

システム情報工学研究科特定課題研究報告書概要

年 度	平成 26 年度	学位名	修士(ビジネス)
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報告書題目	<p>楽天の中国戦略に関する研究 (Analysis Chinese E-shopping User Service Satisfaction Through E-S-QUAL Scale (楽天の中国再進出戦略におけるカスタマーサービス戦略に関する研究))</p>		
報告書概要	<p>Based on the rapid development and global expansion of Rakuten Japan, it is evident that Rakuten is intent to reenter the Chinese market. Service is becoming a critical factor for e-retailing industry affecting competitiveness and to attract more consumers. With Rakuten preparing to reenter Chinese market, it needs to be ability to reach consumers and identify the advantage and disadvantage. This chapter explores the service quality dimensions, which affect Chinese users' satisfaction and consumption intention in e-retailing. An online survey of Chinese e-retailing users was conducted to measure satisfaction and consumer intention using the E-S-Qual scale, and a structural equation model is estimated for this data.</p> <p>We propose Rakuten should:</p> <ol style="list-style-type: none"> 1.Keep the good quality of the service on Efficiency, System Ability, Fulfillment categories. 2.Strengthen the service of Privacy and Contact dimension to catch up with Taobao and Amazon. 3.Take Responsiveness and Compensation dimensions as breaking points to catch Chinese e-retailing users' favor. <p>so that successfully reenter the Chinese e-retailing market.</p>		
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