

MEASURING QUALITY OF THE SERVICES PROVIDED BY THE COMMERCIAL WEB SITES

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ABSTRACT: The increasingly systematic usage of Internet in the decisional process of the consumers determines the vendors to apply more frequently to the advantages of this instrument. A site must be before of all capable to answer the expectances of the consumers to which it addresses. The researchers identified a number of criteria that the consumers have in view when they evaluate the Web sites in general and especially the quality of services they provide.

Keywords: Internet, electronic services quality, online shopping, electronic commerce

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