

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

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## 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 become 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 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 the perceived value. Online questionnaires and paper questionnaires 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

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