The key determinants of e-service quality

As e-commerce proliferates all over the world, marketing companies are attempting to establish a competitive edge by interacting with their customers over the Web. These companies are using the Web to enhance communications with customers, to sell more products and services through an alternative channel, and to reduce the costs of interacting with customers. The most experienced and successful companies using the Web are beginning to realize that the key determinants of success or failure are not merely Web presence or low price but instead center on delivering electronic service quality (e-SQ). To encourage repeat purchases and build customer loyalty, companies must shift the focus of e-business from e-commerce to e-service. The purpose of this paper is to describe quality of e-services and to compare electronic service quality (e-SQ) and servqual. This paper discusses how companies can be competitive by providing quality e-services. The aim of this paper is to identify the features or dimensions that customers use to assess the quality of a electronic service or operation. will focus on identifying those characteristics that are perceived by customers as a necessity in achieving customer satisfaction in a virtual operation.

Keywords: service, electronic service, SERVQUAL, E-Service Quality, e-quality

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