

Research on Improving the Service Quality of B2C Cross-Border E-Commerce Enterprises

Zhan Li ^{1,a}, Mingli Guo ^{2,b,*}

^{1,2} Alibaba Business College, Hangzhou Normal University, Hangzhou, China

^bgml3041995@163.com

*Corresponding author

Keywords: Service quality; B2C; Cross-border e-commerce

Abstract. On the basis of reviewing the quality of service and e-commerce service quality by domestic and foreign scholars, based on the SERVQUAL service quality model and the characteristics of B2C cross-border e-commerce enterprises, the paper adjusts the five dimensions of SERVQUAL model and determines B2C. The influencing factors of service quality of cross-border e-commerce enterprises, and targeted strategies for improving service quality, aim to enable enterprises to provide high-quality customer service, while also protecting the legitimate rights and interests of consumers.

1. Introduction

In recent years, with the increase of the global penetration rate of the Internet, cross-border e-commerce has developed rapidly and has become a new trend in the development of traditional e-commerce. In 2018, China's cross-border e-commerce transactions reached 9 trillion yuan. At the same time, the "Belt and Road" construction provides an opportunity for Chinese B2C export cross-border e-commerce companies to lay out national markets along the route. In 2018, the global B2C cross-border e-commerce transaction volume reached US\$676.9 billion, and the global cross-border online shopping penetration rate reached 51.2%^[1]. With the continuous development of B2C cross-border e-commerce, it has brought more development opportunities for B2C cross-border e-commerce enterprises, and the competition among enterprises has become more and more fierce. From the price war to the service quality war, the proportion of service quality in the field of e-commerce is growing. Therefore, it is necessary for B2C cross-border e-commerce enterprises to analyze the factors affecting service quality, so as to improve the quality of services.

1.1 The Connotation of Service and Service Quality

In 1982, Philip Kotler defined the service as an intangible activity or benefit that one party could provide to another party without causing any ownership. May be associated with a material product, or it may be unrelated^[2]. In general, they believe that service is a kind of behavior, activity, process, and intangible. In this paper, the author cites the scholar Zhang Shengliang's summary of service definition, that is, service is an activity that can bring some kind of interest or satisfaction to people, including service products and customer service^[4].

Levitt (1972) first proposed the concept of service quality. He believed that service quality is a measure of whether the services provided by enterprises can meet the standards set by consumers at first^[5]. Heim (2007) proposes that service quality is the difference between perceived and expected value of consumers^[8]. By summarizing the research of scholars, the author believes that service quality is a subjective evaluation of consumers, which runs through the whole process of service. The quality of service is mainly evaluated by consumers. Quality of service is measured by comparing consumer disparities in service quality expectations and perceptions.

1.2 The Connotation of B2C Cross-border E-commerce

Cross-border e-commerce refers to an international business activity that is divided into different customs entities, through third-party e-commerce platforms to reach transactions, to settle payments, and to deliver goods through cross-border logistics and complete transactions^[9]. According to the transaction subject, it can be divided into B2B, B2C, C2C cross-border e-commerce three transaction modes. In the narrow sense, cross-border e-commerce refers to B2C cross-border e-commerce, that is, cross-border network retail, that is overseas consumers and export e-commerce. An international trade activity in which a company conducts transactions through a third-party cross-border e-commerce platform. This article is mainly aimed at narrow cross-border e-commerce, namely B2C cross-border e-commerce. The main entities of the transaction are enterprises and consumers. B2C cross-border e-commerce reduces the circulation of goods, directly narrows the distance between enterprises and consumers^[10].

1.3 The Connotation of B2C Cross-border E-commerce Service Quality

Through the above analysis of the connotation of B2C cross-border e-commerce and service quality, combined with the characteristics of cross-border e-commerce, we define B2C cross-border e-commerce service quality as pre-sales and sales of consumers on cross-border e-commerce platforms. The overall evaluation of the company in the whole process of middle and after-sales, by comparing the consumer's expectations of service quality and perceived gaps to measure service quality^[11].

2. Analysis of Factors Affecting Service Quality of B2C Cross-border E-commerce Enterprises

The SERVQUAL model was proposed in 1988 by American marketing experts Parasuraman, Zeithaml, and Berry. The core of the theory is the “service quality gap model”, namely: The quality of service depends on the degree of difference between the level of service perceived by the user and the level of service expected by the user (hence the so-called “expectation-awareness” model). The key to providing quality service to the customer is to exceed the customer's expectations. The model is: $\text{Servqual score} = \text{actual feeling score} - \text{expected score}$. They proposed the SERVQUAL scale to measure the quality of service. There are five dimensions, namely tangibility, reliability, responsiveness, assurance and empathy, as shown in the table 1.

Table 1. The dimension and meaning of the SERVQUAL model

Dimension	Meaning
Tangible	Tangible carriers that provide services, including: tools, equipment, personnel's appearance...
Reliability	The ability of an enterprise to accurately fulfill its service commitments
Responsiveness	Willingness to help customers and provide services quickly
Guaranteed	Self-confidence and credible knowledge, etiquette and ability
Empathy	Think for the customer and give the customer special attention

B2C cross-border e-commerce service quality is based on the definition of traditional service quality and cross-border e-commerce. B2C cross-border e-commerce has its own characteristics, so analyzing its influencing factors can not copy the traditional SERVQUAL service quality model, and each dimension needs to be redefined and modified.

This paper retains the “tangibility” dimension. Since B2C cross-border e-commerce enterprises are generally merchants that enter the cross-border e-commerce platform, the decoration style of cross-border online stores will all be available to consumers. Have a certain impact; Retaining the “reliability” dimension, the reliability dimension refers to the ability of the enterprise to accurately fulfill the service commitment. For B2C cross-border e-commerce enterprises, whether the quality meets the promise, whether information is true can be used as a measure of the reliability of the consumer; Retaining the “responsiveness” dimension, the return speed or whether the dispute can be

handled in time can be used as a measure of the responsiveness dimension of the consumer; The two dimensions of “assurance” and “empathy” are merged into the “customer service” dimension, because for B2C cross-border e-commerce enterprises, these two dimensions belong to the customer service dimension; To increase the “cross-border logistics service” dimension, logistics is the last and most important link for cross-border e-commerce; To increase the “economic” dimension, it is also an important factor in its decision to purchase. When the goods can meet the package tax, the store preferential activities, and the late arrivals will compensate the consumers to place orders.

3.B2C cross-border e-commerce enterprise service quality improvement strategy

3.1Tangible promotion strategy

Exquisite decoration style, simple and clear shop navigation, description of product details, and clarity of product images will all affect consumers' evaluation of service quality. It is necessary to set the page layout and style to attract the attention of consumers to extend their browsing time for products; set up product grouping to help consumers quickly find the product categories and corresponding products they need; ensure consumers can pass The product details fully understand the shape and characteristic performance of the product, and save the time for the customer to consult the customer service staff.

3.2Tangible promotion strategy

The information provided by the enterprise should be true and effective, avoid false propaganda, and should describe the performance characteristics of the product in detail, avoiding the goods being found to be incorrect when the consumer receives the goods. At the same time, it should be delivered within the promised time to protect the consumers on time. The quantity received the goods. At the same time, the company should reasonably package the goods at the time of delivery to prevent damage, and if necessary, use packaging materials such as bubble film to reduce the damage rate of the product.

3.3Responsive promotion strategy

For responsiveness, whether the service personnel can answer customer questions in a timely manner, the delivery, the return speed is fast, whether the dispute can be handled in time, and whether it can be timely can be used as a measure of the responsiveness dimension of the consumer. B2C cross-border e-commerce companies come from different countries in the world, enterprises should arrange customer service staff to take turns to respond to customers in a timely manner, and customer service personnel should ensure long-term online.

3.4Customer service improvement strategy

Due to the serious competition of homogenization of products, customer service is an important factor. Customer service personnel should have a unified service attitude standard to ensure the pre-sale, sale, and after-sales attitudes are consistent. The company should ensure that the customer service staff has a wealth of professional knowledge, should be fully familiar with the details of the company's product attributes, professionally answer the buyer's doubts. In addition, personalized information recommendation is good. When consumers bring a dispute due to the quality of the goods, they should be compensated or re-shipped.

3.5Cross-border logistics service improvement strategy

Cross-border logistics services are reflected in fast delivery, wide coverage, efficient customs clearance, from order to delivery, short delivery, delivery of goods on time and quality, and timely updating of logistics information systems. Under normal circumstances, the maximum delivery period of goods should be set to 7 working days. Second, companies should choose the fastest logistics company, or set up overseas warehouses or border warehouses to increase delivery speed. When logistics information is stopped, it should be negotiated with the logistics company in time and

feedback to consumers. Companies should choose reliable logistics companies to reduce the risk of loss of goods.

3.6 Economic improvement strategy

When companies can provide package tax, or shop discounts, they will stimulate consumers to place orders. Furthermore, enterprises can give value-added services properly, such as sending small gifts. Consumers will give priority to cost-effective when purchasing goods. Therefore, for B2C cross-border e-commerce enterprises, the price of goods is an important factor affecting their sales. Enterprises should choose reasonable prices and avoid excessively high and low prices. Secondly, it should make full use of store marketing, platform marketing and other means for marketing promotion. For example, store sales can be set up by setting store coupons, discounts on stores, limited time discounts, and full reductions, etc., and consumers can place orders through marketing activities. Increase the conversion rate of goods, so that consumers pay attention to the enterprise.

4. Summary

Based on the SERVQUAL service quality model and the characteristics of B2C cross-border e-commerce enterprises, this paper adjusts the five dimensions of SERVQUAL model to determine the influencing factors of B2C cross-border e-commerce enterprise service quality, and for each factor, A targeted strategy for improving service quality has been proposed.

Acknowledgment

This research was financially supported by the Natural Science Foundation of Zhejiang Province (Grant NO. LY15G020022) and the Foundation (Grant NO.19KFJJHKWL03).

References

- [1] Ai Media.2019 Global Cross-border E-Commerce Market and Development Trend Research Report,<https://www.iimedia.cn/c400/64031.html>
- [2] Philip Kotler, Kevin Lane Keller. Marketing Management Essentials [M]. (6th ed.) Beijing: Renmin University of China Press, 2018, 56-57.
- [3] Zhang Shengliang. Service Marketing and Management [M]. Beijing: People's Posts and Telecommunications Press, 2015:13.
- [4] Levitt,T.Production-line Approach to Service[J].Harvard Business Review,1972,52(5):41-52.
- [5] Churchill G A , Surprenant C. An Investigation into the Determinants of Customer Satisfaction[J]. Journal of Marketing Research, 1982, 19(4):491-504.
- [6] Deng Zhichao, Cui Huiyong, Mo Chuanchuan. Cross-border e-commerce foundation and practice [M]. Beijing: People's Posts and Telecommunications Press 2017: 8.
- [7] Li Jingjing, Wang Minghui. Analysis of B2C Cross-border E-commerce Logistics Mode in China[J]. Journal of Business Economics, 2018(3): 119-121.
- [8] Zhang Qifan. Comparative study on B2C cross-border e-commerce service quality [D]. 2018(5).