

Study on the Influencing Factors of Service Remediation Expectation in Network Shopping

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Abstract

Service remediation refers to the failure and wrong response of the services provided by the service provider to the customer, and the immediate response to the customer's dissatisfaction complaint. The aim is to re-establish customer satisfaction and loyalty through this response. Through the collation and analysis of the literature, it is found that many scholars have studied the quality of service remediation, but few of them are in-depth in the environment of online shopping. Therefore, based on the existing theory, this study establishes the model hypothesis to explore the impact of the various dimensions of service remediation expectations (interactive remediation expectations, program remediation expectations, results remediation expectations) on customer service during the remediation period. The analysis of these contents, the use of questionnaires to collect information. Using the existing mature scale, the formation of research. Through the reliability analysis of the data, factor analysis to test the reliability and validity of the data, and then the correlation analysis and regression analysis to verify the hypothesis.

Keywords

Service remediation, quality of service remediation, interactive remediation expectations, procedural remediation expectations, results remediation expectations.

1. Introduction

Since the 1990, the rapid development of network, communication and information technology, the Internet is growing up, e-commerce is also created. E-commerce is rooted in the Internet, to buyers and sellers, bank electronic payment and settlement as a means to new business models, based on customer data, so that suppliers more quickly meet customer needs, but also to enable enterprises in the global search scope, select the most suitable supplier. In today's rapid and brutal development of e-commerce around the world, every nine months of sales will double, global e-commerce transactions (including online trade, sales, etc.) reached hundreds of millions of U.S. dollars, e-commerce revenue 262%. It is generally accepted that the development of electronic commerce is an important driving force behind the development of the world economy in the next 25 years, and the economic development is much higher than that of the industrial revolution 200 years ago. "The value of the Internet is equal to the number of nodes connected to the Internet," Robert Metcalf said. A recently published study shows that the rapid development of China's e-commerce industry in recent years, the total number of more than 100,000 online stores online product display more than 20 million.

At the last century, "shopping online" was just an imported concept, and by 2011 China's online shopping users were over 150 million. When every university campus has a "courier distribution Points", when friends began to be willing to share online shopping experience, when the mother under the guidance of her daughter for the whole family to buy annual goods,

online shopping is no longer a dream fairy tale, but become a part of the daily shopping behavior of ordinary consumers, profoundly reshape and affect their lives. In the general e-commerce today, we mostly through the internet shopping to meet the needs of our own. Whether it is furniture, building materials, clothing accessories, the network has everything. But the amount of problems that arise after online shopping is also reprehensible. Consumers will accept the situation of service errors, in this case, how to remedy is the most should be considered by enterprises. As the satisfaction of enterprise service remediation is the main line to pay attention to.

Starting from the network shopping, this paper adopts the method of combining questionnaire data analysis, and studies the development prospect of the industry together with the two lines of consumers. Through a questionnaire survey of consumers, from the interaction of remedial expectations, procedural remediation expected results to remedy the expected three directions to explain the impact of service remediation satisfaction factors.

2. Literature References

2.1. Quality and Influencing Factors of Service Remediation

2.1.1. The Connotation Development of Service Remediation Quality

Service remediation refers to the enterprise in the process of serving customers, due to some of their own or external environment caused by service errors, and this service failure to make a remedial response. The final goal is to re-establish loyalty and satisfaction in the minds of customers through this remedial nature of response. Service remediation is a response to an immediate response to a customer's dissatisfaction and complaining psychology when there is a service error.

The quality of service remediation is a comprehensive evaluation of the customer's service remediation results, which is based on the actual perception and remediation expectations generated by the remedial measures provided by the enterprise in the customer's mind. When the service remediation perception effect exceeds the expectation of service remediation, the quality of service remediation is good, and when the service remediation perception effect is lower than the expectation of service remediation, the quality of service remediation is poor.

Oliver believes that the quality of service remediation can reflect the quality of the second service of the enterprise. Hess believes that the actual content of compensation and the degree of compensation that an enterprise can provide to its customers after a service failure is the quality of the service remediation. What is measured is the subjective perception of consumers, which is the contrast between what consumers can accept after a service remedy and what consumers expect before a service remediation behavior occurs.

2.2. Five Principles for Measuring Service Remediation

The quality measure of service remediation established by

- ① must be considered important by the customer.
- ② metrics must be sensitive.
- ③ measures the measurable nature of the indicator.
- ④ measurement indicators should be extensive.
- ⑤ can be appropriately increased or decreased according to the specific circumstances of the remedy.

According to the principle of the fifth, because of the shopping style in online shopping, customer perception, unpredictability and traditional shopping differences, therefore, the online shopping environment of the measurement indicators and traditional industries are different.

2.3. Quality of Service Remediation

2.3.1. Traditional Industry Service Remediation Quality Dimension

The quality dimension of service remediation, which involves a high frequency in traditional industries, includes apologies, compensation, communication, timeliness, most of the dimensions are relatively different, Bell and Zemk (1997) in the study mentioned timely recovery, understanding, follow-up[1]; Hart,Sass and Heskett (1990) Study to confirm, response speed, economic compensation[2]; Bitner (1990) to study the confirmation, explanation[3]; Bell and Ridge (1992) True treatment, commitment, remedy, fair solution[4]; Boshoff and Leong (1997) put forward attribution, authorization, 1999 to propose reliability, convenience, responsiveness[5]; Smith and Bolton (1999) studied response speed and remedial initiative[6]; Boshoff (1999) put forward the service remediation satisfaction Scale, 2005 removed two communication one authorization one compensation[7]; Davidow (2003) studied 6 dimensions in which timely response, credible commitment, compensation, customer service to customer, and ease of use of procedures and policies were not previously covered[8].

Table 1. Traditional industry service Remediation quality dimension

Researcher	Core
Bell & Zemk(1987)	Apology, timely recovery, understanding, symbolic compensation, follow-up
Hart,Sass & Heskett(1990)	Apology, response speed, financial compensation
Bitner (1990)	Confirmation, explanation, apology, compensation
Bell & Ridge(1992)	Apology, true treatment, commitment, remedy, fair resolution
Boshoff & Leong(1997)	Apology, attribution, authorization
Boshoff & Leong(1998)	Apologies, reliability, convenience, responsiveness, physical compensation
Smith & Bolton(1999)	Physical compensation, response speed, apology, remedial initiative
Boshoff(1999)	Service Remediation Satisfaction Scale (communication, interpretation, authorization, physical, feedback, compensation)
Davidow(2003)	Timely response, apology, credible commitment, compensation, customer service to customer compliance, procedures and policy ease of use

Traditional industries are divided into hundreds of or even thousands of species, first of all walks of life in the environment is not the same, market positioning is not the same, different needs of the audience in the face of service errors to respond to the content is not the same, which indirectly leads to different quality of service remediation; second, the object of service remediation is also very diverse, Each client can accept the bottom line is different, it can be said that when faced with service errors, the expected results are not the same, for example, some people want more compensation, some people pay attention to the attitude of after-sales service, there are many examples like this, and finally, The attitude of the subject of remediation is also closely related to the cause of service failure, the different reasons for remediation will bring about a very different result, if the remediation is due to product problems, then the quality of remediation will vary according to the size of the product problem, if it is due to the customer's own reasons to form a service remedy, Then the customer will not be very negative evaluation of the emergence.

2.3.2. Quality Dimension of Service Remediation in Online Shopping Industry

Parasuraman, Zeithaml and Malhotra (2005) have repeatedly mentioned in the article that there is an extremely close correlation between customer loyalty and quality of service, and that the quality of service is an expression of the final behavior of the customer, if the enterprise can provide a relatively high quality service, Consumers will produce a more active intention to behave according to the quality of the service, forming loyalty to the enterprise's products. As a result, the E-Service remediation scale is divided into responsiveness (responsiveness), Compensation (compensation) and linkages (contact); A total of 10 items.

Forbes, Kelley, Hoffman (2005) This paper further studies the use of key time method for analysis, the remediation strategy of online shopping is summarized as discount, correction, additional correction, replacement, apology, refund, store points, unsatisfactory correction, error expansion, inaction, offline replacement and so on 11 kinds[9].

Kelley, Hoffman and Davis (1993) reduced offline replacement, increased management layer intervention, customer (or seller) proactive correction[10].

Chang (2008) pointed out in the study that if consumers can choose remedial measures in the e-commerce environment, then the thought of control he can get will deepen, and the satisfaction of service remediation will naturally increase[11].

Kuo, Yen and Chen (2009) The failure cases were also analyzed using the key event analysis method, and the relevant dimensions of service remediation were divided into additional corrections, discounts, refunds, corrections, store points, apologies, replacements, unsatisfactory corrections, omissions, and escalation of errors.

Table 2 Quality dimension of service remediation in online shopping industry

Researcher	Core
Kelley, Hoffman & Davis(1993)	Management intervention, customer (or seller) proactive correction, offline replacement
Parasuraman ,Zeithaml & Malhotra, (2005)	E-Service Remediation Scale: responsiveness (responsiveness), Compensation (compensation) and linkages (contact); Total 10 title items
Forbes, Kelley, Hoffman (2005)	Discounts, corrections, additional corrections, replacements, apologies, refunds, store points, unsatisfactory corrections, error expansion, inaction, offline replacement, etc. 11
Chang(2008)	Consumers have the right to choose remedial measures, consumer control perception will increase
Kuo, Yen & Chen(2009)	Additional corrections, discounts, refunds, corrections, store points, apologies, replacements, unsatisfactory corrections, inaction, and error escalation.

In the environment of electronic network shopping, the quality of service remediation has a positive effect on the quality of relationship, which will ultimately have an impact on customer loyalty. Relationship quality has a positive effect on customer loyalty. Among them, the degree of customer satisfaction, customer trust, customer trust and loyalty is a complete positive impact, with a stronger correlation is customer satisfaction and customer loyalty. The effect of negative adjustment is the service error between customer satisfaction and customer loyalty, but it is the customer trust degree and customer loyalty that does not have a significant adjustment effect.

However, there are still differences between the service remediation of electronic shopping and the remediation of store sales. Poh-Lin Yeoh Abdolreza Eshghi, Sam W. Woolford Gul Butaney (2005) mentioned a considerable part of the role of cultural types and factors of justice in post-

sale remediation[12]. The basis for successful implementation of remediation lies not only in the perceived fairness (distribution, interaction, and procedure) of the customer, but also in the customer's "embedded culture mode Drive". Therefore, it is important to adjust the process of the company's remediation solutions and the characteristics of the customer's own cultural personality. Service remediation results are three aspects of satisfaction, loyalty and word of mouth. Including service remediation satisfaction, positive word-of-mouth loyalty, negative satisfaction, no impact on loyalty, negative word of mouth, good satisfaction, no impact on loyalty, negative reputation.

2.4. The Deficiency of Research in the Environment of Online Shopping

Online shopping environment, whether it is resistance or force majeure will appear a series of problems, these problems are likely to affect the results of service remediation, in general, there are the following three points:

First, merchants and customers can not directly face-to-face communication, compared to offline purchase there is a greater risk.

Second, deal with the quality and performance of customer complaints. Online service personnel also represent the network corporate image, customer satisfaction, whether to trust the enterprise, in addition to the service remediation they get, but also include in the enterprise online service personnel evaluation process, the service attitude of online service personnel needs to have the relevant knowledge, skills, Quality and strength to respond to customer complaints and after-sales service network of enterprises to establish services failure early warning system, enterprises should do a good job of identifying potential problems, and through judgment and experience analysis, summed up the possibility of service failure in the service delivery process, and the development of high-quality appropriate remedial measures to improve the quality of enterprise services.

Third, there is relatively little literature on the study of remediation quality of online shopping services, and the domestic literature rarely mentions the quality of service remediation. In the current online shopping environment, there is a serious sense of insecurity in the hearts of consumers, in the face of a completely virtualized purchase process, is not actually able to touch the goods they want to buy, for the quality of goods, the safety of the delivery process there are great doubts.

3. Research Models and Assumptions and Questionnaire Design

3.1. Questionnaire

3.1.1. Basic Frame

The questionnaire problem in this study is in the form of a scale, each subject using Rickett 5 rating method, "1" to "5" respectively on behalf of "very disagree", "disagree", "General", "agree", "very agree". The questionnaire mainly includes the following three parts:

The first part,, the attribution of online shopping service failure has the system, the customer itself, the customer service and the external environment four main parts, according to the different case environment mainly investigates the net purchaser after the service fails the perception situation, the questionnaire has four cases, each corresponds to four points corresponding questionnaire.

The second part, the main part of the questionnaire, survey online buyers according to the situation of the case, based on their own perception of service remediation of the interactive quality, program quality, the quality of the results to make a certain judgment, according to the results of these three quality, can study the impact of service remediation expectations.

The third part investigates the demographic characteristics of customers, including gender, age, education and occupation, to understand the main characteristics of online buyers and the impact of these characteristics on remediation expectations.

3.2. Research Models and Assumptions

3.2.1. Research Hypothesis

The research in this paper is about the influence factors of customer's remediation expectation size, the customer's perceived effect, through the customer perception survey, obtains the influence factor of service remediation expectation size, puts forward the corresponding hypothesis, and carries on the demonstration.

1. Severity of service loss and service remediation expectations

In the process of online shopping, once there is a service error, it will affect the customer's satisfaction with the enterprise. What affects the customer's expectation of the service remediation effect is the degree of service loss, no matter what kind of service remedy, is related to its satisfaction or the Customer online purchase service remediation expectation. Therefore, this paper holds that the loss of service has an impact on the remediation expectations of customers ' online shopping services, and puts forward the following assumptions:

H1 The more serious the service loss, the higher the customer's net Purchase service remediation expectation

2. The degree of net purchase intake and service remediation expectation

Online purchase intake degree is the customer in the online shopping in the relevant information, when the customer has a relatively high intake of products, indicating that customers for the product compared to other products are more understanding, is a well-thought-out choice, when the intake of online shopping is very high in the case of service errors, Then the customer's remediation expectations will also have a certain degree of impact. Therefore, this paper holds that the degree of online purchase intake has an impact on the service remediation expectations of online shopping, and puts forward the following assumptions:

H2 The higher the intake of online shopping, the higher the expectation of online shopping service remediation

3. Experience of online shopping and service remediation expectations

The experience of online shopping will affect the customer's cognition and attitude, an experienced online shopping customer and a lack of online shopping experience of the customer's cognition and attitude is completely different, so when the service error occurs, the service remediation expectations of the two are also very different. Therefore, this paper puts forward that the experience of online shopping has an impact on service remediation expectations, making the following assumptions:

H3 The experience of online shopping has an impact on service remediation expectations

4. The difference effect of the consistency of attribution on the expectation of service remediation

The inconsistency of attribution will make the customer to the service remediation process result has the different attitude, the service error factor has 4 each aspect is: The system, the customer service, the external environment, the customer itself; When the customer locates the service error as a kind of error attribution, his interaction quality, program quality, the service remedy, The quality of the results will have a different focus, therefore, this paper proposes that the consistency of attribution has an impact on service remediation expectations, making the following assumptions:

H4 Consistency of attribution affects the cause of service remediation expectations of the former variable

Drawing on the previous research results and further discussing the relevant literature, we can generalize the influencing factors of service remediation satisfaction into the following points: The severity of service loss, the degree of online purchase intake, the experience of online shopping, and the consistency of attribution.

4. Research Design: Data Analysis and Hypothesis Testing

4.1. Data Analysis

4.1.1. Descriptive Statistical Analysis

After a profile analysis of the samples collected, the proportion of male and female samples was close to 1:1, and we found that when people encountered online shopping errors, she instinctively reflected the error management of 62.5% of people will complain about the merchant, 14.1% of the people will tell friends, 14.1% of people will choose to complain, The rest will remain silent and accept the results of online shopping blunders.

Table 3. Descriptive statistical

Types of service failure		Procedural remedy expectation	Result Remedial Expectation	Interactive remediation quality
System	Mean	1.6250	1.7093	1.7030
	N	43	43	43
	Standard	.74102	.77954	.74193
Staff	Mean	1.7875	1.9525	1.9308
	N	50	50	50
	Standard	.94735	.87076	.84355
External environment	Mean	1.9688	1.9545	1.9703
	N	44	44	44
	Standard	.88885	.90705	.76424
Customers	Mean	1.8750	1.9574	2.0393
	N	47	47	47
	Standard	.85696	.86181	.87733
Total	Mean	1.8152	1.8974	1.9147
	N	184	184	184
	Standard	.86710	.85636	.81419

In the table above, there are 4 types of service failures, namely: system, employee, external environment and customer itself. The number of questionnaires made separately was 43,49,44,47. The average of remediation expectations for each service failure type is 1.6, indicating a low overall expectation. The difference between the four service failure types designed by the researchers and the failure attribution of the respondents' Readme reports is 76.7%,30%,50%,68% which indicates that the attribution of the respondents' narration is not ideal for the attribution consistency that the research designer wants to express.

4.2. Reliability and Validity Analysis

This study takes the 0.7 recommended by Peterson (1994) as the indicator. According to the data of the reliability validity table, the Cronbach s Alpha coefficient of each topic is greater than

0.7, and the statistics of each item Cronbach s Alpha are greater than 0.8. The reliability analysis of the paper is carried out by using SPSS19, and the data results show that the results of the data measurement have a high degree of reliability.

The research in this paper is based on the literature of the past calendar year, which is obtained by a large number of investigation and prediction changes in terms of content validity, and the method of factor analysis should be used to measure the results from the conformation validity. Two tests are performed before factor analysis is carried out: KMO value and Bartlett spherical test. The results shows: The severity of the loss, the quality of the interaction, the quality of the program, the quality of the results, the description of the experience, the importance of the service of the KMO value are greater than 0.7, indicating that all the variables of this experiment are suitable for factor analysis, and the correlation is very strong. And the load of the factor is higher than 0.75, which indicates that the importance of each factor is very high. The interaction quality is rotated into two components, and the component 1 is the Communication component 2 is the response. In question fifth, 2,3,4,15 belongs to component 1, and the other options belong to component 2. The factor analysis results of this data collection show that the conformation validity of the scale is acceptable.

4.3. The Influence of Direct Factors on Remediation Expectation of Online Purchase Error

4.3.1. Severity of Loss of Service Error

According to the data in table 4, SIG, which has a severe loss of service, is 0 of sig with a high intake of net purchases, indicating that the degree of service loss is serious and the high intake of online shopping is related to the expectation of procedural remediation, and the result is a significant correlation between remediation expectations of interactive remediation expectations.

Table 4. Correlation analysis of loss severity

		Program quality	Result quality	Interacti on quality	Seriousness of loss errors
Program quality	Pearson correlation	1	.911**	.930**	.524**
	Significance (bilateral)		.000	.000	.000
	N	184	184	184	184
Result quality	Pearson correlation	.911**	1	.889**	.557**
	Significance (bilateral)	.000		.000	.000
	N	184	184	184	184
Interaction quality	Pearson correlation	.930**	.889**	1	.595**
	Significance (bilateral)	.000	.000		.000
	N	184	184	184	184
Seriousness of loss errors	Pearson correlation	.524**	.557**	.595**	1
	Significance (bilateral)	.000	.000	.000	
	N	184	184	184	184

** . There was a significant correlation at the level of .01 (bilateral).

The result of a serious regression analysis of service losses in table 6 shows that the standard coefficients ($\beta_1=0.524\beta_2=0.557\beta_3=0.595$) for each variable are greater than 0, with a positive correlation to the desired size. The VIF values of each variable are 1, which indicates that there is no multiple collinearity problem due to variables. The Adjusted R Party ($1=0.27\ 2=0.306\ 3=0.351$) indicates that the interpretation of the variable is higher than 10%, and therefore accepts the original hypothesis, that is, the more serious the loss of service errors in online shopping, the higher the expectation of customer's online purchase service remediation.

Table 5. Regression analysis

Remedial expectation	Seriousness of loss errors				
	correlation	Standard	Adjusted R2	(VIF)	sig
Procedural	0.524	0.524	0.27	1	0
Result	0.557	0.557	0.306	1	0
interactive	0.595	0.595	0.351	1	0

4.3.2. Online Shopping Service Error Remediation Expectations Vary Depending on The Level of Online Shopping Intake

In the correlation analysis results of the intake degree of online shopping, the standard coefficient ($\beta_1=-0.105\beta_2=-0.089\beta_3=-0.119$) of each variable is negative, which is negatively correlated with the high intake of net purchase. In the table 4.7,4.8 of regression analysis, the VIF of each variable is 1, which indicates that there is no multiple collinearity problem. The adjusted R side ($1=0.006\ 2=0.003\ 3=0.009$) is very small in interpretation. The data for the synthesis table 7, the result is that SIG is 0, all less than the significant level of 0.05, rejecting the original hypothesis. From the mean value in table 8, it can be seen that the intake degree of online shopping has a greater impact on the quality of the program.

Table 6. Correlation analysis of intake degree of net purchase

		Program quality	Result quality	Interacti on quality	Online shopping intake
Program quality	Pearson correlation	1	.911*	.930**	-.105
	Significance (bilateral)		.000	.000	.155
	N	184	184	184	184
Result quality	Pearson correlation	.911**	1	.889**	-.089
	Significance (bilateral)	.000		.000	.228
	N	184	184	184	184
Interaction quality	Pearson correlation	.930**	.889*	1	-.119
	Significance (bilateral)	.000	.000		.109
	N	184	184	184	184
Online shopping intake	Pearson correlation	-.105	-.089	-.119	1
	Significance (bilateral)	.155	.228	.109	
	N	184	184	184	184

** . There was a significant correlation at the level of .01 (bilateral).

4.3.3. Online Shopping Experience

In the correlation Analysis table 8 of online shopping experience, the correlation coefficient is negative sig greater than 0.05, which indicates that the experience of online purchase is not significant and there is no difference between groups. The correlation coefficient in regression analysis table 9, the R side of the standard coefficient adjustment are all negative. Therefore, the experience of online shopping in the service remediation expectations of Lai said that there is an impact, accept the original hypothesis. That is, the experience of online shopping has an impact on service remediation expectations.

Table 7. Correlation analysis of online shopping experience

		Program quality	Result quality	Interacti on quality	Online shopping experience
Program quality	Pearson correlation	1	.911**	.930**	-.009
	Significance (bilateral)		.000	.000	.899
	N	184	184	184	184
Result quality	Pearson correlation	.911**	1	.889**	-.012
	Significance (bilateral)	.000		.000	.869
	N	184	184	184	184
Interaction quality	Pearson correlation	.930**	.889**	1	-.012
	Significance (bilateral)	.000	.000		.868
	N	184	184	184	184
Online shopping experience	Pearson correlation	-.009	-.012	-.012	1
	Significance (bilateral)	.899	.869	.868	
	N	184	184	184	184

**.

There was a significant correlation at the level of .01 (bilateral).

Table 8. Regression analysis

Remedial expectation	Seriousness of loss errors				
	correlation	Standard	Adjusted R2	(VIF)	sig
Procedural	-0.009	-0.009	-0.005	1.00	0.899
Result	-0.012	-0.012	-0.005	1.00	0.869
Interactive	-0.012	-0.012	-0.005	1.00	0.868

4.3.4. Attribution Consistency and Service Remediation Expectations

First, there is a difference in service remediation expectations based on data analysis attribution consistency. According to table 10, the attribution consistency is used as the variable to remedy the expectation of the program, the result is to remedy the expectation, the interactive remediation expectation is the cause variable, the service error is the covariance,

the variance analysis finds the attribution inconsistency, and the expectation of the program remediation has a significant difference in the 0.1 level.

Table 9. Contrast attribution consistency in pairs

Dependent variable	(I)Uniformity	(J)Uniformity	Mean difference	Standard error	Sig.c
Procedural Remedial expectation	YES	NO	-.532*,a,b	.236	.026
	NO	YES	.532*,a,b	.236	.026
Result Remedial expectation	YES	NO	-.356,a,b	.223	.112
	NO	YES	.356,a,b	.223	.112
Interactive Remedial expectation	YES	NO	-.431*,a,b	.209	.041
	NO	YES	.431*,a,b	.209	.041
Dependent variable	(I) Uniformity	(J)Uniformity	95% confidence interval of differencec		
			Lower limit	Higher limit	
Procedural Remedial expectation	YES	NO	-.999	-.066	
	NO	YES	.066	.999	
Result Remedial expectation	YES	NO	-.795	.084	
	NO	YES	-.532*,a,b	.236	
Interactive Remedial expectation	YES	NO	.532*,a,b	.236	
	NO	YES	-.356,a,b	.223	

Table 10. Consistency variable Analysis

Source	Dependent variable	Square Sum of Type III	df	Mean square	F	Sig.
Gender	Procedural Remedial expectation	1.772	1	1.772	3.243	.074
	Result Remedial expectation	2.389	1	2.389	4.928	.028
	Interactive Remedial expectation	1.434	1	1.434	3.347	.069
Consistency*Educational Level	Procedural Remedial expectation	3.985	3	1.328	2.430	.067
	Result Remedial expectation	5.358	3	1.786	3.684	.013
	Interactive Remedial expectation	3.434	3	1.145	2.671	.049
Consistency*Age	Procedural Remedial expectation	1.861	2	.930	1.702	.186
	Result Remedial expectation	2.179	2	1.090	2.248	.109
	Interactive Remedial expectation	2.074	2	1.037	2.420	.092

In addition, single factor variance analysis found that the program remediation expectations, the results of remediation expectations, interactive remediation expectations There are significant gender differences. And according to the data, there is an interactive effect between attribution consistency and educational level, and there is a significant difference in the 0.1 level between age and the expected factor of interaction remediation. However, considering

that the sample number of samples in 5 age groups is not equal and is not a normal distribution, this interaction should be treated with caution. Similarly, attribution consistency and age are significantly different in the 0.05 level of the factor in the expectation of interactive remediation, and should also be treated with caution. Further collection of data validation is required.

Therefore, on the whole, after the service error, the customer to the network purchase error attributed to the reason and the service person's own judgment reason is not consistent, will not cause the customer to the service to remedy the difference of three dimensions; it is likely to interact with gender and educational attainment to have a differentiated impact. However, this paper is limited by the number of sample grouping, does not provide valid evidence, and needs further verification in the future.

5. Research results and management enlightenment

5.1. Research Findings

When the customer encounters the service error in the net purchase, the higher the severity of the service error, the higher the result of the service remediation expectation,; the intake degree of the net purchase is to have a certain influence on the service remediation expectation; the more the online purchase experience is, the lower the expectation of the service remedy, There is no separate difference between the three dimensions of customer remediation of the service, and it is likely that it will interact with gender and educational attainment to have a differentiated impact.

5.2. Management Inspiration

Online shop merchants in the system, employees, customers themselves or outside the environment caused by service errors, how to deal with the effective rescue of customers, so that customers in the event of service errors can be timely to obtain redress and satisfaction with the results of remedial measures. The results of this paper provide a reference for the remediation of online shopping services, when service errors occur can respond in a timely manner and understand the needs of customers to remedy, the more serious the loss of customers, then the remedial measures of merchants should be more accurate targeting of customer psychology, as far as possible to meet the expectations of customers in the heart, Once below expectations, customer satisfaction is bound to decline; In addition, the degree of online purchase intake for service remediation expectations also have a certain impact, before remediation should take this factor into account. In the event of an unavoidable service failure, respond as quickly as possible, and we want to make up for the unsatisfactory results of service errors as much as we can.

Under the premise of being able to solve the service remediation error in time, accurately and effectively, the research on the influencing factors of the customer's remediation expectation can reduce the waste of additional resources to a certain extent. Therefore, no matter what the cause of service errors only in accordance with the level of customer expectations to remedy, in order to finally get customer satisfaction.

The trend of online shopping is gradually growing, e-commerce is gradually becoming more and more widely used, an enterprise, especially e-commerce as the leading enterprise, service errors can not necessarily be effectively avoided, if you want to shop in this circle of internet growing, it is necessary to their own customer psychology and behavior enough to understand, to obtain customer satisfaction. On the basis of obtaining customer satisfaction, can slowly penetrate into the customer's social circle, will be more widely applied to their products, you can have more opportunities.

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