CONCEPTUALIZATION OF E-SERVICES QUALITY AND E-SATISFACTION: A REVIEW OF LITERATURE

Vijay M. KUMBHAR

Dhananjayrao Gadgil College of Commerce, Satara Maharashtra, 415001, India
vijay.kumbhar9@gmail.com

Abstract
There are various approaches to the measure quality of e-services. They have mentioned many dimensions of e-service quality provided by service organisations i.e. banking, restaurant, investment, trade etc. However, sometimes there may be confusions in selecting appropriate dimensions to assess e-services. Therefore, in the present paper author has tried to identify some important dimensions of service quality through extensive review of literature which can be used to assess overall quality of e-service. According to this review author found that, System availability, e-fulfilment, efficiency, cost-effectiveness, responsiveness, assurance, convenience and contact, perceived value and brand reputation are most important service quality dimensions which can be use to assess service quality of e-service and customers' satisfaction in e-service settings.
Keywords*:* Service Quality, E-Service, E-Satisfaction, Banking

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