

MEASURING SERVICE QUALITY IN M-COMMERCE CON-  
TEXT: THE CASE OF ARAB OPEN UNIVERSITY, JORDAN

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MEASURING SERVICE QUALITY IN M-COMMERCE CONTEXT: THE CASE OF  
ARAB OPEN UNIVERSITY, JORDAN

BY

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## ABSTRACT

This study explores the impact of service quality dimensions (website design, reliability, responsiveness, trust, personalization, perceived risk and perceived cognitive control), information quality dimensions (content usefulness and content adequacy) and system - quality dimensions (ease of use, accessibility, interactivity and perceived website innovativeness) on overall perceived service quality, customer satisfaction and behavioral intention. Based on existing literature, a conceptual model was developed. The SERVQUAL model and the Information system theories were used to explicate the relationship among the variables in the conceptual model. Using a survey research design, a sample of 618 university students and staff was drawn through simple random sampling. Combinations of inferential and descriptive statistics were performed assisted by the Statistical Package for Social Science (SPSS) and Partial Least Square (PLS). The outcomes of this study show that responsiveness, content usefulness, content adequacy, ease of use, interactivity, and perceived website innovativeness have significant positive relationships with overall service quality. However, website design, reliability, trust, personalization and perceived risk do not have significant relationships with overall service quality. Similarly, and as expected, overall service quality significantly influences satisfaction while satisfaction positively influences the behavioral intention of mobile commerce customers in Jordan. As for policy and managerial recommendations, it is important that managers lay more emphasis on those factors that can make customers perceive the website of m-commerce to be of high quality as this will eventually affect their satisfaction and future behavioral intentions. Similarly, m-commerce service policy- makers should come up with policies that will enhance the nature of services being rendered, and that will bring greater benefits to the customers. Additionally, the policy-makers should endeavour to position m-commerce in the minds of customers in such a way that it will bring about the intention to repeat patronage in the future. Finally, directions for future research are discussed.

**Keywords:** m-commerce, mobile service quality, SERVQUAL, Information Success Model.

## ABSTRAK

Kajian ini meneliti impak dimensi kualiti perkhidmatan (reka bentuk laman sesawang, kebolehpercayaan, tindak balas, kepercayaan, personalisasi, risiko yang dilihat, dan persepsi kawalan kognitif), dimensi kualiti maklumat (kebergunaan kandungan dan kecukupan kandungan), dan dimensi kualiti sistem (kemudahan penggunaan, kebolehan mengakses, keinteraktifan, dan daya pembaharuan laman sesawang yang dilihat) terhadap kualiti perkhidmatan yang dilihat secara keseluruhan, kepuasan pelanggan dan niat tingkah laku. Satu model konsep telah dibina berlandaskan kosa ilmu sedia ada. Model SERVQUAL dan teori sistem maklumat telah digunakan untuk menghuraikan perkaitan yang wujud antara pemboleh ubah dalam model konsep tersebut. Dengan menggunakan kaedah kajian tinjauan, sampel kajian seramai 618 orang pelajar dan kakitangan universiti telah diperolehi menerusi persampelan rawak mudah. Gabungan statistik inferens dan deskriptif telah dikendalikan berbantuan perisian Statistical Package for the Social Sciences (SPSS) dan Smart Partial Least Square (PLS). Hasil analisis menunjukkan bahawa tindak balas, kebergunaan kandungan, kecukupan kandungan, kemudahan penggunaan, keinteraktifan, serta daya pembaharuan laman sesawang yang dilihat mempunyai hubungan positif yang signifikan dengan kualiti perkhidmatan secara keseluruhan. Walau bagaimanapun, reka bentuk laman sesawang, kebolehpercayaan, kepercayaan, personalisasi, dan risiko yang dilihat tidak memperlihatkan hubungan yang signifikan terhadap kualiti perkhidmatan secara keseluruhan. Seperti yang dijangka, kualiti perkhidmatan secara keseluruhan mempengaruhi kepuasan pelanggan secara signifikan, dan seterusnya mempengaruhi secara positif niat tingkah laku pelanggan perdagangan bergerak (m-dagang) di negara Jordan. Sebagai cadangan kajian dari segi dasar dan kepenggunaan, penting untuk pengurus memberi tumpuan terhadap faktor-faktor yang boleh menyebabkan pelanggan melihat laman sesawang m-dagang sebagai laman yang berkualiti tinggi. Hal ini penting kerana ia memberi kesan kepada kepuasan dan niat tingkah laku pelanggan. Di samping itu, penggubal dasar polisi perkhidmatan m-dagang perlu merangka dasar yang boleh menambah tingkat kualiti perkhidmatan sedia ada agar pelanggan dapat menikmati lebih banyak faedah. Selain itu, penggubal dasar juga harus merancang strategi untuk mengukuhkan kedudukan m-dagang dalam minda pelanggan supaya pelanggan terus mengekalkan niat penggunaan pada masa hadapan. Unjuran untuk kajian masa hadapan turut dikemukakan dalam kajian ini.

**Kata kunci:** m-dagang, kualiti perkhidmatan bergerak, SERVQUAL, Model Kejayaan Maklumat.

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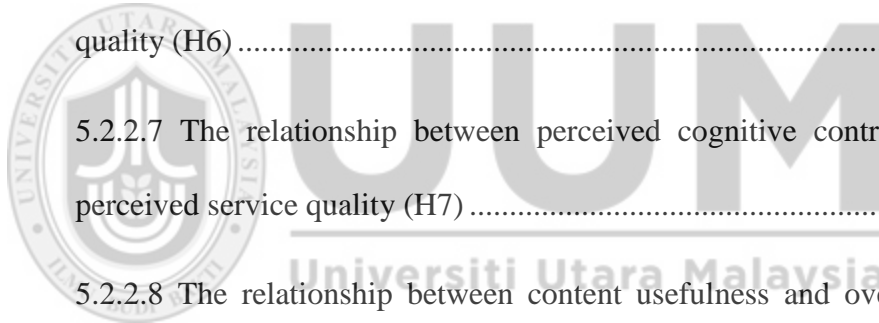
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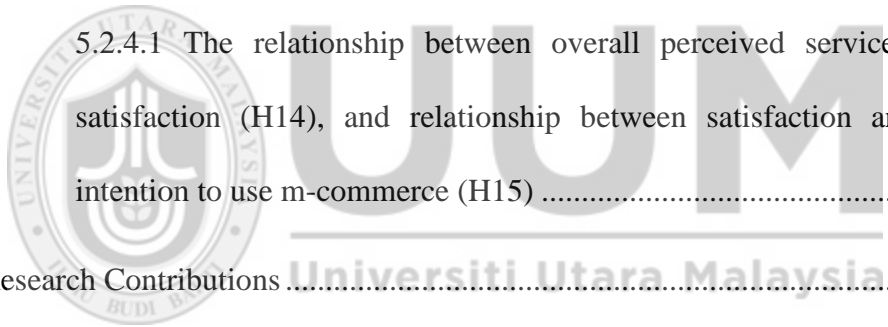
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## LIST OF ABBREVIATIONS

ACC	Accessibility
AOU	Arab Open University
AVE	Average Variance Extracted
BI	Behavioral Intention
B2B	Business to Business
B2C	Business to Consumer
B2G	Business to Government
B2G	Business to Government
CA	Content Adequacy
C2B	Consumer to Business
C2C	Consumer to Consumer
CR	Composite Reliability
CS	Customer Satisfaction
CUF	Content Usefulness
DSL	Digital Subscriber Line
E-Commerce	Electronic Commerce
EOU	Ease of Use
E-SQ	Electronic Service Quality
GoF	Goodness of Fit
ICT	Information and Communications Technology
INTA	Interactivity
IS	Information System
ISO	International Organization for Standardization
ISS	Information Systems Success Model
IT	Information Technology
M-Commerce	Mobile Commerce
N	Population Size
NS	Number of Sample
NSP	Number of Students and Employees
OVSQ	Overall Perceived Service Quality
PCC	Perceived Cognitive Control



REL	Reliability
PERS	Personalization
RESP	Responsiveness
PLS	Partial Least Squares
PR	Perceived Risk
PWIN	Perceived Website Innovativeness
S	Sample Size
SAE	Search Aggregation Engine
SD	Standard Deviation
SE	Standard Error
SEM	Structural Equation Modeling
SERVQUAL	SERVQUALmodel
SPSS	Statistical Package for Social Science
SQ	Service Quality
T	Total of the Students and Employees in All Faculties
T-Commerce	Traditional Commerce
TRST	Trust
WAP	Wireless Application Protocol
WEB	Website Design
WI-FI	Wireless Fidelity

# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

Information Technology (IT) has brought about many changes in the world today; including in industrial and service sectors. Most businesses nowadays depend on IT to manage their operations. IT is used for the development of products, improving machinery, as well as automation and other processes involved in production (Ombati, Magutu, Nyamwange, & Nyaoga, 2010). With IT, it is easier and quicker to access the consumer and deliver what the consumer has ordered for or meet their needs (Alfawaer, Awni, & Al-Zoubi, 2011). The advantage of IT is that it allows us to conduct our work in novel, more efficient and effective ways, not possible in the past (Klopfer, Osterweil, Groff, & Haas, 2009).

Closely related to IT, is the role of the Internet, which is evolving very rapidly. Many commercial activities, like sale of goods and services, are now conducted via the internet. This is called Electronic commerce (e-commerce). This act of online business is becoming increasingly possible with the evolution of mobile devices. Some of these devices support e-commerce specifically, although such devices are now becoming more and more intelligent. The integration of these devices in daily activities can enhance and promote a company's goods and services, and increase its revenue, through the exchange of information, services or goods with those who need it, i.e., the customers.

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