



# ANALYZING DETERMINANTS OF E-SERVICE QUALITY

BASED ON CUSTOMER'S PERSPECTIVE  
TOWARD E-COMMERCE SUCCESS IN  
GREATER JAKARTA



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Perspective Toward E-Commerce Success in Greater Jakarta



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Published by:

President University

Jababeka Education Park Jl. Ki Hajar Dewantara,  
Kabupaten Bekasi 17550, Indonesia

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Email: [lrmpu@president.ac.id](mailto:lrmpu@president.ac.id)

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Published: July, 2020

ISBN: 978-623-6655-06-1

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This monograph is written to find out the relationship among website quality, customer satisfaction, and continuance usage in e-commerce industry. Website quality is measured with multi dimensions since it has a lot of considerations to be measured. It is also interesting to find out whether the website service quality will increase the satisfaction of customers while shopping through e-commerce. The findings are expected to give a clear and better picture to managers of e-commerce in order for them to increase their customers satisfaction through various dimensions of website quality. Satisfied customers are believed to do repeat buying in the future or in this case to continue using e-commerce and also promoting the e-commerce to their family and friends. From the findings, some recommendations are also given to the next researchers in order to contribute to the body of knowledge regarding continuance usage especially in the e-commerce industry.

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