# Quality Strategies for Online Shopping Platforms

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**ABSTRACT:** *The main research purposes of this study are to explore the importance and satisfaction of customers in various items of service quality, to explore the demand for the quality of online shopping platforms, and to provide the analysis and sorting results to operators as suggestions for business strategies. This study took the consumers of the H online shopping platform as the respondents of the questionnaire. The research results show that the priority improvement items included the clear page of this website, the clear classification of products, the timely completion of the services provided, making the best efforts to help solve customer problems, and the ability to provide responsible services. These five items need to be improved first in order to improve the service quality of the company.*
**KEYWORDS:** *importance-performance analysis; service quality; online shopping*

## I. RESEARCH BACKGROUND AND PURPOSE

With the increasing competition of online shopping platforms, operators need to grasp the needs of customers in order to bring satisfaction to customers regarding service quality and attract more customers to consume. The questionnaire of this study inquired about the customers' actual purchase experiences on the H online shopping platform starting from their clicking on the web page. This study aims to find the problems from the results of the questionnaire analysis for further improvement. This study analyzed service quality in five dimensions, used the Importance-Performance Analysis (IPA) to understand the difference between the importance and satisfaction in quality items, and provided suggestions for improving quality strategies through the results of this study.

## II. LITERATURE REVIEW

Literature review of this study mainly consists of two parts: the discussion of service quality and Importance-Performance Analysis (IPA).

### 2.1 Service Quality

Chih et al. (2007) mentioned the standard of service quality depends on whether the customers they serve are satisfied or not. In the service quality model constructed by Parasuraman et al. (1988), the proposed measurement indicators of service quality include: (1) Tangible, (2) Reliability, (3) Responsiveness, (4) Guarantee, and (5) Empathy. According to the scale proposed by Parasuraman et al. (1988), the measurement dimensions of the quality of online shopping platforms were divided into five dimensions in this study

### 2.2 Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) was developed by Martilla and James (1977), which used the framework of IPA to analyze the service quality of car dealers. The IPA method is a simple and effective analytical tool (Pike & Larkin, 2010). The four quadrants of the IPA matrix are expressed as follows: I. Zone of Keep Up the Good Work, which is the advantage area that both the importance and the satisfaction of service attributes are high and should be maintained; II. Zone of Concentrate Here, which means a high degree of importance, but not a high degree of satisfaction; III. Zone of Low Priority, where both the importance and the satisfaction are low, and the priority of improvement is low; and IV. Zone of Possible Overkill, which means low importance but good satisfaction.

## III. RESEARCH METHOD

The questionnaire of this study was measured by the five-point Likert scale. The questionnaires were distributed from January to March 2022. The respondents were the customers of the H online shopping platform, and there were 35 valid questionnaires.

In this study, the IPA analysis method was used. The variable items measured included: (1) Responsiveness: The content includes customer service personnel can quickly respond to my needs and questions (Item 1); customer service personnel can quickly provide the required services (Item 2); this website can immediately respond to customer needs (Item3). (2) Tangible: The content includes the website has a clear page (Item 4); the product classification of the website is clear (Item 5); the price of the website is marked prominently (Item 6); the website provides evaluation reference (Item 7); the website activity discount prompt is prominent (Item 8). (3) Reliability: The content includes the amount of the bill after shopping on this website is accurate (Item 9); it can correctly provide the customer with commodity information (Item10); the service provided by this website can be completed in time (Item 11); it takes the initiative to provide individual care and service to customers (Item 12). (4) Empathy: The content includes trying to help solve customer problems (Item 13); customer service staff can understand customer needs and provide appropriate services (Item 14); this website will give priority to customer interests (Item 15); customer service staff will kindly solve customer problems (Item 16). (5) Guarantee: The content includes providing responsible service (Item 17); having sufficient professional knowledge to respond to customer questions (Item 18); having professional technical abilities (Item 19); maintaining a certain service quality (Item 20). The five-point Likert scale was used in this study.

## IV. Research Results

Nunnally (1978) suggested that high reliability means the value of Cronbach's α is higher than 0.7. In this study, the value of Cronbach's α was more than 0.7, so the reliability was acceptable. According to the results of Table 1 (Service Quality Importance and Satisfaction Analysis), the items falling in the Zone of Keep Up the Good Work are: Items 6 and 9; the items falling in the Zone of Possible Overkill are: Items 1, 2, 3, 8, 10, 12, 18, 19, and 20; the items falling in the Zone of Low Priority are: Items 7, 14, 15, and 16; the items falling in the Zone of Concentrate Here are: Items 4, 5, 11, 13, and 17.

Table 1 Service Quality Importance and Satisfaction Analysis

| Item | Satisfaction | Importance |
|---|---|---|
| | Average | Average |
| 1 | 3.686 | 3.971 |
| 2 | 3.771 | 3.971 |
| 3 | 3.743 | 3.943 |
| 4 | 3.571 | 4.086 |
| 5 | 3.628 | 4.314 |
| 6 | 3.771 | 4.342 |
| 7 | 3.428 | 4.057 |
| 8 | 3.657 | 3.942 |
| 9 | 3.685 | 4.257 |
| 10 | 3.714 | 4 |
| 11 | 3.571 | 4.143 |
| 12 | 3.743 | 3.943 |
| 13 | 3.514 | 4.285 |
| 14 | 3.543 | 3.943 |
| 15 | 3.457 | 3.914 |
| 16 | 3.628 | 3.971 |
| 17 | 3.543 | 4.143 |
| 18 | 3.657 | 3.971 |
| 19 | 3.657 | 4.028 |
| 20 | 3.685 | 4.057 |
| Average | 3.633 | 4.064 |

## V. CONCLUSION

In this study, the customers of the H online shopping platform were taken as the research subjects for a questionnaire survey. According to the IPA, it was found that Items 6 and 9 fell in the Zone of Keep Up the Good Work, which can be regarded as the competitive advantages. The items that fell in the Zone of Possible Overkill were Items 1,2, 3, 8, 10, 12, 18, 19, and 20. If operators can improve those service items falling on the Zone of Low Priority, they have the potential to develop into the Zone of Keep Up the Good Work. The items that fell in the Zone of Concentrate Here included Items 4, 5, 11, 13, and 17, which were not satisfactory to consumers. It is suggested that priority should be given to them for improvement in order to improve the service quality of the company.

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