

The Impact of Internet Brand and Electronic Service Quality on the Customer Loyalty-The Case of PChome Online

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ABSTRACT

This study examines the relationship between internet brand and electronic service quality that effects customer loyalty. In addition, the purpose of this study is to understand what internet customers want, and let the business know the focus of internet marketing. This study is amid on customers that have ever shopped on Pchome Online to fill out questionnaires of survey. The survey period lasted from 2007/4/4 to the 2007/5/20 and had a total of 335 questionnaires returned. After deleting invalid questionnaires, the number of valid questionnaires is 226 with a valid returned rate of 79.4%. The results indicated that customers on the internet were mostly students (49.6%) and females (63%). On the customer loyalty, female consumers shopped more frequently than males, and consumers that had education levels below college were the majority. Functional service quality had no obvious correlation to customer loyalty. Website brand, website service quality, loyalty attitude and loyalty behavior were all positively related. Website brands have an effect on consumer loyalty attitude and loyalty behavior, but its effect can be intervened by website service quality. Therefore website service quality is a major factor affecting loyalty attitude and loyalty behavior.

Keywords : Internet Brand ; Electronic Service Quality ; Customer Loyalty

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