



Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model

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Abstract

This study has devoted much effort to developing an integrated model designed to predict and explain an individual's continued use of online services based on the concepts of the expectation disconfirmation model and the theory of planned behavior. Empirical data was collected from a field survey of Cyber University System (CUS) users to verify the fit of the hypothetical model. The measurement model indicates the theoretical constructs have adequate reliability and validity while the structured equation model is illustrated as having a high model fit for empirical data. Study's findings show that a customer's behavioral intention towards e-service continuance is mainly determined by customer satisfaction and additionally affected by perceived usefulness and subjective norm. Generally speaking, the integrated model can fully reflect the spirit of the expectation disconfirmation model and take advantage of planned behavior theory. After consideration of the impact of systemic features, personal characteristics, and social influence on customer behavior, the integrated model had a better explanatory advantage than other EDM-based models proposed in prior research.

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1. Introduction

In the promotion and development of Internet and information technology, e-commerce has not only ushered in new applications, business models and economics, but has also gradually changed the way that enterprises conduct their business. Forced by the advancement of e-commerce, e-service has increasingly become a critical channel through which customer services can be automatically rendered over Internet throughout the consumption life cycle. E-service can provide not only basic commerce functions such as online catalogues, online transactions, and order fulfillment but also a series of customer-oriented activities such as online help, configuration and customization, and security mechanisms to enhance/improve customer satisfaction.

Examining the development cycle of e-service, the first phase focused on initiating innovative online services and exploring new customers despite the fact that enterprises do not substantially gain profit from their investment in the early stage. However, upon noticing the Internet bubble burst and the scenario that profit was out of proportion to the huge investment, the second phase of e-service revolution should focus on the customer's real needs and also the increase in actual revenue generated from the retention and satisfaction of current customers. According to an investigation by *InformationWeek* into the Top 100 E-Business rankings of the most innovative practitioners of electronic business, these companies do not primarily set their goals simply on either revenue growth or increasing profits via launching e-business ventures. Instead, they pay more attention to improving customer satisfaction and enhancing service quality (Violino, 1999). Nowadays, E-Businesses are confronting many new challenges and one among these challenges is to satisfy the customers with high quality e-service over the Internet with an aim to retain them in the future. For service-oriented e-venders, providing customer-centered and quality-oriented online services is more sensitive to gaining profit than e-venders who are product-oriented. Understanding how system design, personal characteristics and social norm affect customer's satisfaction and loyalty as well as applying this knowledge to designing an appropriate online system for a better e-service provision are critical issues to be taken into serious consideration.

Many researchers have devoted themselves to clarifying the impact of customer satisfaction on the individual's repurchase behavior. This notion is generally referred to as the "expectation disconfirmation model" (Oliver, 1993; Spreng, MacKenzie, & Olshavsky, 1996; Van Montfort, Masurel, & Van Rijn, 2000; Spreng & Chiou, 2002), "expectation disconfirmation paradigm" (McKinney, Yoon, & Zahedi, 2002; Patterson, Johnson, & Spreng, 1997) or "expectation confirmation theory" (Bhattacharjee, 2001). According to expectation disconfirmation model, a customer's repurchase intention is preceded by customer satisfaction; whereas customer satisfaction is directly affected by disconfirmation resulted between a customer's pre-purchase expectations and post-purchase performance of a product or service. Applying the theory to the continued use of an information system, Bhattacharjee (2001) integrated the concept of the technology acceptance model (TAM) with the expectation disconfirmation model to reflect the impact of a customer's expectation of system-specific attributes on customer satisfaction and the intention of continuous usage. The expectation disconfirmation model can properly reflect a customer's repurchase behavior from the viewpoint of an information system, since all functionalities of Internet service are fully dependent on the facilitations of information technologies (Koufaris, 2002). However, customers' adoption of certain products or

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