Bagaimana membangun kualitas layanan online?

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Abstrak

To increase intensity of competitive business and purchasing activities of online make every company always giving attention of various needs, willingness and customers preference with effort to fulfil by more effective and efficient than their competitors. Only one or tow clicks, the customers can move to another provider. Therefore, the attention of every company is not only constrained on product (goods and service offered), but it is also on quality online service, which can make more satisfactory of customers. The created satisfactory of customer by quality online service will give some benefits, such as: created the harmony connection between company and customer leading to higher customer retention level, created customer loyalty leading to replication of purchasing, created recommendation from world-of-mouth, and proportion of shopping. Finally, they can increase company profit. There are seven dimensions, which can be used to evaluate and to improve increasing quality of online service, such as: (1) efficiency, (2) reliability, (3) fulfillment, (4) privacy, (5) responsiveness, (6) compensation, (7) contact.