

A study on Customer satisfaction and Repurchase intention on Chinese Mobile service

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Abstract

This study to investigate Mobile service quality factors influencing on customer satisfaction and repurchase intention for the research purpose. This study collected data by a survey method for an empirical. A total of 340 replies were used for data analysis. While 340 replies were collected from Chinese users of Mobile e-commerce. Our results support previous researches to results of SPSS analysis all of the 7 hypotheses, 4 hypotheses are adopted and 3 are deleted. After an empirical analysis of this study, the academic implications are as follows. As there have not been many academic studies related to mobile commerce quality, this study can be a meaningful framework when quality factors associated with mobile commerce are being analyzed. This paper as the mobile commerce industry is very sensitive to environmental changes, academic research that can be used to cope with these changes is continuously required. Further studies should be carried out to overcome limitations that have not been analyzed by this study.

Keywords: China, Mobile, Service quality, Satisfaction, Intention

1. Introduction

The rapid development of Internet makes electronic commerce become a new favorite business mode, and the popularity of mobile network and mobile innovation leads to a new round of business innovation, i.e. mobile e-commerce. With the largest mobile Internet users in the world, China has a potentially large customer base in mobile e-commerce. Mobile e-commerce has preliminarily developed. However, because of the service quality factors of mobile e-commerce and the imperfect pattern, consumers are lack of satisfaction in mobile e-commerce. When using mobile devices for e-commerce transactions, consumers often use it for small transactions, which make the development of mobile electronic commerce is slow. Therefore, the most important factor in the development of mobile e-commerce is service quality.

Based on related literature on service quality of mobile e-commerce, SERVQUAL theory and ECM model as a theoretical foundation, Combined with the current situation and characteristics of mobile e-commerce in China, the author divide service quality factors of mobile e-commerce into six aspects: ease of use, Transaction processing accuracy, Dependability, Informative, Empathy, Flexibility. Therefore, this paper is based on research in China under the environment of e-commerce service quality on customer satisfaction and affect the purchase intention for the purpose.

2. The Literature review

The Zeithaml and Berry (1988). Perceived service quality is the actual perceived level of service provided by service enterprises by customers, Service quality is the difference between the expected service quality and perceived service quality of consumers, and the degree of difference. The expected service quality is the satisfaction degree of customers to the expected service provided by service enterprises. Customers usually make subjective

evaluation of service quality from the aspects of reliability, responsiveness, assurance, concern and material. And then they developed SERVQUAL. The model is based on the theory of difference, that is, the customer's expectation of service quality and the difference between the customer and the service actually obtained from the service organization. The model uses five scales to evaluate the service quality of different services accepted by customers. Research shows that SERVQUAL is suitable for measuring the quality of information system service, and SERVQUAL is also an effective tool for evaluating service quality and determining the action of improving service quality (Pitt et al., 1995; DeLone & McLean, 2003; Lee & Kozar, 2005; Liu & Arnett, 2000).

Expectation-confirmation Model is originally proposed by Bhattacherjee (2001). With the research on the sustainable use of questions, many scholars realized the need to accurately grasp the continuance after the adoption, it is necessary to study the framework of user acceptance and other related theoretical breakthrough, so scholars gradually by using the new theory to the study of sustainable use of information system, which is widely used is the Expectation Confirmation model (Expectation-Confirmation Model of IS Continuance, ECM-ISC).

The ECM has two key drivers of the adoption of perceived usefulness, confirmation of satisfaction. The relationships between the variables introduced by ECM framework are shown in Figure 1.

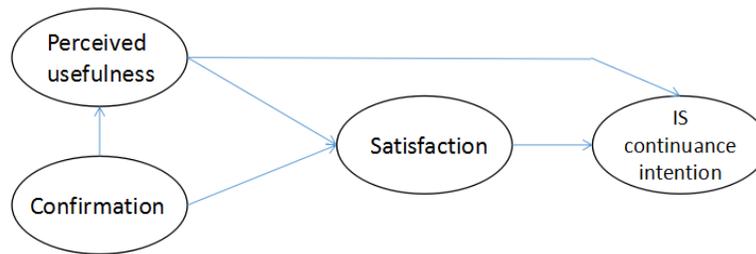


Figure 1: Expectation-confirmation Model

This helps to propose more reasonable concepts and yield a higher explanatory power for the customers' IS continuance intention. This model includes four aspects ("confirmation", "perceived usefulness", "satisfaction" and "IS continuance intention") and five hypotheses. The research findings show that these five hypotheses are demonstrative, proving that this model has a much higher level of explanatory power for IS continuance.

3. Research Methods

This study is about the electronic commerce quality on customer satisfaction and repurchase intention effect, so going through the way of empirical investigation to confirm the interaction relation between them. Therefore, a model is shown in the figure below.

The independent variables selected in this research model are the Ease of use, Transaction processing accuracy, Dependability, Informative, Empathy, Flexibility of mobile e-commerce service quality. Subordinate variable is customer satisfaction and Repurchase intention.

This study collected data by a survey method for an empirical analysis. A total of 340 replies were used for data analysis. While 340 replies were collected from Chinese users of Mobile e-commerce. The collected data were analyzed by using mobile commerce were used in the actual analysis. Moreover, data analysis processing was executed by using EXCEL and Smart PLS 2.0 M3. This study also performed frequency analysis and confirmative factor analysis. After that, the research model was verified through a structural equation analysis in order to test the hypothesis of this research.

4. Result

The results of validity and reliability. Cronbach's Alpha analysis is used to test the reliability of each variable. Some of the items in each variable are deleted. As a result, all variables' Cronbach's Alpha are more than 0.7. As a result of the confirmatory factor analysis, we use the factors to do the deep analysis. Each Alpha of the factors are more than 0.7, thus the reliability is high. Structured Equation Model (SEM) is used to test the validity of the research model. The model has a good fitness ($GFI > 0.9$, $0.05 < RMSEA < 0.06$). The results of reliability and validity are shown. All the factor loadings are more than 0.5. Thus, the reliability and validity are higher.

Hypotheses Testing In order to test the research model, AMOS 17.0 is used to do the path analysis. The research model has good fitness ($\chi^2=1,568, p<0.000$, $GFI=0.903$, $AGFI=0.877$, $RMSEA=0.065$). The results are given in Tables 1.

Table 1: The results of hypothesis

<i>Y</i>	<i>X</i>	<i>Label</i>
Customer satisfaction	Ease of use	H1 * \leq 0.1
Customer satisfaction	Transaction processing accuracy	H2 * \leq 0.1
Customer satisfaction	Dependability	H3 Deleted
Customer satisfaction	Informative	H4 Deleted
Customer satisfaction	Empathy	H5 *** \leq 0.001
Customer satisfaction	Flexibility	H6 Deleted
Repurchase intention	Customer satisfaction	H7 *** \leq 0.001

5. Conclusion

This paper made an empirical study after review of relevant literature and theoretical framework, and contributed to the industry and academia with the following conclusions.

First, it was proved that most mobile commerce quality has a significant influence on customer satisfaction. However, it was shown that 'recentness' did not have a significant impact on customer satisfaction. This result is somewhat different from the expectation, considering consumers' high concern about how recent information about goods and services is, so this result can hardly be accepted as it is. This is because 'recentness' is a fundamental attribute that shall be guaranteed without any condition for using mobile commerce. Moreover, with regards to service quality, it was shown that ease of use does not have a significant influence on customer satisfaction. Like 'recentness', however, 'ease of use' of mobile commerce is an indispensable influential factor for mobile commerce usage.

Second, it was proved that there is a certain moderating effect of mobile familiarity on the influential relationship between mobile commerce quality and customer satisfaction. Specifically, instant connectivity, contextual offers, and ease of use have had different significant impacts on customer satisfaction through the moderating effect of mobile familiarity. Therefore, 'instant connectivity', 'contextual offers' and 'ease of use' are considered fundamental factors that should be ensured in order to satisfy customers. Thus, mobile commerce companies need marketing strategies that include different quality factors to increase customer satisfaction through mobile familiarity according to their customers' use of the mobile device. After an empirical analysis of this study, the academic implications are as follows. As there have not been many academic studies related to mobile commerce quality, this study can be a meaningful framework when quality factors associated with mobile commerce are being analyzed.

Finally, as the mobile commerce industry is very sensitive to environmental changes, academic research that can be used to cope with these changes is continuously required. Further studies should be carried out to overcome limitations that have not been analyzed by this study.

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