Construction Of The Measurement Model Of User Satisfaction In Internet Shopping Environment

- Based On The End-Use Computing Satisfaction Instrument -

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목 차

I. Introduction
II. Literature Review
III. Model Development
IV. Research Methodology
V. Findings And Implications

Abstract

To develop and validate an instrument to measure user satisfaction in Internet shopping environment, the EUCS instrument by Doll and Torkzadeh (1988) was used for this research. The results of the study show how the main constructs of the model that will eventually interact for the user satisfaction in internet commerce environment. This research will present significant progress towards keeping the End-User Computing Satisfaction instrument relevant and applicable under the Internet shopping environment.

Key Words: user satisfaction, Internet shopping, EUCS
I. Introduction

Over the past several years, the subject of Internet shopping has received a great deal of attention among practitioners as well as academics. Few topics have received as much attention as Internet shopping in information technology application for business environment (Copee, 2000). The growing popularity of e-commerce and internet shopping has opened up exciting opportunities not only for the businesses finding new customers but also for the potential customers looking for best buy in the e-commerce environment.

Even though there are numerous researches in the field of e-commerce and Internet shopping, virtually all the studies have neglected or given cursory attention to the user satisfaction in the Internet shopping environment (Melon, 1984). However, user satisfaction has considered one of the most important measures of the successful application for information systems (Davis et al, 1989). User satisfaction is also important because of its potential effect on systems environment and extent of voluntary usage of systems (Olson, 1983).

To develop and validate an instrument to measure user satisfaction in the Internet shopping environment, the EUCS instrument by Doll and Torkzadeh (1988) was used as the starting point. Then, whether this existing instrument could be used for the Internet shopping environment has examined.

II. Literature Review

Measuring the user information satisfaction play increasingly important role in majoring the user satisfaction for computer-based information systems. Reliable measurement of user information satisfaction is important for providing evaluative information for both researchers and practitioners. The literature study found several studies relevant to measuring user satisfaction for information systems. Gatian (1986) represents an empirical study investigating the validity of user satisfaction as a measure of system effectiveness by looking at the relationship between user satisfaction and user performance for a particular system. She suggested that user satisfaction is highly correlated with two measures of performance: the system affected decision-making performance of users and system affected user efficiency. Overall, this research provides support for the construct validity of US-information quality as a measure of information system effectiveness. Following relationship was revealed:

(1) The statistically strong relationships were revealed between user information