

The Effect of Electronic Platform Service Usage on Customer Satisfaction and WOM

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Abstract : —In this study, using Chunghwa Telecom as a case. The company accounted for the highest proportion of the telecommunications company in Taiwan. First, this paper would like to understand the effect of convenience performance on perceived ease of use and perceived usefulness. Further, the perceived ease of use and perceived usefulness of Technology Acceptance Model (TAM) are adopted as the factors on the company's brand perception. Afterward, the brand perception influence on customer satisfaction, and finally whether producing a good reputation and recommendation are tested. The study participants are people who have used electronic platform service of Chunghwa Telecom. A total of 478 valid questionnaires were used and AMOS 20.0 statistical software programs were adopted to analyze.

Keywords : technology acceptance model, brand association, brand awareness, brand attachment, customer satisfaction, word-of-mouth (WOM)

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