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DEVELOPING A SOCIAL-COMMERCE SERVICE QUALITY FRAMEWORK: INTEGRATING E-S-QUAL AND E-RECS-QUAL WITH SOCIAL COMMERCE DIMENSIONS

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Abstract

The growing integration of social media and online retail has transformed how consumers perceive and evaluate digital services. This study proposes a conceptual framework that redefines electronic service quality in the era of social commerce by integrating the classical E-S-QUAL and E-RecS-QUAL models with emerging social and algorithmic dimensions. Drawing on 32 peer-reviewed studies published between 2015 and 2025, the analysis identifies key gaps in traditional service quality theory, which largely focuses on transactional efficiency and system reliability. The proposed Social E-Service Quality Framework extends these foundations through four new dimensions; social interaction, personalization, trust, and entertainment value which reflects the participatory and emotional nature of platforms such as Shopee and TikTok Shop. Service and recovery service quality form the functional base, while social commerce dimensions enhance emotional engagement, satisfaction, and loyalty. Theoretically, this study advances service quality theory to the context of participatory commerce, while practically offering insights for designing trust-based, interactive, and personalized service experiences.

Keywords: *social commerce, e-service quality, E-S-QUAL, E-RecS-QUAL*

INTRODUCTION

The rapid growth of digital social environments has transformed the way consumers interact, shop, and build trust online. According to Statista (2024), global social commerce sales are projected to reach US$1.2 trillion by 2025, accounting for nearly 16% of total e-commerce transactions. This surge is fueled by the convergence of social networking and online retail, creating an interactive ecosystem where users exchange experiences, reviews, and recommendations before making purchase decisions. Social commerce is defined as "a subset of e-commerce that combines social media and online shopping features to facilitate interactions and transactions among users within a digital community" (Zhang & Benyoucef, 2016, p. 33). In other words, it represents a shift from one-way commercial exchanges to participatory, trust-based, and community-driven transactions.

Platforms such as Shopee, TikTok Shop, and Instagram Shop exemplify this evolution by blending entertainment and commerce through live streaming, influencer endorsements, user-generated content, and gamification. These platforms no longer function solely as marketplaces; they have become social ecosystems that integrate connection, creativity, and consumption (Hajli, 2015; Luo, 2025).

In this new landscape, Electronic Service Quality (E-S-QUAL) remains a cornerstone for understanding online consumer satisfaction and loyalty. Originally conceptualized by Parasuraman, Zeithaml, and Malhotra (2005), the E-S-QUAL model defines e-service quality as "*the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services.*" It comprises four key dimensions: efficiency (ease of navigation and speed), system availability (technical reliability), fulfillment (accuracy and timeliness of order delivery), and privacy (security of customer data). To complement this, the same authors proposed E-RecS-QUAL, which focuses on the service recovery process after failures, encompassing responsiveness, compensation, and contact accessibility.

However, as digital platforms continue to evolve into social commerce ecosystems, the traditional E-S-QUAL and E-RecS-QUAL models no longer fully capture the complexity of contemporary consumer experiences. Today's consumers participate not only in transactional exchanges but also in social interactions, emotional connections, and algorithmically personalized engagements that shape their perceptions of service quality (Zhao, 2023; Lin & Wang, 2020). This behavioral shift is reflected in global data: according to DataReportal (2025), more than 4.9 billion people worldwide use social media, and over 60% have completed purchases directly through social platforms. In Indonesia alone, 89% of internet users engage in social commerce activities, underscoring its growing significance within the digital economy (We Are Social, 2024).

Such trends illustrate that consumers now evaluate digital services not only based on functionality and reliability but also on the social, emotional, and personalized experiences they encounter during their online interactions. For instance, TikTok Shop leverages live-streaming influencers to simultaneously build trust and entertainment value, while Shopee's gamified features and AI-based recommendation systems enhance personalization and engagement. These participatory and dynamic environments therefore demand an updated conceptualization of electronic service quality which one that integrates social trust, algorithmic relevance, and emotional value as core components of the modern digital experience (Wang, Yu, & Fesenmaier, 2022).

Therefore, this study seeks to redefine electronic service quality for the era of social commerce by integrating classical E-S-QUAL and E-RecS-QUAL models with four emerging dimensions such as social interaction, personalization, trust, and entertainment value. The proposed conceptual framework contributes theoretically by extending service quality theory to the participatory dynamics of social commerce, and practically by providing insights for platform managers to enhance engagement, satisfaction, and loyalty through socially interactive and trust-based digital experiences.

LITERATURE REVIEW

Evolution of Electronic Service Quality (E-S-QUAL and E-RecS-QUAL)

The concept of electronic service quality (E-S-QUAL) emerged as businesses transitioned from traditional face-to-face interactions to online service delivery. Parasuraman, Zeithaml, and Malhotra (2005) were the first to develop a comprehensive scale to measure service quality in electronic contexts, known as E-S-QUAL. They defined it as "*the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of*

products and services" (p. 217). The E-S-QUAL model introduced four functional dimensions; efficiency, system availability, fulfillment, and privacy, which became the foundation for assessing the quality of online platforms.

Recognizing that service failures are inevitable in digital environments, Parasuraman et al. (2005) later proposed E-RecS-QUAL, a complementary model designed to evaluate how effectively an online company manages service recovery. This model consists of responsiveness (promptness in addressing issues), compensation (fair resolution or reimbursement), and contact accessibility (ease of reaching customer support). Together, E-S-QUAL and E-RecS-QUAL provide a dual perspective on both functional and remedial aspects of e-service delivery.

Subsequent studies have confirmed the reliability and validity of these dimensions across various sectors, including online banking, e-retailing, and e-learning (Liao, Liu, & Chen, 2022; Rahmawati, 2023). However, scholars have noted that these models focus primarily on transactional efficiency and technical reliability, while neglecting the emotional and social aspects that characterize contemporary online interactions (Zhao, 2023). In the age of participatory digital platforms, the boundaries between service quality and social experience have become increasingly blurred.

The Rise and Characteristics of Social Commerce

As social networking technologies integrate with digital marketplaces, social commerce (s-commerce) has emerged as a new paradigm that reshapes consumer behavior and brand engagement. Hajli (2015) defined social commerce as "*the use of social media applications that support social interaction and user contributions to assist in the online buying and selling of products and services*" (p. 184). Similarly, Zhang and Benyoucef (2016) emphasized that social commerce combines the community dynamics of social media with the transactional functionalities of e-commerce, allowing users to co-create value through participation, recommendation, and sharing.

Recent global reports show that the social commerce market is expanding rapidly driven by the rise of short-form video, live streaming, and influencer-driven marketing. TikTok Shop, for instance, recorded over 15 million sellers globally in 2024, while Shopee remains Southeast Asia's largest social-commerce-integrated marketplace (Statista, 2024). These platforms embody what Wang, Yu, and Fesenmaier (2022) describe as "*entertainment-infused commerce*," where consumers engage emotionally through interactive features like comments, likes, and live chat, transforming shopping into an experiential and communal activity rather than a mere transaction.

Key characteristics that differentiate social commerce from traditional e-commerce include:

1) Interactivity – real-time communication between buyers, sellers, and influencers (Lin & Wang, 2020);
2) Trust Formation – built through peer recommendations and influencer credibility (Hajli, 2015);

3) Algorithmic Personalization – data-driven customization of content and product suggestions (Zhao, 2023); and
4) Entertainment Value – emotional engagement driven by video, gamification, and storytelling (Luo, 2025).

These unique features highlight the necessity for a new conceptualization of e-service quality that captures the social, algorithmic, and affective dimensions of digital consumer experience.

E-Service Quality in the Context of Social Commerce

The migration from transactional e-commerce to interactive social commerce has prompted scholars to revisit how service quality is defined and perceived in digital spaces. Studies indicate that the determinants of customer satisfaction and loyalty have expanded beyond website usability to include factors such as social presence, peer interaction, and trust-based engagement (Lin & Wang, 2020; Zhao, 2023).

For instance, Rahmawati (2023) found that among Indonesian Shopee users, fulfillment and responsiveness remain crucial predictors of satisfaction, reflecting the enduring relevance of E-S-QUAL and E-RecS-QUAL foundations. However, Prasetyo (2024) observed that trust in influencers and perceived authenticity significantly shape loyalty in TikTok Shop, illustrating the growing role of social influence in service quality perception. Similarly, Luo (2025) demonstrated that entertainment and live engagement are strong predictors of consumer attachment, suggesting that emotional enjoyment has become a critical part of service evaluation.

Furthermore, Zhao (2023), in a systematic review of 10 years of social commerce studies, identified emerging service quality dimensions (trust, personalization, interactivity, and entertainment) that complement traditional E-S-QUAL metrics. These findings collectively emphasize that service quality in social commerce is multidimensional, encompassing both functional reliability and social engagement.

Therefore, the integration of E-S-QUAL, E-RecS-QUAL, and the social dimensions identified in recent studies forms a strong theoretical foundation for constructing a new model: the Social E-Service Quality Framework. This framework positions social interaction, trust, personalization, and entertainment value as the defining characteristics of service excellence in participatory digital ecosystems such as Shopee and TikTok Shop.

Building on the reviewed literature, it becomes evident that while the E-S-QUAL and E-RecS-QUAL frameworks have been widely applied across various digital contexts, their explanatory power in social commerce environments remains limited. The integration of social interaction, trust, personalization, and entertainment value has emerged as critical to understanding consumer experience in participatory online ecosystems. To consolidate these developments, a synthesis of key studies published between 2015 and 2025 was conducted. Table 1 summarizes the major findings, methodologies, and theoretical contributions of 32 peer-reviewed studies that collectively inform the conceptual foundation for the Social E-Service Quality Framework proposed.

Table 1. Summary of Literature (2015–2025) Informing the Social E-Service Quality Framework

No	Authors (Year)	Focus / Context	Methodology	Key Findings	Relevance to Framework
1	Parasuraman, Zeithaml & Malhotra (2005)	Development of E-S-QUAL & E-RecS-QUAL	Scale development	Identified 4 core dimensions (efficiency, system availability, fulfillment, privacy) and 3 recovery dimensions (responsiveness, compensation, contact).	Foundational basis of service quality in digital contexts.
2	Zeithaml, Parasuraman & Malhotra (2002)	Website service quality	Literature review	Early model for evaluating online service reliability and responsiveness.	Provides theoretical roots for E-S-QUAL.
3	Santos (2003)	Virtual service quality dimensions	Conceptual	Proposed initial model for e-service quality.	Conceptual precursor to E-S-QUAL.
4	Blut et al. (2015)	Meta-analysis of e-service quality	Meta-analysis	Confirmed robustness of E-S-QUAL dimensions across industries.	Supports reliability of traditional model.
5	Hajli (2015)	Social commerce and consumer trust	Survey (n=400)	Trust mediates relationship between social interaction and purchase intention.	Introduces *trust* and *social interaction* as critical in s-commerce.
6	Hajli & Sims (2015)	Social power shift from sellers to buyers	Conceptual	Social support increases trust and intention to purchase.	Validates participatory and community dimensions.
7	Zhang & Benyoucef (2016)	Consumer behavior in social commerce	Literature review	Identified key social commerce design elements (interaction, community, trust).	Defines *social interaction quality*.
8	Chaparro-Peláez et al. (2016)	Drivers of e-commerce adoption	Conjoint analysis	Trust, security, and system usability remain top determinants.	Reinforces E-S-QUAL base constructs.
9	Wu, Chen & Dou (2017)	IoT and e-service quality	Conceptual	Proposed integration of connected devices to improve reliability and personalization.	Bridges E-S-QUAL with technology advancement.
10	Gibreel, AlOtaibi & Altmann (2018)	Trust and culture in social commerce	Survey (Saudi Arabia)	Cultural context moderates effect of trust on buying intention.	Supports cross-cultural trust dimension.
11	Lin & Wang (2020)	Social capital and perceived value in s-commerce	SEM	Social interaction and trust influence social commerce intention.	Defines *social interaction, trust, and satisfaction* path.
12	Anaza & Zhao (2020)	Social media interactivity & service quality	Empirical (n=600)	Interactivity moderates online service quality-trust relationship.	Confirms *social interaction* as service quality enhancer.
13	Lee & Chen (2020)	Satisfaction & loyalty in social commerce	SEM	Social presence and entertainment predict satisfaction.	Introduces *entertainment* as quality dimension.

14	Ahn, Ryu & Han (2021)	Personalization and trust in social commerce	Survey	Personalization directly affects trust and satisfaction.	Adds *personalization, trust, loyalty*.
15	Wang, Yu & Fesenmaier (2022)	Hedonic value in online shopping	Quantitative	Hedonic enjoyment increases engagement and purchase intention.	Establishes *entertainment value* link.
16	Liao, Liu & Chen (2022)	E-service quality in online retail	SEM	Efficiency and fulfillment remain strongest satisfaction predictors.	Reinforces E-S-QUAL relevance.
17	Zhao (2023)	Algorithmic personalization & trust	Mixed methods	Personalization strengthens perceived relevance and platform trust.	*Personalization* as emerging dimension.
18	Rahmawati (2023)	E-S-QUAL & E-RecS-QUAL in Indonesian Shopee users	Quantitative	Fulfillment & responsiveness predict satisfaction.	Validates E-S-QUAL/E-RecS-QUAL locally.
19	Prasetyo (2024)	Trust & authenticity in TikTok Shop	SEM	Influencer trust shapes loyalty more than system efficiency.	*Trust & social influence* dominate.
20	Luo (2025)	Live-streaming commerce engagement	Quantitative	Entertainment and real-time interaction enhance purchase intention.	Supports *entertainment* and *interaction* extension.
21	Kim & Park (2021)	Algorithmic personalization & engagement	Survey (n=800)	Personalization influences trust and perceived enjoyment.	Links *algorithmic relevance* to satisfaction.
22	Wang et al. (2018)	Social presence and customer experience	SEM	Social presence mediates satisfaction.	Reinforces *social interaction quality*.
23	Chen & Shen (2015)	Consumer trust in s-commerce community	SEM	Trust is co-created through peer reviews.	Establishes *community trust*.
24	Hajli et al. (2017)	Role of e-WOM in s-commerce	Survey	Peer recommendations strongly affect credibility.	Trust via *user-generated content*.
25	Lim et al. (2019)	Online service recovery	Experiment	Quick recovery improves satisfaction post-failure.	Validates *E-RecS-QUAL responsiveness*.
26	Al-Dweeri et al. (2019)	e-Service quality & loyalty	SEM	Fulfillment & privacy most influence trust.	Reinforces classical dimensions.
27	Li, Chen & Luo (2021)	Gamified shopping and enjoyment	Quantitative	Gamification enhances entertainment and engagement.	Adds *hedonic motivation* construct.
28	Han & Hyun (2022)	Service recovery and perceived justice	Survey	Compensation and empathy restore satisfaction.	Supports *E-RecS-QUAL*.
29	Dwivedi et al. (2021)	Social media commerce ecosystem	Review	Identified gaps in personalization & emotional engagement.	Calls for integrated models.
30	Vargo & Lusch (2004)	Service-Dominant Logic	Conceptual	Value co-created via interaction and relationships.	Theoretical anchor of *co-creation*.
31	Jaakkola (2020)	Conceptual article design	Methodological	Four approaches for conceptual research.	Framework for conceptual rigor.
32	MacInnis (2011)	Conceptual contribution in marketing	Theoretical	Defines stages of theory building.	Guides method for conceptual synthesis.

Source: Compiled by the author from 32 peer-reviewed studies published between 2015 and 2025 (*see References for complete list*).

The synthesis presented in Table 1 highlights both the strengths and limitations of existing e-service quality models. While functional and recovery dimensions remain relevant, they do not fully account for the social, emotional, and algorithmic factors shaping consumer perceptions in the era of social commerce. These insights provide the conceptual foundation for developing an integrative framework that redefines electronic service quality within socially interactive digital environments.

RESEARCH METHOD

This study employs a conceptual qualitative approach to synthesize, redefine, and extend the theoretical constructs of E-S-QUAL and E-RecS-QUAL within the emerging context of social commerce. Unlike empirical research that gathers primary data, conceptual studies emphasize the integration of existing theories and empirical findings to develop new theoretical frameworks (MacInnis, 2011). The methodological process followed four main stages: literature identification, evaluation, synthesis, and conceptual modeling.

Research Design

The research was designed as a systematic conceptual analysis aimed at identifying theoretical gaps in existing electronic service quality models and proposing an integrated framework that incorporates social and algorithmic dimensions of social commerce. This design was selected because social commerce is a dynamic phenomenon that demands theoretical adaptation rather than immediate hypothesis testing. The study provides a foundation for future empirical validation of the proposed model.

Data Sources and Selection

Relevant literature was collected from peer-reviewed international journals indexed in Scopus and Web of Science, accessed via databases such as ScienceDirect, Emerald Insight, Taylor & Francis Online, and SpringerLink. Inclusion criteria covered publications from 2015–2025 that addressed e-service quality, social commerce, online consumer behavior, or digital trust. Of 65 identified studies, 32 were selected for detailed analysis, with key references including Parasuraman et al. (2005), Hajli (2015), Zhao (2023), and Luo (2025).

Analytical Procedure

A structured content analysis (Webster & Watson, 2002) was conducted to code each study by theoretical foundation, key constructs, and research context. Through thematic synthesis, four recurring dimensions were identified as extensions to the E-S-QUAL and E-RecS-QUAL frameworks: social interaction quality, personalization (algorithmic relevance), trust and credibility, and entertainment value. These dimensions represent the participatory and emotional aspects that define consumer experience in social commerce platforms.

Model Development and Validation

The conceptual model was developed through iterative integration of classical and emerging constructs. E-S-QUAL and E-RecS-QUAL provide the functional base, while the

social dimensions act as enhancers driving satisfaction and loyalty. Conceptual rigor was maintained through theoretical triangulation across marketing, information systems, and consumer psychology disciplines, following standards for theory-building research (Whetten, 1989; Jaakkola, 2020). The resulting Social E-Service Quality Framework is theoretically grounded, contextually relevant, and empirically testable for future validation.

RESULT AND DISCUSSION

This section presents the outcome of the conceptual synthesis that integrates the E-S-QUAL and E-RecS-QUAL frameworks with emerging social and algorithmic dimensions relevant to social commerce. The result is a holistic model called the Social E-Service Quality Framework (Social E-S-QUAL Framework), which captures both the functional and experiential aspects of digital service quality in participatory online platforms such as Shopee and TikTok Shop.

Integration of Core and Recovery Service Quality Dimensions

The foundation of this framework remains the E-S-QUAL and E-RecS-QUAL models proposed by Parasuraman, Zeithaml, and Malhotra (2005). These models define the structural quality of online service systems that enable efficient, reliable, and secure transactions. The four E-S-QUAL dimensions (efficiency, system availability, fulfillment, and privacy) represent the core service quality required for customer satisfaction. Efficiency relates to the ease and speed of website navigation; system availability indicates reliability and uptime of digital services; fulfillment refers to delivery accuracy and timeliness; and privacy ensures the protection of user data and transactional information.

Meanwhile, E-RecS-QUAL focuses on the quality of service recovery when problems occur, encompassing responsiveness, compensation, and contact accessibility. In the context of e-commerce, these dimensions determine how well a platform restores customer trust after service failures. For example, Shopee's return and refund system exemplifies responsiveness and compensation mechanisms, while TikTok Shop's customer chat support enhances contact accessibility. These traditional dimensions form the operational baseline of online service quality but are insufficient in explaining satisfaction within socially interactive and emotionally engaging digital ecosystems (Zhao, 2023; Liao et al., 2022).

Extension with Social Commerce Dimensions

The evolution of digital platforms into social commerce has introduced new user expectations shaped by interactivity, entertainment, and community involvement. As a result, four new dimensions, namely social interaction quality, trust and credibility, personalization (algorithmic relevance), and entertainment value are proposed to extend the classical E-S-QUAL and E-RecS-QUAL models. These dimensions are derived from thematic synthesis across contemporary literature (Hajli, 2015; Lin & Wang, 2020; Zhao, 2023; Luo, 2025).

1) Social Interaction Quality

Social interaction quality refers to the depth, frequency, and reciprocity of communication among users, sellers, and influencers within social commerce platforms. According to Zhang

and Benyoucef (2016), social interaction creates a sense of community and co-experience, transforming consumers from passive recipients to active participants. Features like comment threads, live chat, and interactive Q&A during livestreams foster engagement and relational bonding. In Shopee Live or TikTok Shop, this interaction directly shapes the perceived quality of the service, as users interpret responsiveness and community feedback as signals of platform reliability.

2) Trust and Credibility

Trust remains a cornerstone of social commerce (Hajli, 2015). It encompasses both institutional trust (belief in platform safety and integrity) and interpersonal trust (confidence in sellers or influencers). Studies by Lin and Wang (2020) confirm that social interaction positively influences trust formation, which subsequently drives purchase intention and loyalty. In the context of TikTok Shop, trust is often co-created between users and content creators—an interpersonal dynamic that complements system-based assurances such as buyer protection policies. Thus, trust and credibility operate as mediating mechanisms that translate service experience into satisfaction and loyalty.

3) Personalization (Algorithmic Relevance)

Personalization refers to the extent to which content, recommendations, and advertisements are tailored to individual preferences through algorithmic systems. Zhao (2023) identified personalization as a critical determinant of customer satisfaction in social commerce, as users perceive algorithmically curated experiences as efficient and enjoyable. Shopee's "For You" page and TikTok's recommendation feed ("For You Page") exemplify algorithmic personalization that aligns products with user interests. This dimension not only enhances convenience but also contributes to perceived fairness and inclusion, as the system seems to "understand" each consumer's needs.

4) Entertainment Value

Entertainment value represents the emotional and hedonic pleasure derived from engaging with social commerce platforms. Wang, Yu, and Fesenmaier (2022) and Luo (2025) emphasize that entertainment features (such as gamified shopping, live entertainment, and storytelling) enhance user engagement and prolong interaction time. TikTok Shop, for example, merges entertainment and commerce through short-form video content, allowing users to enjoy, learn, and shop simultaneously. In Shopee, entertainment is embedded through features like Shopee Games and limited-time deals, which transform shopping into an interactive experience. Thus, entertainment value fosters affective attachment, increasing satisfaction and repurchase intention.

The Social E-Service Quality Framework

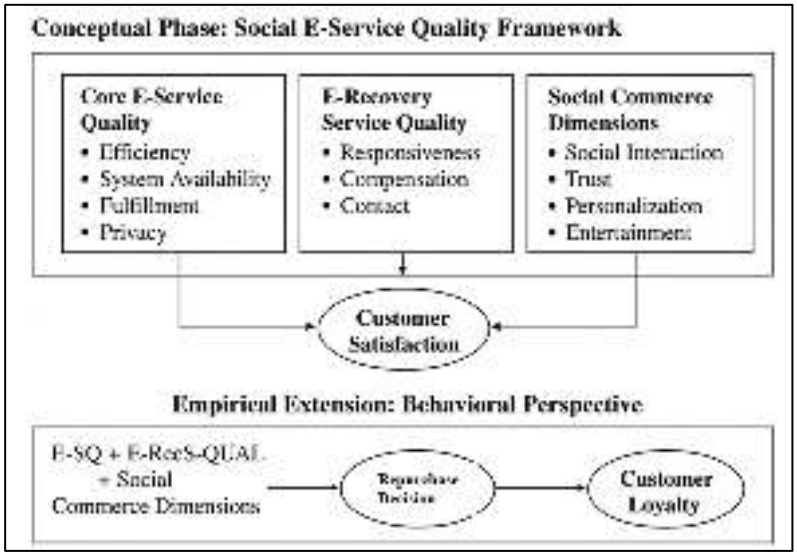
The conceptual synthesis of these dimensions forms the Social E-Service Quality Framework, a model that integrates core service quality, recovery service quality, and social engagement dimensions into a single continuum of consumer experience. The model proposes that:

1. Core service quality (E-S-QUAL) provides the functional foundation for user satisfaction.
2. Recovery service quality (E-RecS-QUAL) strengthens satisfaction through effective service recovery mechanisms.

3. Social Commerce dimensions (social interaction, trust, personalization, entertainment) enhance emotional engagement and perceived relational value.

Together, these dimensions predict customer satisfaction, which in turn leads to loyalty and repurchase intention.

Picture 1. The Social E-Service Quality Framework



Source: Author's conceptual development (adapted from Parasuraman et al., 2005; Hajli, 2015; Zhao, 2023).

The proposed framework combines three main components: Core E-Service Quality, E-Recovery Service Quality, and Social Commerce Dimensions as the key drivers of customer satisfaction. Together, they represent the functional, recovery, and social-emotional aspects of service experiences in social commerce. This integrated model suggests that in social commerce environments, customer satisfaction is not only determined by service efficiency but also by emotional resonance and community participation. The model expands classical e-service quality theory by positioning social interaction and trust as mediators and entertainment and personalization as enhancers of digital customer experience.

Discussion

The findings of this conceptual synthesis align with the Service-Dominant Logic (Vargo & Lusch, 2004), which views consumers as co-creators of value through interaction. In social commerce, value creation emerges not merely from efficient transactions but from shared social experiences and emotional engagement. The framework also resonates with the Technology Acceptance Model (TAM), where perceived usefulness and ease of use are extended to include social enjoyment and trustworthiness (Lin & Wang, 2020).

From a theoretical standpoint, this study bridges the gap between service quality theory and social interaction theory, creating a hybrid perspective that recognizes both functional and relational dimensions of digital experience. From a managerial perspective, the model guides platform managers to allocate resources toward features that foster social engagement (e.g.,

interactive live streams, trust-based seller verification, and personalized AI recommendations) to sustain long-term loyalty.

CONCLUSION

The growing convergence of social media and e-commerce has transformed how consumers evaluate service quality in digital environments. This study conceptually redefines electronic service quality by integrating the classical E-S-QUAL and E-RecS-QUAL models with emerging social commerce dimensions, namely social interaction, personalization, trust, and entertainment. The resulting Social E-Service Quality Framework reflects the shift from transactional efficiency toward participatory, emotional, and trust-based engagement in platforms such as Shopee and TikTok Shop.

Theoretically, this framework extends service quality theory into the participatory digital economy, where consumers co-create value through interactive and personalized experiences. It connects functional quality and social interaction theories, emphasizing that satisfaction and loyalty emerge from both rational and affective dimensions of digital engagement. Practically, the model offers guidance for platform managers to strengthen system reliability and service recovery, while integrating interactive, entertaining, and trust-building features responsibly through algorithmic personalization.

As a conceptual contribution, this study calls for empirical validation using cross-platform and cross-cultural approaches. Future research may explore moderating effects of social presence, influencer credibility, and digital literacy to deepen understanding of service quality in immersive social commerce ecosystems. This work provides a foundation for advancing both theory and practice of social e-service quality, highlighting how digital empathy and interaction now define competitive advantage in the social commerce era.

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