

The Influence of Customer's Belief about E-service Delivery Process on Behavioral Intentions: The Mediating Role of Attitude in a B-A-I Model

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Abstract

Service organizations are looking for ways to better deliver services through use of information and communication technology and to increase customers' intention to use that service provider again. Service providers can differentiate themselves by making perception of their service delivery process effective and efficient. Past research shows that customer's belief about service delivery process impacts the attitude towards the service provider leads to intention to use service providers in future. This study adopts the Belief-Attitude-Intension (B-A-I) model regarding e-service delivery process in online retailing context. For belief about e-service delivery from customers' perspective, five constructs are considered i.e. perceived usefulness, perceived ease of use, perceived flexibility, perceived control, and perceived risk. With data collected from a sample of 442 Indian e-tail customers, this research uses mediated regression to examine the influence of customer's belief about e-service delivery process on consumers' behavioral intentions, and the mediating role attitude towards service provider plays in the relationship. The findings indicate that all five belief constructs are associated with behavioral intentions to use service provider again in future and that attitude towards service provider partially mediates the relationship for all five belief's constructs. The implications for theory and practice are discussed. This study suggested what customers' belief are important in a service delivery process and contributes managerial implications.

Keywords

E-service delivery process, B-A-I model, Online retail, Mediation

Biographies

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