

# EVALUATION OF THE ONLINE COMMERCIAL SERVICES QUALITY IN THE MARITIME ECONOMY

Ph.D. Thesis Summary

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The thesis deals with the quality of commercial services provided via the Internet. The research on the evaluation of online commercial services quality was conducted with respect to the retail internet sale of goods and services related to the maritime economy. This sector of online commerce was considered niche. The most important objective was to evaluate the quality of online commercial services in maritime internet commerce (maritime i-commerce) using a proposed evaluation model as well as to develop recommendations for improving the quality of commercial services provided by maritime and internet commerce providers (online stores and service providers).

The work consists of an introduction, four chapters, a conclusion, a bibliography, a list of tables and drawings, and appendices (collected on disc and available at [http://keipg.wpit.am.gdynia.pl/?page\\_id=499](http://keipg.wpit.am.gdynia.pl/?page_id=499)).

The first chapter discusses the specifics of retail internet commerce and online commercial services, with particular emphasis on the specificity of maritime i-commerce. Initially, the terminology related to internet commerce was sorted out to characterize the online retail commerce market and discuss ways to organize it. As the result of the conceptualization process, a definition and description of the online commercial service was formulated. The revision of the determinants of retail internet commerce in Poland (in years 2004-2013) was done. Then it was evaluated an econometric model, which identified the most important for the development of Polish internet commerce determinants. Finally part the maritime internet commerce was defined as a niche, both in the field of market and research niche. In addition, there discussed the factors determining the development of internet commerce in maritime economy.

The second chapter contains quality terminology and defines the quality term in the context of retail internet commerce. Classical quality management instruments were reviewed, with particular emphasis on those which can be used to evaluation the quality of commercial services delivered via the Internet. The review and classification of the quality indicators of online commercial services proposed in the literature was also discussed.

Chapter 3, an online quality measurement tool has been operationalized, resulting in a multidimensional model for evaluating the quality of commercial services provided over the Internet. The proposed quality indicators of online commercial services (51), which allow to evaluate the quality of online commercial services in formal, technological and functional-procedural dimensions, have been characterized. The methodology of the study is then presented in detail.

Chapter Four discusses research results. At the outset, the providers of commercial services in the Polish maritime internet commerce sector (internet shops and service providers) were characterized. The characteristics of maritime i-commerce consumers

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and their expectations regarding the scope of commercial services provided over the Internet were presented. The results of the quality evaluation of online commercial services used by maritime i-commerce consumers were introduced and discussed. Next the results of an expert survey related to the quality assessment of online commercial services in the technological dimension were presented and discussed. Finally, the conclusions regarding the quality of online commercial services obtained through the analysis of associative (dependency) rules were talked out. Based on the results obtained, the following hypotheses were positively verified:

- Niche maritime i-commerce requires multidimensional shaping of the quality of commercial services (H1).
- Customer requirements regarding quality features of online commercial services provided by online stores and maritime service providers are similar (H2).
- There is some discrepancy between customers' expectations and their assessment of the quality of commercial services in maritime i-commerce (H3).
- The quality of commercial services provided by online shops in maritime i-commerce is more satisfying than in the scope of services offered by Internet trade in this field (H4).
- The quality of commercial services provided in maritime i-commerce requires improvement, especially in the technological dimension (H5).

In conclusion, recommendations were made regarding the quality of online commercial services provided in online stores and maritime services providers.

The appendices are an integral part of the dissertation. They include data on a statistical analysis, (in the context of the development of internet commerce in Poland), a list of audited online shops and the websites of service providers in maritime i-commerce, web survey questionnaires, guidelines for conducting web site audits, data collected in research and audit questionnaires, results of the association analysis as well as recommendations for internet shops and service providers in the scope of quality of online commercial services.

