

عنوان مقاله:

The impact of self-service technology on customer satisfaction of online stores

محل انتشار:

پنجمین کنفرانس بین المللی دستاوردهای نوین علوم انسانی و مدیریت (سال: 1395)

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خلاصه مقاله:

In today s business environment which unable to meet the needs of the customer without modern technology, providing quality and efficient services plays a critical role in attracting and maintain the customers. One of these attractive technologies is self-service services. Therefore, in this study Expectation-confirmation model in the context of IT has been employed to investigate the effect of self-service technology on customer satisfaction. This model is widely used in the field of online technology. This is a descriptive study and The data gathering tool is two technological questionnaires self-service and customer satisfaction that were distributed among 369 people of available customers of the online store of Tehran which have an electronic symbol, after confirming the validity and reliability. The analysis of research data was performed using spss21 and Amos 21 software and structural equation modeling indicated that all model assumptions have been confirmed, Conceptual model in the considered population is verified and has comprehensiveness

کلمات کلیدی:

self-service technology, perceived usefulness, perceived control, perceived comfort, perceived enjoyment, customer satisfaction

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