Create Customer Perceived Value by E-service: An Empirical Study of Group Buying on Websites

丁財寶、林清同

E-mail: 374604@mail.dyu.edu.tw

ABSTRACT

The world's largest group-buying website Groupon entered the Taiwan market in 2010, and given the group-buying business a whole new face. Groupon-Like websites became mainstream. But the market, however, is becoming saturated. Only those who provide customers what they really need can establish long-term relationships. Recently, the customer perceived value in this business has become more important because it plays an important role in predicting purchasing behavior and significant enough to affect enterprises to compete in the market. This research is based on Collier and Bienstock (2006) to measure three dimensions of service quality of e-retailing, process quality, outcome quality and recovery quality of service that is suitable for measuring the group-buying website to explore all the factors the group-buying websites was on e-service quality and to create customer perceived value. Online questionnaires and paper questionnaires were used to collect samples, there are 409 valid replies. The data were analyzed and verified using descriptive statistics, factor analysis, reliability and validity analysis and structural equation models by using SPSS and AMOS software. The empirical results show that: (1) process quality has a positive influence on customer perceived value; (2) outcome quality has a positive influence on customer perceived value; (3) recovery process quality has a positive influence on customer perceived value. According to the empirical findings suggest that group-buying website should be devoted to enhance the quality of websites offering online services, create customer perceived value.

Keywords: customer perceived value, service quality, process quality, outcome quality, recovery quality

Table of Contents

中文摘要

英文摘要

謝忱

內容目錄

圖目錄

表目錄

第一章 緒論

第一节研究背景

第二节研究動機

第三节研究目的

第四节研究流程

第二章 文獻探討

第一节網路團購

第二节服務品質

第三节顧客價值

第三章 研究方法

第一节研究架構

第二节研究假設

第三节問卷設計與操作型定義

第四节研究對象與抽樣

第五节前測與預試問卷資料分析

第六节資料分析

第五章 結論與建議

第一节研究結論

第二节研究建議

第三节研究限制

第四节後續研究建議

參考文獻

附錄

正式問卷


