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Moderation effects of cultural dimensions on the relationship between E-service quality and satisfaction with online purchase(Article)

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Abstract

The purpose of the study is to investigate the effect of e-service quality on satisfaction with online purchases moderated by cultural dimensions. E-service quality dimensions include ease of use, availability, efficacy, privacy, and relevant information. Cultural dimensions are individualism/collectivism and uncertainty avoidance. This research was conducted in Jakarta and its respondents are consumers who have completed an online transaction at Agoda.com and it was conducted from January to July 2016. This study uses moderated regression analysis (MRA) technique. The results of the study show that ease of use and privacy dimensions have not had significant effects on satisfaction moderated by collectivism culture, but availability, efficacy, and relevant information dimensions have significant effect on satisfaction moderated by collectivism culture. Likewise, the study found that ease of use and privacy dimensions have not had significant effects on satisfaction moderated by low uncertainty avoidance culture, and availability, efficacy, and relevant information dimensions have significant effects on satisfaction moderated by low uncertainty avoidance culture. © 2017, SRAC - Societatea Romana Pentru Asigurarea Calitatii. All rights reserved.

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