

E-commerce Quality Measurement Model the Study I-bon as an Example

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ABSTRACT

In this study, the reason e-commerce development order, and references generalize the four dimensions, 22 items asked for the consumers of information services for the multi-function (i-bon) measure the quality of the use made by users for multi-information services (i-bon) a quality user experience and re-use the experience to meeting a questionnaire survey to explore the use of characteristics of respondents and the quality of multi-use self-service system will. Study: multi-user information services to come (i-bon) engaged in activities to “ print, fax, toll “ as the most, accounting for 72.2%; followed by “ curiosity “ accounted for 16.6%, while the impact of user choose to come to use the multi-information services (i-bon) of the factors, the “ information quality “ , “ service quality “ ratio was higher, uses a “ system quality “ ratio is low, and the results informed that 22 information, system, service quality, ask the project, will affect the user's use of the first three items as “ concessions, design, kind of “ , explains information quality, system quality, service quality of all will influence intention; the “ safe sex “ and “ diversity “ , “ interesting “ in the service quality, information quality, system quality is actually a minimum of project, and most need to improve the project, while other combinations of existing dimensions and overall use will have a positive correlation, so upgrading will improve the overall quality of the existing users of information services for the multi-use intention.

Keywords : e-commerce、 quality measure、 use willingness

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