

عنوان مقاله:

Modeling and Implementation of Satisfactory Model for Electronic Commerce with an Emphasis on Emotional Satisfaction Survey

محل انتشار:

هشتمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر اعتماد الکترونیکی (سال: 1393)

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خلاصه مقاله:

Describing of customer satisfaction, identifying and assessing its constituent elements has long been regarded in different fields as one of the most important factors in the development and sustainability of the business. According to increasing expansion of web and electronic commerce, and due to the importance of customer satisfaction to the development and sustainability of the business, Importance of e-satisfaction is well defined in the success of online businesses. On the other hand, different nature of electronic commerce makes the importance of the issue of customer satisfaction become more in traditional businesses. Previous studies, have divided satisfaction two dimensions of cognitive and emotional. In this regard, was proposed several models for describing and measuring customer satisfaction and e-satisfaction. Evaluation of the proposed model shows that in most of these models, there is no Compatibility for satisfactory definition of the model with it and on the other hand, it have been given the emotionally satisfying as it should. In this article, after reviewing previous studies, redefines the concept of e-satisfaction and a new model is presented for a satisfactory statistical analysis which statistical analysis shows that proper fit. On the other side, considering the fact that some of the issues facing the electronics stores and shoppers from outside the area and the owners of these stores, and it refers on the infrastructure of the country, it tries to the side of providing the model, it is survived infrastructure requirements associated with this and is described The findings in this regard.

کلمات کلیدی:

E-satisfaction, emotional satisfaction, customer satisfaction, quality Website Satisfaction Survey

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