

Measuring Electronic Service Quality in the Business-to-Business Domain

By: Mahmoud Amer

Disputation date: 04.10.2012

Supervisors: Prof. Dr. Ing. Jorge Marx Gómez
Prof. Dr. Thorsten Raabe

Abstract

This dissertation investigates the topic of service quality; it tries to investigate the factors that affect the user and customer perception of electronic service quality level in the business-to-business domain. This is done by implementing empirical research techniques to develop a measurement scale that specify which factors are considered important in our understanding of electronic service quality level. This includes using two main approaches of empirical research, the quantitative and qualitative approaches. This multi-level analysis tries to investigate the important factors in the analysis by using both quantitative and qualitative approaches. Different models have been tested, analyzed, and retested multiple times to enhance the reliability and validity of the measurement scale. The proposed models have been tested using both model fit analysis and field testing to ensure a superior level of reliability of the final model.