

Measure service quality in three-commerce

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ABSTRACT

This study is mainly on discussion e-service quality and its influence of customer satisfaction. We measure e-service quality in three dimensions of website service quality, outcome quality and recovery service. This research is focus on the online comsumers. The effective samples were 531.

Base on the SPSS statistic method, exploratory factor analysis, comfirmatory factor analysis and structural equation modeling, the actual findings are as below:

Website service quality has no direct influence on customer satisfaction. Website service quality has a positive influence on outcome quality. Outcome quality has a positive influence on customer satisfaction. Recovery service has a positive influence on customer satisfaction.

Keywords : e-Service Quality、Recovery Service、Customer Satisfaction

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