

Independent study title: The Effect of Service Quality on Customer Loyalty of Social E-commerce: A Case Study of Pinduoduo

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Abstract

The objectives of this research were as follows: 1) to investigate the effect of service quality on customer loyalty of social e-commerce with the case study of Pinduoduo. The sample of this study was 386 respondents who have shopped on Pinduoduo within the past 6 months. This study was quantitative research. The questionnaire was used as a research tool. Data were analyzed using statistics, including percentage, mean, standard deviation, and multiple regression analysis.

The results of this study show: 1) the reliability variable, the R^2 is 0.304, indicating that the reliability variable explains 30.4% of the variation in the dependent variable. The constant term is 0.006, the regression coefficient is 0.304, the standard error is 0.185, the beta is 0.312, the t-value is 5.325, and the p-value is 0.000. This indicates that reliability has a significant positive effect on customer loyalty and this effect is statistically significant. For the responsiveness variable, the R^2 is 0.127. For the assurance variable, the R^2 is 0.059. For the reputation variable, the R^2 is 0.296. For the information quality variable, the R^2 0.138 and 2) reliability, responsiveness, assurance, reputation and information quality have positive and significant influence on customer loyalty. Pinduoduo can start from improving reliability, responsiveness, assurance, reputation and information quality to enhance customer loyalty. By strengthening its service quality, it will increase loyalty.

Keywords: Service Quality, Customer Loyalty, Social Commerce, E-Commerce

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