

Abstract

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Identifying the Gap between Expected and Perceived Quality of Mobile Commerce in Egypt by Using ServQual

Mobile commerce is gaining increasing acceptance after Ecommerce epoch, however it's rarely used in Egypt. This paper aims to find out the gap between Egyptian consumers and the usage of mobile commerce, analyze the factors that affect expected and perceived quality from using mobile commerce in any transaction. It tests the usage and intention to use Mobile commerce technology in Egypt using the extended model (TAM2) and E-Serv-Qual model that includes: perceived usefulness (PU), perceived ease of use (PEOU), social influence (SI), compatibility (COMP), perceived credibility (PC) and personal innovativeness (PI) in addition to: efficiency, fulfillment, availability, privacy, responsiveness, compensation, contact, age, gender and education. Descriptive statistics, reliability analysis, correlation matrix, factor analysis and regression analysis were used to analyze the collected data. Results significantly verified the hypotheses between TAM2, E-Serv-Qual and E-Req-Qual factors towards the usage and the intention to use mobile commerce. Findings revealed that availability, social influence, efficiency respectively have the largest affect on usage of mobile commerce. In addition to compatibility, perceived ease of use and perceived usefulness respectively have the largest effect on behavioral intention to use mobile commerce. Moreover, Perceived Credibility (PC) factor has an insignificant correlation coefficient towards the usage and the intention to use mobile commerce. Implications from these findings help telecommunication companies to advantageously frame their service model for broader mobile commerce adoption. Key words — E-commerce, mobile commerce, TAM2, E-Serv-Qual, E-Req-Qual, B_intention, M services.