

The Impact of Service Convenience on Service Quality in Cash Card Services

黃淑宜、賴其勳；汪睿祥

E-mail: 9315906@mail.dyu.edu.tw

ABSTRACT

Based on the service convenience concept (Berry et al., 2002) and overall affect model (Dabholkar, 1996), the study is to explore the influences of cash card consumer's service convenience perception on the evaluation of service quality when technologies infuse service encounters. The results are as follows: 1. When attitude toward using technological products is positive, consumers will have positive perception on postbenefit convenience. 2. When the need for interaction with the service employee is important, consumers will have positive perceptions on easy to access, transaction and postbenefit convenience. 3. When the perceptions of transaction and postbenefit convenience are high, consumers will have positive perception on service quality. 4. When attitude toward using technological products is positive, consumers will have positive perception on service quality. 5. When the need for interaction with the service employee is important, consumers will have positive perception on service quality. Key Words: cash card, service convenience, self-service technology, service quality

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