Customer Satisfaction with Online service: A Case Study in Mongolia

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Abstract: Online service (OS) is gaining importance in Mongolia. Today, the study has focused on the descriptive study on customer satisfaction (CS) and purchase intentions in OS, but little or no knowledge about the factors that are most influential in motivating OS intent in Mongolia. This research uses a quantitative method to test the conceptual framework of CS that leads to OS intentions for all online users, experienced OSs and inexperienced OSs. According to the result, this study will increase the researcher's understanding of the difference in the factors that influence the intentions of OS experience and the inexperienced OSs.

Keyword: Customer satisfaction, online service, Mongolia.

1. Introduction

The internet has transcended us from the era of traditional purchases to a new and more efficient era called "electronic commerce" [1-3]. Globally, buyers derive enormous benefits from buying goods and services from cyberspace. The Internet allows the availability of goods and services 24/7 and 365 days with little or no cost. Consumers and retailers seeking surpluses are always looking for markets that are more economically efficient; therefore, Oss [4]. Although there is a wealth of study related to the factors that influence CS and purchase intent in the context of OS, the factors of CS that influence purchase intent in each investigation vary according to time and location. Findings of CS in OS in Mongolia may be limited to Mongolian alone [5]. It has been observed which most of the studies focus on the demographic aspects instead which the study based on the systematic conceptual framework and there is little or no knowledge about the factors that are most influential in motivating the intent to OS in Mongolia [6-8].

OS is the conduct of business through the Internet that is related to activities of information search, exchange of information, purchase or exchange of products and

services. Also, maintaining the relationship with the client without a face-to-face meeting, unlike the transaction, is done traditionally [9-10]. Often, OS is misperceived as a way of doing business between web retailers and web end customers, but OS encompasses a full range to conduct online business, whether the interaction between companies, customers and companies.

CS is when the products and services meet the expectations of consumers [11]. It is essential which consumers are happy with the products and services provided by the particular website since satisfied customers can be loyal and make repetitive purchases that will increase the profitability of which particular OS company [12]. In this study, the satisfaction that is used in this paper will be referred in terms of results when comparing the previous expectation and the perceived performance of per antecedent factor to measure the attitude of the respondents for per of these factors.

2. Method
2.1. Conceptual framework and hypothesis.

This study focuses on the relationship of the above factors in the context of OSs with experience and OSs without experience with the variables shown in Fig. 1.
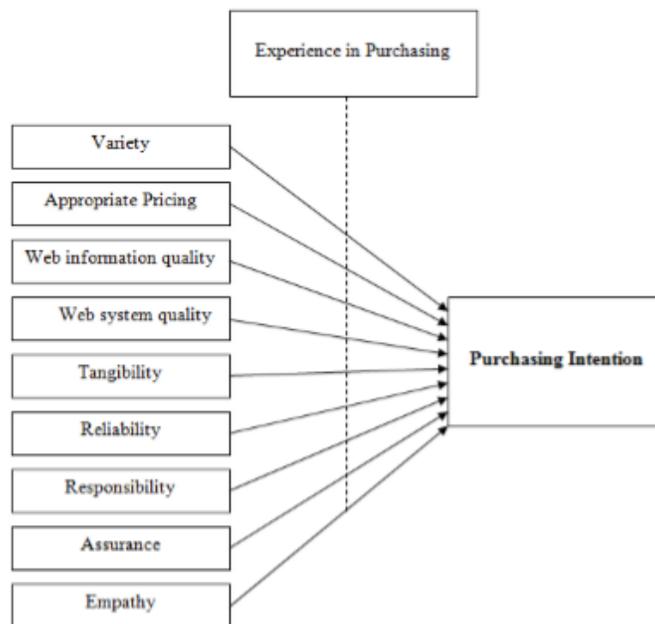

Fig. 1. Conceptual model

2.2. Hypothesis

H1: Satisfaction towards the variety has a positive relationship with the OS.
H2: Satisfaction towards a fair price has a positive relationship with the OS.
H3: Satisfaction with the quality of the information on the website has a positive relationship with the OS.
H4: Satisfaction with the quality of the website system has a positive relationship with OS.
H5: Satisfaction towards tangibility has a positive relationship with the OS.

2.3. Sample

The target population of the survey is Mongolian internet users who have at least one experienced customer who can never buy online or online Mongolia users. The total number of samples used in the study is 400, which is divided into two groups. OS experience and answers do not have any OS experience.

2.4. Investigation

The questionnaire of the instrument survey is used as an instrument to find numerous aspects of the perception of the respondents in this investigation. In addition to the physical distribution in a convenient sampling technique, the survey will be sent by email because it can reach the target group directly.

2.5. Reliability and Validity

The most successful reliability test used by using numerous investigations is (Cronbach's alpha) that will experiment with the consistency of respondents' responses to all items of measurement. Cronbach's alpha of all variables exceeds 0.7, which makes it acceptable, given that they range between 0.7 and 0.9, they are acceptable to an excellent analysis.

3. Results

3.1. Presentation statistics

The general concepts of factors affecting buying aims (such as Variety, Reasoning Pricing, Quality of Website Information, Quality of Website System, Conformity, Reliability, Accountability, and Approach) are neutral buying of respondents. The answer is the only factor which is content with high levels of satisfaction.

3.2. Higher statistics

First, check the distribution of all variables. The histogram is used to test the normal distribution as shown in Figure 2.
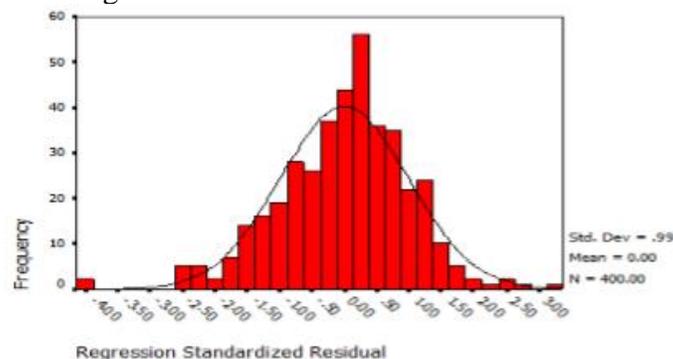

Fig. 2. Normal distribution

Of all the VIF is less than 5, the critical value suggested by Studenmund (1992) as

an indication of a problem with multicollinearity. The highest VIF is 2,934, Guarantee; While the lowest VIF is 1,272, TGY. In conclusion, this table does not show a correlation between each variable, or there is no problem of multicollinearity.

From Table I, Durbin-Watson is equal to 1.8 20; it is within the recommended range of 1.5-2.5. Therefore, there is no violation of the autocorrelation problem.

TABLE I: R SQUARE

Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin -Wats on
1	.723(a)	.523	.512	.64443	1.820

3.3. Multiple regression

Multiple regression analysis is used in this investigation. All hypothesized variables are entered in a single step. The enter method allows all variables to be included in model.

Model 1: As shown in Table 2, the F value of 47,555 is significant at levels of 0.05, that indicates which there is at least one independent variable that affects the dependent variable. Therefore, this study rejects the Ho and accepts the H1 which the variety, the appropriate price, the quality of the information of the website, the quality of the website system, the tangibility, the reliability, the responsibility, the security, empathy, and experience in purchases will have a significant positive effect on the OS.

TABLE II: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.676	10	18.668	47.555	.000(a)
	Residual	152.7	389	0.393		
	Total	339.377	399			

Model 2: This study further tests multiple regression with the income method by using selecting only the respondents who purchased OS. Therefore, the dummy variable is excluded from this test. The results are the following. As shown in Table 3, statistics F indicates which the model is statistically significant at 0.05. Therefore, the result still confirms to accept H1 that there is at least one individual dependent variable that affects the dependent variable.

TABLE III: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.689	9	7.854	22.098	.000(a)
	Residual	67.531	190	0.355		
	Total	138.22	199			

Model 3: The model for inexperienced users who make OS is as follows. In TABLE 4, the F statistic indicates that the model is statistically significant at 0.05. Therefore, the result still confirms to accept H1 which there is at least one independent variable which affects

the dependent variable.

TABLE IV: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.734	9	9.193	21.089	.000(a)
	Residual	82.822	190	0.436		
	Total	165.556	199			

4. CONCLUSION

The work reveals which most people value safety and empathy as the most important dimensions. This finding applies to both types of Internet users who are users with experience in purchases and users without purchasing experience. Therefore, the suppliers of the store must rely heavily on these two dimensions of the trust of satisfied customers in the shopping sites, that will surely receive what the suppliers have promised and will be treated as the privileged guests. Interestingly, the results show which the variety, the quality of the website system and the tangibility do not influence the purchase intention in the client's decision, although the respondents were quite satisfied with these dimensions. However, this does not mean that the provider can ignore non-significant attributes since then; As mentioned above, there have been many studies referred to the usefulness of these attributes.

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