An exploratory study on the evaluation of web-community service quality

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Abstract

The web is an online e-communication system, which is a key factor in the success of the digital economy. Community web sites provide an ideal platform for the group members to generate and share content, social relationships, emotion and knowledge. A community can generate strong popularity and high repeat visit rates, which is considered to be the best target marketing environment.

Internet service providers, facing various demands of the visitors, seek to achieve customer satisfaction and preventing high costs and wasted resources. Customer satisfaction has a nonlinear relationship with quality performance, since it depends on the perception of functionality. Hence, evaluating functionality is an important part of suppliers' improvement plans.

This investigation proposes a quality evaluation framework methodology, which it uses to assess some web-communities. The analytical results show that many elements of web communities can still be enhanced.

Keyword：Web community, customer satisfaction