

**Table S1:** Sources of measurement of latent construct factors that affecting e-service quality and consumer behavior.

Variables	Sample of items	Adopted from
Website Design	<ol style="list-style-type: none"> <li>1. The information on the website is effective.</li> <li>2. The website adequately meets my information needs.</li> <li>3. The website displays a visually pleasing design.</li> <li>4. The website is visually appealing.</li> <li>5. The text on the website is easy to read.</li> <li>6. The site has a wide variety of products that interest me.</li> <li>7. The website labels are easy to understand.</li> <li>8. The website loads quickly.</li> <li>9. The website has lower prices than offline stores.</li> <li>10. The website takes a long time to load.</li> </ol>	Blut (2016)
Customer Service	<ol style="list-style-type: none"> <li>1. Customer service personnel are always willing to help you.</li> <li>2. The online shop provides a telephone number to reach the company.</li> <li>3. The online shop has customer service representatives available online.</li> <li>4. The online shop offers the ability to speak to a live person if there is a problem.</li> <li>5. The company is ready and willing to respond to customer needs.</li> <li>6. The website has reasonable shipping and handling costs.</li> <li>7. Inquiries are answered promptly.</li> <li>8. The online shop handles product returns well.</li> <li>9. The online shop offers a meaningful guarantee.</li> </ol>	Blut (2016)
Privacy/ Security	<ol style="list-style-type: none"> <li>1. The website has adequate security features.</li> <li>2. This site protects information about my credit card.</li> <li>3. I trust the website administrators will not misuse my personal information</li> <li>4. It protects information about my web-shopping behavior.</li> <li>5. I trust the website to keep my personal information safe.</li> <li>6. I feel like my privacy is protected at this site.</li> <li>7. I feel safe with the transaction in this website</li> <li>8. The website instills confidence in customers.</li> <li>9. The company is well-established.</li> <li>10. The company behind the site is reputable.</li> </ol>	Blut (2016)
Fulfilment	<ol style="list-style-type: none"> <li>1. It quickly delivers what I order.</li> <li>2. The product is delivered by the time promised by the company.</li> <li>3. My order is delivered by the date promised.</li> <li>4. The product was damaged during delivery.</li> <li>5. The ordered products arrived in good condition.</li> <li>6. The products arrived with major damage.</li> <li>7. You get what you ordered from this website.</li> <li>8. This website gets orders correct.</li> <li>9. The website sends out the items ordered.</li> <li>10. The items sent by the site are well packaged.</li> </ol>	Blut (2016)

Overall e-service Quality	<ol style="list-style-type: none"> <li>Overall, my purchase experience with this online shop is excellent.</li> <li>The overall quality of the service provided by this online shop is excellent.</li> <li>My overall feelings toward this online shop are very satisfied.</li> </ol>	Blut (2016)
Customer Satisfaction	<ol style="list-style-type: none"> <li>Online shopping is save my time.</li> <li>Online shopping is cheaper than traditional shopping.</li> <li>Online shopping have many choices.</li> <li>Product online is easier to find.</li> <li>The online shop is getting close to the ideal online retailer.</li> <li>The online shop always meets my needs.</li> <li>I am satisfied with this online shop.</li> <li>I have really enjoyed shopping from this website.</li> <li>There are a lot of vouchers to be used from the website.</li> <li>I will buy product again from the same seller.</li> </ol>	Fornell (1992)
Customer Loyalty	<ol style="list-style-type: none"> <li>I will buy product again from the same seller.</li> <li>I will intensify purchases through this online shop.</li> <li>I recommend this online shop to anyone who seeks my advice.</li> <li>I encourage friends and others to purchase goods from this online shop.</li> <li>I will shop again from this online shop.</li> <li>I will re-visit this online shop in the future.</li> <li>I will talk positively about the product.</li> <li>I will continue even if the product price increases because the quality is good.</li> </ol>	Own Development
Customer Trust	<ol style="list-style-type: none"> <li>I will buy the online product that the brand is well known.</li> <li>I will buy the online product that I have attracted to their online marketing.</li> <li>I will be more attracted to buy the online product with lower price.</li> <li>One can expect good advice from this online shop.</li> <li>This online shop is genuinely interested in customer's welfare.</li> <li>If problems arise, one can expect to be treated fairly by this online shop.</li> <li>I am happy with the standards by which this online shop is operating.</li> <li>I can believe the statements of this online shop.</li> <li>This online shop operates scrupulously.</li> </ol>	Gefen (2002); Lee and Turban (2001)

**Table S2: Questionnaire Form**

**Assessing the Impact of E-Commerce of a Footwear Vendor in Malaysia Through a Structural Equation Modeling Approach**

I am Prof Dr Muhammad Safiih Lola, head of the Private Partnership Research Grant (PPRG), Universiti Malaysia Terengganu (UMT), currently conducting a research project "**Modelling of the e-service quality and customer behavior in online shopping during the COVID 19 pandemic**". The purpose of this research is to investigate the relationship between e-service quality and customer behavior in online shopping during the COVID-19 pandemic. We appreciate your cooperation in completing this questionnaire. All information provided will be kept confidential. All data collected will be used solely for academic research and statistical analysis purposes. Respondents' identities will be kept confidential, and no personal details will be shared with others. Participation in this survey is voluntary, and you can choose to withdraw at any time without any consequences. The information you provide will be processed in aggregate, and no personal information will be disseminated or disclosed to third parties without your consent.

**Part A: Respondent Demographics**

**Gender**

☐ Male

☐ Female

**Age Group**

☐ 18-28

☐ 29-39

☐ 40-50

☐ 50 years old and above

**Races**

☐ Malay

☐ Chinese

☐ Indian

☐ Others

**Monthly Salary**

- ☐ Below RM1000      ☐ RM1,000 – RM1,999
- ☐ RM2,000 – RM2,999      ☐ RM3,000 – RM3,999
- ☐ Above RM4,000

**Which E-commerce platform are mostly to use? (You may choose more than 1 answer)**

- ☐ Shopee      ☐ Lazada
- ☐ Taobao      ☐ Zara
- ☐ Others

**Monthly frequency to shop online?**

- ☐ 1-3      ☐ 4-6
- ☐ 7-9      ☐ 10 and above

**Part B(i): Factors affecting e-service quality**

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

**Website Design**

1. The information on the website is effective.
2. The website adequately meets my information needs.
3. The website displays a visually pleasing design.
4. The website is visually appealing.
5. The text on the website is easy to read.
6. The site has a wide variety of products that interest me.
7. The website labels are easy to understand.
8. The website loads quickly.
9. The website has lower prices than offline stores.
10. The website takes a long time to load.

### Customer Service

1. Customer service personnel are always willing to help you.
2. The online shop provides a telephone number to reach the company.
3. The online shop has customer service representatives available online.
4. The online shop offers the ability to speak to a live person if there is a problem.
5. The company is ready and willing to respond to customer needs.
6. The website has reasonable shipping and handling costs.
7. Inquiries are answered promptly.
8. The online shop handles product returns well.
9. The online shop offers a meaningful guarantee.

### Privacy / Security

1. The website has adequate security features.
2. This site protects information about my credit card.
3. I trust the website administrators will not misuse my personal information
4. It protects information about my web-shopping behavior.
5. I trust the website to keep my personal information safe.
6. I feel like my privacy is protected at this site.
7. I feel safe with the transaction in this website
8. The website instills confidence in customers.
9. The company is well-established.
10. The company behind the site is reputable.

### Fulfilment

1. It quickly delivers what I order.
2. The product is delivered by the time promised by the company.
3. My order is delivered by the date promised.
4. The product was damaged during delivery.
5. The ordered products arrived in good condition.
6. The products arrived with major damage.
7. You get what you ordered from this website.
8. This website gets orders correct.
9. The website sends out the items ordered.
10. The items sent by the site are well packaged.

### Overall e-service quality

1. Overall, my purchase experience with this online shop is excellent.
2. The overall quality of the service provided by this online shop is excellent.
3. My overall feelings toward this online shop are very satisfied.

**Part B(ii): Analyse customer behaviour in online shopping during Covid-19**

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

**Customer Satisfaction**

1. Online shopping is save my time.
  2. Online shopping is cheaper than traditional shopping.
  3. Online shopping have many choices.
  4. Product online is easier to find.
  5. The online shop is getting close to the ideal online retailer.
  6. The online shop always meets my needs.
  7. I am satisfied with this online shop.
  8. I have really enjoyed shopping from this website.
  9. There are a lot of vouchers to be used from the website.
- I will buy product again from the same seller.

**Customer Loyalty**

1. I will buy product again from the same seller.
2. I will intensify purchases through this online shop.
3. I recommend this online shop to anyone who seeks my advice.
4. I encourage friends and others to purchase goods from this online shop.
5. I will shop again from this online shop.
6. I will re-visit this online shop in the future.
7. I will talk positively about the product.
8. I will continue even if the product price increases because the quality is good.

**Customer Trust**

1. I will buy the online product that the brand is well known.
2. I will buy the online product that I have attracted to their online marketing.
3. I will be more attracted to buy the online product with lower price.
4. One can expect good advice from this online shop.
5. This online shop is genuinely interested in customer's welfare.
6. If problems arise, one can expect to be treated fairly by this online shop.
7. I am happy with the standards by which this online shop is operating.
8. I can believe the statements of this online shop.
9. This online shop operates scrupulously.