

SERVICE QUALITY, CUSTOMER SATISFACTION AND BEHAVIOR INTENTIONS

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ABSTRACT

It is well known that service quality, customer happiness from meeting a need or reaching a goal and customer value are becoming the most important factors of business success for either manufacturers or service providers. However, many different ends/end results have been reached and related studies are rather broken-up, especially relating to/connected to customer value. What's more, there are few related studies with service quality, customer happiness from meeting a need or reaching a goal and customer value and their influences on customers' future behaviors in the telecommunication industry as the focus. In this paper, attention is paid to the measurement model of service quality in China's mobile phone market based on the well a known SERVQUAL model, but with change on the basis of focus group discussions and expert opinions to reflect the clearly stated/particular industry attributes and the special culture of China. Importance and focus is then paid to the study of the energetic/changing relationships among service quality, customer value, and customer happiness from meeting a need or reaching a goal and their influences on future behaviors after the key drivers of customer value and customer happiness from meeting a need or reaching a goal are identified. All of them are based on the development of related to what holds something together and makes it strong equation models by using PLSa GRAPH Package.

Keyword: Service Quality, Customer Satisfaction, E-Service Quality, Economy.

INTRODUCTION

The purpose of this study is to develop new knowledge to better understand the most important dimensions of eservice quality that have hit/effect on customer happiness from meeting a need or reaching a goal, customer trust, and customer behavior, building on existing books on e-service quality in online shopping. This study focuses on the four-dimensions of e-service quality model that better describe a possible future event customer behavior. It not only tests the hit/effect of customer happiness from meeting a need or reaching a goal) on customer behavior such as repurchase plan/purpose, word of mouth, and site revisit, but also the hit/effect of customer trust. The result is expected to extend the knowledge about different country culture face-with different relevance of e-service quality attributes. Data from an online survey of 355 Indonesian online people who use a product or service was used to test the research model using related to what holds something together and makes it strong equation modelling. The related to careful studying or deep thinking results showed that three dimensions of eservice quality, namely website design; security and fulfilment affect overall e-service quality. Meanwhile, customer service is not significantly related to overall e-service quality. Overall e-service quality is a big change in numbers that means something importantly related to customer behavior. Future research should think about/believe a variety of product pieces/parts and/or other businesses to make sure that the measurement works equally well. In other industry setting, the measurement may need to be changed to make changed to fit new conditions. Future research could also use different ways of doing things such as focus group and interviews. In our present knowledge process of people making, selling, and buying things, due to the globalisation and increasing and fast

development of information and communication technologies, knowledge and learning came out/became visible as the first or most important sources of wealth creation. For this reason, knowledge and skills received/got at college institution in science, technology, engineering and mathematics (STEM) and information-communication (IC) study areas, can be thought about/believed as the extremely important drivers which can take the whole community on the right path towards able to last/helping the planet development, laying the foundations for more including everything knowledge community of all good people in the world. Therefore, the usual role of college and college institutions became even more important, because the college institutions are expected to be the centre of thinking-related, cultural, social and related to computers and science development of the community, and to be a basic lever of able to last/helping the planet development.