

The effects of service quality determinants on social networking site-based commerce: the Malaysian customers' perspective

ABSTRACT

Although the information systems success model has been used widely in measuring the success of e-commerce, limited studies have been conducted focusing on identifying service quality (SQ) determinants that lead to the e-commerce success particularly s-commerce. This study examines the effect of SQ determinants on social networking site (SNS)-based commerce in the s-commerce context from the customer's perspective by adapting the IS success model and combining it with a modification of SERVQUAL. We analysed a total of 249 samples from an online survey through confirmatory factor analysis (CFA) and the structural equation model (SEM) using IBM SPSS AMOS to test the research model and hypotheses. The results indicate that assurance, responsiveness, and reliability have a significant effect on perceived usefulness and that empathy and responsiveness have a significant effect on customer satisfaction. In addition, the results show a positive relationship among perceived usefulness, customer satisfaction, and net benefits in SNS-based commerce.