Abstract

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Assess the Effect of Service Quality on Customer Satisfaction in Facebook Social Commerce in Egypt

The numbers of social network users are booming as a result of increased Internet access and smartphone accessibility. Facebook in particular is considered one of the most important social networks in Egypt, where there is a noticeable increase in the preferences to shop on Facebook. This paper examines the service quality dimensions that influence customers' satisfaction and their purchase intention in the context of B2C social commerce through Facebook. The proposed model includes eight dimensions: usability, reliability, responsiveness, empathy, courtesy, trust, price, and security. The results revealed all dimensions had a positive effect on overall service quality variable which in turn positively influenced the user satisfaction which affects the purchase intentions of customers.