

ABSTRACT

With the continuous development of e-commerce, e-commerce companies are facing increasingly fierce competition. In a highly competitive market environment, customers are the intangible assets of businesses. How to achieve customer satisfaction and understand the key factors affecting customer satisfaction in e-commerce activities are the key elements for merchants to gain competitive advantage. Only by maximizing customer satisfaction can companies stand out from the fierce competition.

Based on the previous research on the index system and the characteristics of online shopping and online consumers, this paper uses the largest B2C e-commerce platform Tmall in China as an example to construct and apply the evaluation index system of Tmall customer satisfaction. Then, according to the index system, a satisfaction survey questionnaire was designed. The questionnaire includes two parts: the respondent's basic information and Tmall's customer satisfaction survey. A 5 point Likert-type scale is used to measure various indicators in the study. A total of 300 questionnaires were issued. 252 valid questionnaires were retrieved, and the effective return rate was 84%. The customer's actual experience provides data support for research on Tmall customer satisfaction, and customers actually participate in the entire customer satisfaction study.

For the questionnaire data collected, the sample descriptive statistics analysis was first used by the statistical software SPSS 20.0 to find that the indicator of the highest average customer satisfaction was the diversity of commodity classification. The most unsatisfactory indicator was customer privacy protection. Then Pearson's correlation coefficient was applied to processing analysis. The most important factor influencing the customer satisfaction of Tmall was the security and convenience of electronic payment. Combining the two methods of analysis, propose the corresponding countermeasures that merchants should take to promote the further development of Tmall e-commerce.

In addition, Tmall is the e-commerce platform industry benchmark and Chinese B2C shopping site with the largest market share. Therefore, choosing Tmall as case study object and doing the influence factors analysis of Tmall e-commerce customer satisfaction, to establish which factor is the most important element that impacts Tmall customer satisfaction have a certain role in reference and inspire for other companies.

Keywords: Influencing Factors, E-Commerce, Customer Satisfaction, B2C, Chinese Tmall