the utilization of social technologies enhance customers' perceived usefulness, consequently boosting their trust and intention to make a purchase, and ultimately leading to an actual transaction.

Finally, website design, customer service, information quality, and efficiency are among the most commonly cited attributes in adopting social commerce service quality. Each was mentioned seven times in the reviewed studies. In addition, empathy and reputation were also identified as essential dimensions in assessing service quality in social commerce.

2. What are the gaps and future research recommendations in the existing social commerce service quality research?

The possibility of a semi-systematic review making a valuable contribution lies in its potential to establish a research agenda for future studies (Snyder, 2019). The present study demonstrates that previous research in this area has predominantly relied on quantitative approaches. Future research could benefit from incorporating qualitative and mixed-method approaches to expand the dimensions of inquiry. One potential method for obtaining qualitative data is through event-based responses collected at the earliest phase of creating scales for assessing e-service quality (Ladhari, 2010). Such a method could yield new theories (Kang & Evans, 2020) that may refine existing ones and potentially reveal new service quality dimensions (Lai et al., 2018). Rather than adding additional components to existing service quality models, researchers could emphasize new ideas or refine old theories to generate novel outcomes.

Future research could also benefit from utilizing the mixed-method approach to create more comprehensive models of service quality. This method enhances the comprehension of a comprehensive perspective by integrating the insights derived from interviews or observations with the broader understanding of trait prevalence in a population obtained through surveys, thus augmenting both the depth and breadth of the study (Creswell, 2014; Wasti et al., 2022). By incorporating both quantitative and qualitative data, researchers may be able to generate more nuanced models that capture the multifaceted nature of service quality. Such mixed-method approaches could help address some limitations of solely relying on quantitative data. By expanding the range of data collection methods used in future research, researchers can better understand the

complexities of service quality and generate more nuanced and accurate insights into this important area of inquiry.

Future research can explore alternative approaches to investigating and evaluating service quality through sentiment analysis. This method employs artificial intelligence to manage the massive amounts of data generated by customers and service providers through social media platforms, which have not been thoroughly investigated for their potential in this area (Kiritchenko et al., 2014; Tian et al., 2020).

While few social commerce service quality models incorporate sentiment analysis, some studies have used this approach to mine consumer reviews and develop new service quality formulas. He et al. (2018) used sentiment analysis to evaluate service quality models by examining the Twitter reviews of Walmart and Kmart customers. Martin-Domingo et al. (2019) and Tian et al. (2020) developed an analytical approach for evaluating airline service quality using Twitter data. Lee et al. (2021) also utilized sentiment analysis to mine feedback from social media to improve public services. Despite these promising studies, additional research is necessary to examine the untapped potential of sentiment analysis in developing more effective service quality models.

Sentiment analysis presents an alternative method for investigating and evaluating service quality, which has not yet been fully explored in the context of social media. While some research has utilized this approach, more research is needed to develop and validate service quality models using sentiment analysis, especially in the social commerce sector.

Exploring the security dimension in social commerce can be valuable since social commerce presents a higher level of uncertainty compared to traditional e-commerce (Kanani & Glavee-Geo, 2021). Reducing uncertainty in social commerce requires identifying mechanisms to mitigate the risks and challenges of the platform. However, limited studies focus on reducing uncertainty in social commerce (Al-Adwan & Yaseen, 2023). To address this gap, researchers can investigate security concerns related to privacy, data protection, and transactional security. Through this investigation, they can better understand the challenges and risks of social commerce and develop effective strategies to reduce uncertainty.

As awareness of the prevalence and impact of social media-related crime continuously grows, it is widely acknowledged that addressing concerns related to privacy, safety, and security is crucial to the success of social commerce. Despite this recognition, however, social media-related crime remains a critical issue that requires further investigation to better understand its root causes and underlying factors.

DISCUSSION

The present study's results hold potential for implementation in Indonesia, given the country's burgeoning economy and expected expansion of social commerce (Sembada & Koay, 2021). The nation's digital landscape is rapidly evolving (Caraka et al., 2021) and poised to become one of Asia's most critical digital markets due to high mobile device ownership and a rapid increase in internet users (Pratama & Scarlatos, 2019). Furthermore, the COVID-19 pandemic has fueled the country's shift towards online buying, which is unlikely to reverse shortly as online shopping is expected to grow (Warganegara & Hendijani, 2022).

The present study highlights that responsiveness is the most frequently cited dimension of service quality in social commerce. This finding has significant implications for countries with a long-term orientation (LTO) (Furrer et al., 2000; Khare et al., 2019) such as Indonesia. Prior studies have explained that LTO cultures place a premium on tailored service and expect vendors to assist (Ying et al., 2020). Thus, responsiveness is a critical dimension that consumers evaluate before purchasing.

A fast response time can positively influence purchase decisions, particularly in LTO cultures. Conversely, slow or unresponsive service can severely damage a vendor's ability to deliver service and erode customer trust in the company's capability and predictability. Therefore, maintaining service standards and responsiveness is essential for retaining customers and building their trust in the vendor's service quality (Leong et al., 2020).

The present investigation also reveals that communication and interaction represent salient dimensions in social commerce. Handarkho (2021) demonstrated that emerging markets, particularly in Asia, exhibit a greater propensity for social interaction, thus indicating that the adoption and future growth of social commerce in these markets are more promising than in developed countries. By enabling uncomplicated and low-cost communication between buyers and sellers, social commerce effectively addresses the challenges of inadequate financial and human resources that typify the information technology industry in emerging markets (Braojos et al., 2019; Gibreel et al., 2018).

Finally, the study reveals that privacy, safety, and security are prominent service quality dimensions in social commerce. As Rita et al. (2019) pointed out, in countries with high power distance, customers demand additional security measures from e-service providers. Due to the prevalence of online crime in Indonesia, providing security features is essential when conducting online shopping, particularly in social commerce. Since social commerce platforms do not offer payment protection via escrow services, they are more susceptible to fraudulent activities (Sembada & Koay, 2021).

CONCLUSION

This review systematically examines the body of research on social commerce service quality from January 2013 to July 2023, focusing on identifying multiple elements that influence the successful implementation of social commerce service quality.

A comprehensive literature review can be valuable for academic scholars and practitioners in the field (Snyder, 2019). The present study identifies critical dimensions that are integral to the successful adoption and implementation of service quality in the realm of social commerce. Proactively providing high-quality service on social media is a prudent strategy for companies as it effectively mitigates future complaints, contingent upon their unwavering commitment to service quality (Sun et al., 2021). The results of this investigation have important implications for managers and academic researchers as they provide insights into the most common attributes of service quality in the context of social commerce. Additionally, novice researchers may benefit from this analysis as it sheds light on crucial social commerce service quality aspects.

This research investigates the factors contributing to service quality in the context of social commerce by analyzing various studies. The findings reveal several critical dimensions that shape users' views of service quality in this field. Specifically, the most frequently cited factor is responsiveness, followed by communication/interaction, privacy/safety/security, reliability, and information. Responsiveness emerged as the most critical dimension as it was mentioned eight times concerning social commerce service quality. Moreover, the current development of measuring social commerce service quality mainly relies on a quantitative approach (84%). Lastly, the gaps in social commerce service quality research are identified, and several future research recommendations are proposed.

MANAGERIAL IMPLICATION

The results of this study have significant implications for Indonesia and the Asian region, which are experiencing a thriving economy and a projected expansion of social commerce. The Asian social commerce market is renowned for its extensive size (Zhao et al., 2023). With the continued rise of social commerce, businesses in Asia can reap benefits by comprehending the critical dimensions of social commerce service quality to capture the interest of potential customers and uphold the satisfaction of the current ones.

Maintaining service quality standards and responsiveness are important for retaining customers and building their trust in the vendor's service quality, particularly in countries with long-term orientations. The concept of long-term orientation (LTO) is applied to the characterization of national cultures in most Asian regions (Darsono et al., 2021; Hofstede & Minkov, 2010). This implies that service providers that operate in these markets need to pay closer attention to their service quality and responsiveness to retain their customers and gain a competitive edge.

The growth of online shopping in Asia, led by China, has been impressive. Other Asian countries such as Japan, India, Indonesia, South Korea, and Vietnam also have thriving online shopping industries (Kinda, 2019). However, there are concerns about product uncertainty and dishonest behavior of sellers, particularly in social commerce (Al-Adwan & Yaseen, 2023). To address this issue, improving security features and positively influencing purchasing decisions are crucial.

The rise of online crime highlights the importance of security measures in online shopping, especially in social commerce. This is particularly important in Asian countries, which have higher Power Distance Index scores (Himawan et al., 2022; Hofstede Insights, 2021) and are more vulnerable to the adverse effects of online crime. Therefore, it is essential to emphasize the importance of security features in online transactions in this region.

LIMITATIONS AND FUTURE RESEARCH

In the marketing realm, the investigation of social commerce and its dimensions of service quality continues to be insufficient, despite its growing significance in academia and business (Bürklin et al., 2019; Shin et al., 2020). Yoo & Jang (2019) suggested that the research trend for social commerce commenced in 2010 and evolved through three distinct phases. The first phase was electronic commerce (pre-2000), followed by mobile commerce (2001-2009), and finally, the third phase (2010 to the present), the social commerce phase, which is characterized by the pervasive use of social media within communities.

To produce a more comprehensive literature review, it is recommended to expand the databases and keywords related to "service quality" and "social commerce". The present study obtained articles from several well-known databases, including Science Direct, ProQuest, Scopus, and Publish and Perish, and utilized specific keywords related to the research topic. However, further expansion of these databases, keywords, and the SJR (source normalized impact per paper) could include additional relevant articles, thereby contributing to a more comprehensive and diverse literature review.

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APPENDIX

No	Title	Author	Year	Country	Methodology	Data collection method	Journal/Sources	Final Dimensions
1	Key quality factors affecting users' perception of social networking websites	Ellahi & Bokhari	2013	Pakistan	Survey	Quantitative	Journal of Retailing and Consumer Services	User-friendliness, navigability, efficiency, privacy, entertainment, community drivenness
2	User-switching behavior in social network sites: A model perspective with drill-down analyses	Wu et al.	2014	Taiwan	Survey	Quantitative	Computers in Human Behavior	Efficiency, fulfillment, privacy, system availability, compensation, contact, responsiveness
3	Customer Perceived Value in Social Commerce: An Exploration of Its Antecedents and Consequences	Alshibly	2015	Jordan	Survey	Quantitative	Journal of Management Research	Reliability, responsiveness, product portfolio, competence
4	Electronic service quality of Facebook social commerce and collaborative learning	Wu et al.	2015	Taiwan	Survey	Quantitative	Computers in Human Behavior	Reliability, responsiveness, information, security, ease of use, trust
5	E-Tail Quality and Brand Loyalty in Thai Social Commerce	Jeenanunta et al.	2015	Thailand	Survey	Quantitative	International Conference on Multidisciplinary Social Networks Research	Graphic/information design, credibility customer service, communication channel
6	Evaluating electronic service quality for C2C social commerce in Thailand: A pilot study	Leeraphong et al.	2016	Thailand	Survey	Quantitative	International Conference on Digital Information Management	Information quality, reliability, reputation, assurance, responsiveness

7	Determining Service Quality Dimensions of Social Commerce Websites	Erdogmus et al.	2017	-	FGD - survey	Qualitative - quantitative	International Strategic Management Conference	Fulfillment, website design, responsiveness, personalization, contact, security/privacy, user convenience, multichannel accessibility, seller identity, social interaction and support, promotional activities
8	Social commerce quality service from customer perspective	Qusef et al.	2017	-	Survey	Quantitative	International Conference on Engineering & MIS	Informative, responsiveness, reputation, reliability, verified, safety
9	Social multimedia network service quality, user satisfaction, and prosumer activity	Park et al.	2017	South Korea	Survey	Quantitative	Multimedia Tools and Applications	Trust, accuracy, prosumer activity, interactivity, search convenience
10	Service quality, satisfaction, stickiness, and usage intentions: An exploratory evaluation in the context of WeChat services	Lien et al.	2017	China	Survey	Quantitative	Computers in Human Behavior	Interaction quality, environment quality, outcome quality
11	The effects of service quality determinants on social networking site-based commerce: the Malaysian customers' perspective	Sura & Ahn	2017	Malaysia	Survey	Quantitative	Total Quality Management & Business Excellence	Assurance, responsiveness, reliability, empathy
12	Does multidimensional service quality generate sustainable use intention for Facebook?	Hossain & Kim	2018	Bangladesh	Survey	Quantitative	Sustainability	Interaction quality, environment quality, social quality, outcome quality
13	Evaluation of service quality in Facebook-based group-buying	Hsu et al.	2018	Taiwan	Survey	Quantitative	Electronic Commerce Research and Applications	Information, responsiveness, interaction, contact

14	A comparative analysis of electronic service quality in the online open market and social commerce: the case of Korean young adults	Choi & Kim	2018	South Korea	Survey	Quantitative	Service Business	Informativeness, product diversity, communication possibility, responsiveness
15	Exploring service quality among online sharing economy platforms from an online media perspective	Cristobal-Fransi et al.	2019	Spain	Survey	Quantitative	Sustainability	Efficiency, reliability, privacy/security, communication
16	Do social networking platforms promote service quality and purchase intention of customers of service-providing organizations?	Naeem	2019	Pakistan	Interview	Qualitative	Journal of Management Development	Privacy, empathy, availability, assurance, service awareness, reliability, accessibility, responsiveness
17	Influence Factors of People Purchasing on Social Commerce Site	Chiang et al.	2019	Taiwan	Survey	Quantitative	Contemporary Management Research	Functionality, enjoyment, process, reliability, responsiveness
18	Nexus of electronic word-of-mouth to social networking sites: A sustainable chatter of new digital social media	Hossain et al.	2019	Bangladesh	Survey	Quantitative	Sustainability	Outcome quality, interaction quality, environment quality
19	Integrative qualities and dimensions of social commerce: Toward a unified view	Hu et al.	2019	US	Survey	Quantitative	Information & Management	Delivery, content, convenience, customer value
20	Effects of SNS social capital on e-service quality and sustained referral intentions of e-fitness apparel: Comparative body image satisfaction analysis	Nam et al.	2019	US and South Korea	Survey	Quantitative	Sustainability	Website design, responsiveness
21	Role of social networking platforms as tool for enhancing the service quality and purchase intention of customers in Islamic country	Naeem	2019	Pakistan	Interview	Qualitative	Journal of Islamic Marketing	Service awareness, privacy, responsiveness, reliability, assurance, empathy

22	A Comprehensive Study on Social Commerce in Social Networking Sites	Hossain & Kim	2020	South Korea	Survey	Quantitative	SAGE Open	Outcome quality, interaction quality, environment quality
23	Assess the Effect of Service Quality on Customer Satisfaction in Facebook Social Commerce in Egypt	ELBadrawy et al.	2020	Egypt	Survey	Quantitative	International Journal of Managing Information Technology	Usability, reliability, responsiveness, trust, empathy, courtesy, price, security
24	Consumer satisfaction–based social commerce service quality management	Shin et al.	2020	South Korea	Survey	Quantitative	BRQ Business Research Quarterly	Durability, safety
25	Developing a scale of social commerce service quality: an exploratory study	Jami Pour et al.	2021	Iran	FGD - survey	Mixed method	Kybernetes	Social trust/security, information quality, social interaction, functional quality, social support, design quality
26	Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use	Molinillo et al.	2021	Spain	Survey	Quantitative	Journal of Retailing and Consumer Services	Security, responsiveness, reliability, empathy