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## **Evaluating the Quality of E-Commerce Services at Isuzu Dat Tan Phat Vietnam Co., Ltd.**

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### **ABSTRACTS:**

At DAT TAN PHAT ISUZU CO., LTD., the quality of their e-commerce services is commendable. They prioritize customer satisfaction by ensuring seamless online transactions and prompt delivery services. Their platform is user-friendly, offering a smooth browsing experience for customers to explore their range of products. The company emphasizes transparency and reliability in their online transactions, earning trust from their clients. Additionally, their customer support team is responsive and efficient, addressing inquiries and concerns promptly. Overall, DAT TAN PHAT ISUZU CO., LTD. sets a high standard for e-commerce service quality in the automotive industry.

The article introduces some concepts of service, service quality, e-commerce services, e-commerce service quality and models for measuring e-commerce service quality. From there, evaluate the quality of e-commerce services of isuzu Dat Tan Phat automobile limited liability company through the website Oto.com.vn based on the SERQUAL model and based on policies for sellers. Based on that, five solutions are proposed to improve the quality of e-commerce services. The research was conducted based on qualitative methods combined with quantitative descriptive statistics.

**Keywords:** *E-commerce service quality, e-commerce, automobile sector*

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### **Introduction**

With these favorable conditions, we can see that the potential in the field of e-commerce in Vietnam is huge. That also means that there will be many new businesses entering this industry in the future. Therefore, in addition to technological factors, e-commerce businesses need to constantly improve service quality to create a competitive advantage for the brand. From there, we can attract and retain customers and maintain our position in the market. To do this, businesses first need to evaluate the quality of their services. From there, solutions are proposed to bring better experiences to users.

Realizing the importance and urgency of evaluating and measuring service quality for e-commerce businesses, the author decided to choose the research topic "Assessing the quality of e-commerce services of e-commerce businesses". Isuzu Dat Tan Phat Automobile Limited Liability Company" for research. The next part of the research paper will include three parts (1) Overview of e-commerce service quality (2) Current status of e-commerce service quality of Nextgen Vietnam Joint Stock Company, (3 ) Proposing solutions to improve the quality of e-commerce services of Nextgen Vietnam Joint Stock Company.

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## **1. THEORETICAL BASIS**

### **1.1. Service**

#### **1.1.1. Service concept**

Kotler and Armstrong (2010) define a service as any activity or benefit that one party can provide to another, which is essentially intangible and does not result in ownership of anything. . Its production may or may not be tied to a physical product.

#### **1.1.2. Characteristics of the service**

Services have 5 distinguishing characteristics. First, services are intangible. Second, the inseparability between service provision and consumption. Third, unevenness in quality. Fourth, non-reserveability. Fifth, ownership cannot be transferred.

## ***1.2. E-commerce services***

### ***1.2.1. E-commerce service concept***

The concepts of E-commerce used today are relatively consistent. Therefore, we can give a general definition as follows: E-commerce is a form of commercial business of individuals and organizations, using electronic technology and information and communication means, for the purpose of purpose of exchanging and trading goods and services.

### ***1.2.2. E-commerce service models***

In Vietnam, there are currently four popular e-commerce models, specifically: e-commerce between businesses and consumers (Business to Customer - B2C), e-commerce between businesses and businesses (B2C). Business to Business - B2B). Electronic commerce between consumers and consumers (Customer to Customer - C2C). E-commerce between businesses and state agencies (Business to Government - B2G). In addition to the above classification, according to Article 25 of Decree 52/2013/ND-CP on e-commerce, the e-commerce model includes two types: sales e-commerce websites and commercial service provision websites. *electronic* *Chất lượng dịch vụ*

### ***1.2.3. Service quality concept***

In recent times, scientists have come up with many definitions of service quality. Among them is the research of Parasuraman et al. (1985), according to which service quality is a form of attitude, resulting from the comparison between the actual service that customers perceive when consuming use the service with their expectations. This is the most commonly used definition today.

### ***1.2.4. Service quality assessment models***

According to Gronroos (1984) model, service quality is evaluated by comparing the value that customers expect before using the service and the value that customers receive when using the service. According to Parasuraman et al (1985), the service quality model is built based on the analysis of five service quality gaps. Brogowicz et al.'s (1990) comprehensive model of service quality assessment considers three factors including: (1) company image, (2) external influencing factors and (3) activities. Traditional marketing activities such as factors affecting the technical quality and expected functionality of the product.

## ***1.3. Quality of e-commerce services***

### ***1.3.1. Concept of e-commerce service quality***

Most scientists studying the concept of e-commerce service quality (or e-service quality) focus on the interaction between customers and websites. For example, Zeithaml (2002) defines e-commerce service quality as the degree to which a person effectively uses a website to shop and deliver goods and services while Zhang and Prybutok (2005) use the concept Similar concepts to describe website service quality. Similarly, Santos (2003) defines e-Commerce service quality as consumers' overall opinion and evaluation of the delivery of electronic services in the online marketplace.

### ***1.3.2. Domestic studies on e-commerce service quality***

A number of research articles have shown general assessments of the e-commerce situation in our country, specifically: According to Duong Thi Dung and Vu Thi Huyen Trang (2020), research on the issue of improving service quality Vietnam e-Commerce (B2C) Service. This study shows that the quality of B2C e-commerce services of Vietnamese websites has been meeting the needs of customers when shopping online, especially during the global outbreak of Covid-19. Tran Thi Kim Phuong (2018) researched E-commerce Development in Vietnam and said that with the recovery of the economy, Vietnamese E-commerce has grown faster.

### ***1.4 Models for measuring e-commerce service quality***

Fassnacht and Koese (2006) used three key factors—environmental quality, process quality, and outcome quality—to develop a hierarchical model for measuring online service quality. Dickinger and Stangl (2013) pointed out eight factors that affect online service quality: System availability, ease of use, usefulness, navigation challenges, website design, quality content, enjoyment and trust. WebQual is a scale proposed by Loiacono et al. (2002) to evaluate the service quality of a website. It includes 12 factors, namely, visual appeal, innovation, relative advantage, online completeness, emotional appeal, trust, response time, information Consistent communication, easy to understand, intuitive operation, consistent visuals, and information relevant to the task.

Over the years, the most commonly used scale to measure traditional service quality is SERVQUAL, developed by Parasuraman (1985). However, some factors in this scale are not consistent with the characteristics of e-commerce. Therefore, Parasuraman and his colleagues proposed a new method to measure, E-S-QUAL, based on 7 factors divided into 2 independent models. The first is the ES-Qual model, which includes scales that reflect the quality of electronic services. The second model is the E-ResS-Qual model, with most of the factors related to post-transaction customer service. In Vietnam,

Bui Van Thuy (2019) also chose the ES-QUAL model to research factors affecting customer satisfaction with E-Banking services of commercial banks in Dong Nai province. Specifically, the ES-QUAL model includes 4 groups of factors that affect the quality of e-commerce services. The first factor is efficiency, expressed through the ease of accessing and using the website's functions. The second is System Availability: expressed through the website's readiness to perform operations, without errors or link problems. The third factor is Fulfillment: shown by the website's correct implementation of service commitments. And finally, the security factor (Privacy): shows the level of safety and protection of customer information of online websites.

Currently, in the car buying and selling market, there are many platforms providing e-commerce services, specifically providing car sales booths. Therefore, the author will evaluate the service quality of oto.com.vn from the perspective of the stall owners. Thus, with the survey object being the seller, it can be seen that the factors in the ES - Qual model are very suitable as a basis for evaluating the quality of e-commerce services. Therefore, in chapter two, the author will use this model as the basis to make comments on the current state of e-commerce services of the Oto.com.vn platform.

### **1.5. RESEARCH METHODS**

Qualitative method: Based on the theoretical basis of e-commerce service quality and information collected on the website Oto.com.vn of Isuzu Dat Tan Phat Automobile Limited Liability Company and commercial floors. other e-commerce. From there, give a personal assessment of the quality of e-commerce services based on the ES-QUAL model and based on policy regulations for sellers when participating in this platform.

Quantitative method: Online survey to collect customer information and use for statistical analysis. The survey "Assessing the Quality of E-Commerce Services of Oto.Com.Vn Website" was conducted with the purpose of evaluating factors affecting the quality of Oto.com.vn's e-commerce services. . Currently, in the car buying and selling market, there are many platforms providing e-commerce services. Therefore, the target audience of the survey is customers who own stalls (sellers). The survey was conducted by 103 customers who are sellers on the Oto.com.vn e-commerce platform in the online form.

The main method used in cheating is the method of collecting secondary and primary data, and using a combination of other methods such as comparison, listing, etc.

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## **2. RESEARCH RESULTS**

### **2.1. Operational characteristics of the e-commerce platform oto.com.vn**

#### *Outstanding features*

#### *Website performance*

Sellers can access and use the functions on the Oto.com.vn site easily with two outstanding elements: the web interface and the content on the page. The interface of oto.com.vn is beautifully designed with three main colors white - black - blue. It can be seen that the white space element is fully utilized to make the web interface neater and more professional while attracting users' focus on important content. Besides, notification cards, vouchers, messages, etc. are always displayed fixedly and clearly on the store management toolbar. Thanks to this, merchants can easily navigate to the management tabs in any case without switching to a new tab. The website is also optimized to help sellers read content and view images on the page without needing to zoom or adjust settings. Content on the website is regularly updated with a variety of articles on car topics.

#### **System available**

The availability of the oto.com.vn e-commerce platform is best demonstrated through service time. Customers who want to sell their cars can choose to post independently or register for a booth at any time of the day. Besides, the quick account activation process also helps sellers shorten the time to use the service on Oto.com.vn. For every transaction (successful and unsuccessful) on the website, the system always quickly displays information including service fee payment time, balance fluctuation, applicable promotions, etc. in the section Transaction history. It can be seen that all seller activities on the site are recorded and processed quickly, helping to improve user experience when using Oto.com.vn's e-commerce service.

#### **Commit**

With the strong development of the Internet today, the fastest way for buyers to access the seller's car information depends greatly on search engine optimization (SEO). That's why one of oto.com.vn's most outstanding service commitments is that the seller's ad is always displayed at the top of Google search results. Currently, the ranking position of posts on Oto.com.vn always appears on the first results page (TOP 10). Besides, the keyword system of website oto.com.vn has a high average ranking (rank 4). Thanks to that, the seller's advertising always reaches the right audience in the fastest time

#### **Security**

The Oto.com.vn e-commerce platform is considered highly secure. All seller access to links on the website is done in safe mode, does not contain malicious code. In addition, information related to the stall owner is also absolutely confidential thanks to a closed and effective information processing process. Oto.com.vn only allows authorized employees to access customer information to serve the process of operating, developing and improving services. These individuals are bound by confidentiality agreements and may be subject to discipline, including termination of employment and criminal prosecution, when they violate related obligations.

*Regulations and policies for members participating in the oto.com.vn e-commerce platform*

Oto.com.vn and bonbanh.com are two platforms that are dominating the e-commerce market in the car sector in Vietnam. Highlights that create a competitive advantage for Oto.com.vn compared to the website bonbanh.com are shown in the following factors:

*Posting policy*

Currently, Oto.com.vn is one of the few platforms that provides a variety of ways to post ads for customers. Specifically, sellers can post car sales ads by registering a new account or posting current ads without logging in to an account. Another highlight in the Oto.com.vn platform's posting regulations is: new sellers are given 30,000 VND to their member account on the website (equivalent to 4 regular ads). This not only encourages customers to use the service but also helps create a competitive advantage for Oto.com.vn because normally, other platforms only allow users to post for free with the first ad.

**Regulations on payment of service fees**

The most prominent feature in the regulations on transactions on the Oto.com.vn platform is that customers can choose many forms of payment such as bank transfer, domestic ATM card, Zalo Pay wallet, Momo wallet and deposit. Cash through direct collection. Meanwhile, bonbanh.com only supports customers to pay via cash, transfer or SMS, even the person posting the message will have to pay an additional message fee from 2000 to 15000. When you want to see payment information, service, the seller only needs to access the transaction history section, the system will display all content related to account balance, payment time, etc. This is also the biggest difference in transaction process of two platforms Oto.com.vn and bonbanh.com

**Seller booth management function**

Currently, Oto.com.vn is the only e-commerce platform implementing new features to support users in customer management and voucher management. Through these features, sellers can proactively search and connect with new buyers easily. Specifically, with the customer management part, the system will provide a list of information for people who want to buy a car so that the stall owner can proactively contact them for advice. With the voucher management feature, sellers can also easily manage potential customers who are receiving their discounts. It can be seen that Oto.com.vn not only provides users with car sales booths but also supports them in the customer care process with a miniature CRM system including customer management functions, vouchers, ....

**2.2. Survey results evaluating service quality of e-commerce platform oto.com.vn***General information*

Element	Description content	Number (people)	Percentage (%)
Sex	Female	85	56.67
	Male	65	43.33
	Other	0	0.00
Age	Under 30	68	45.33
	From 30 to 45	47	31.33
	Over 45	12	8.00
Object	Individuals own cars	79	52.67
	Owner of a store, showroom or car sales system	50	33.33
	Staff at showrooms and car sales systems	21	14.00
	Other	0	0.00
Province of residence	Hanoi	80	53.33
	Hai Phong	47	31.33
	Quang Ninh	15	10.00

	Ho Chi Minh City	8	5.33
	Other	0	0.00
The use of 1 website	Used to	90	60.00
	Never	60	40.00
The amount paid to use the service on the website oto.com.vn	Under 1 million	95	63.33
	From 1 million to 2 million	30	20.00
	Over 2 million	25	16.67

*Result of evaluation*

Element	Identify	Totally disagree	Disagree	Neutral	Agree	Totally agree
		Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)
Activity level	Sellers can easily see posting tags, ad management tags, messages,...		0,98	4,85	31,07	63,1
	Merchants can easily navigate to tags on the website		0,98	4,85	70,87	23,3
	The website processes store registration information and seller transactions quickly			11,65	50,48	37,86
	The website provides information about the automotive field (car sales experience, car news, buyer and seller information,...) in an easy-to-understand and scientific way.		0,98	9,7	55,34	33,98
	The page loading speed in the website is fast		8,74	50,48	38,83	1,95
	Sellers can easily post car sale information on the website			7,76	52,43	39,8
	Sellers can access the website quickly at multiple locations using different means			4,86	59,22	35,92
System available	Website allows completing transactions quickly	0,97	1,94	8,74	35,92	52,43
	The website always has a confirmation email sent to the seller after completing the transaction	21,36	46,6	23,3	6,8	2
	Car sales ads have their status updated quickly as soon as the stall owner completes the service payment to oto.com.vn.		0,98	8,74	33%	57,28
	The website enables messaging features, manages postings, and posts quickly after the seller registers as a member		1,96	2,9	61,16	33,98
	The tags on the website do not often crash or overload the server		0,97	8,74	47,57	42,72

Element	Identify	Totally disagree	Disagree	Neutral	Agree	Totally agree
		Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)
Commit	The website always provides service packages for posting, membership, etc. appropriate to customer requirements		2,93	50,48	33,98	4,85
	Website provides quick service based on committed time		0,97	10,68	35,92	52,43
	The website always accurately represents the service as stated in the operating regulations	0,97	1,94	8,74	59,22	29,13
	The company always fulfills its service commitments according to policy regulations		2,91	11,65	42,72	42,72
Security	The website protects merchant account and bank card information before, during and after each transaction		5,82	8,74	32,04	53,4
	Accesses to the website are performed in safe mode	975	975	5,82	72,81	19,42
	The website offers a variety of security methods	5,83	22,33	57,28	7,76	6,8
	The website does not share the seller's personal information with other websites		2,93	6,8	43,67	46,6
	The website has a privacy policy full	1,24	8,74	7,77	53,4	28,85
	The website has a policy to ensure customer privacy		2,93	4,85	59,22	33

Based on the survey results, it can be seen that most factors regarding website performance are rated well by sellers. This is clearly shown through the agreement rate with statements related to users' ability to search, navigate functional tags, posting speed and information processing reaching over 90%.

Based on the survey results and analysis in section 2.2.2, in general, Oto.com.vn is performing relatively well on the security and commitment implementation factors. The advantages in security are highly appreciated by users, demonstrated by the provision of clear policies, regulations and the safety of access on the website with a total agreement rate of over 85%.

From the survey results, it can be seen that Oto.com.vn is not only highly appreciated by sellers for factors related to operational efficiency, but this platform also shows advantages in terms of usability. Specifically, the short transaction completion time, the ability to quickly update and process transactions, and the low website crash rate, the number of people agreeing with these statements is over 80%.

In addition, the factors of page load speed, email activity, diversity in security methods and service packages provided are being underestimated by sellers, with the rate of disagreement with the comments being over 80%. %.

### 2.3. Evaluate website service quality

#### 2.3.1. Advantage

##### The process of posting information on the Oto.com.vn website is quick and easy

Optimizing the posting process has helped the platform be considered by customers as a website with fast transaction processing speed. Specifically, customers can use the news posting service without spending much time creating an account on the website. During the process of entering information, the website always provides suggestions to help sellers easily grasp the content they need to fill out. Thanks to that, even though they do not have experience posting, they can still complete their posting in a short time. Giao diện web được thiết kế khoa học

According to the author's analysis in section 2.2.2, the scientific web interface is not only a feature of Oto.com.vn but also an outstanding advantage of this platform. With the appropriate arrangement of image layout, content and CTA (Call-to-Action) buttons, sellers can easily search for functional tags such as posting tags, management tags, on Oto.com .vn...Thanks to that, navigating to locations on the website happens more quickly.

Information about the automotive field on the website is invested from content to images

Oto.com.vn owns a system of diverse and quality articles about the automotive field, carefully invested from images to content. The content in the article is shown from many different angles combined with intuitive videos and sharp images directly produced by Oto.com.vn to help readers receive information in the best way

#### **Sellers can quickly complete transactions on the website**

Thanks to the link with e-wallets, sellers can complete payments in just 3-5 seconds after scanning the QR code on the phone. After confirming a successful transaction, the system will display the news for up to 5 minutes for VIP news and for up to 30 minutes for regular news.

Ability to quickly update posting status after completing the transaction

To help sellers easily track the progress of posts (waiting for approval, posted, refused to post), the website also continuously updates the status of the ad in the post management section as soon as customers use the service. Besides, immediately after completing the account registration, the seller will be able to activate all store management functions on the website without wasting any waiting time.

#### **The rate of errors/corrupted tags on the website is low**

Oto.com.vn e-commerce platform always focuses on regularly checking and handling errors on the website. Thanks to that, the rate of tags on the website encountering errors/corruptions is always low. According to the April SEO report, it can be seen that the error link rate is only 8/1500 links.

Information about policies and regulations is provided fully and transparently on the website. Thanks to providing full information about policy regulations on the website, Oto.com.vn e-commerce platform has been creating an effective trading environment for customers. both buyers and sellers.

#### **The website is safe to use**

According to Google's assessment, Oto.com.vn belongs to the group of reputable and safe websites for users. The website does not contain malicious code or dangerous links. Thereby reducing the risk of stealing user information on the website.

### **2.3.2. Limit**

*The service packages that the platform provides are not diverse*

*Currently, the number of services that Oto.com.vn provides is relatively large but not really diverse. The difference in advertising product packages is mainly reflected in the number of articles, moderation time and display position in the car buying and selling section. It can be seen that these characteristics do not make it stand out compared to Oto.com.vn's competitors.*

The platform does not provide users with many ways to secure security

Although the Oto.com.vn platform has been offering many information protection policies for customers. However, these policies do not mention the seller support process in some special cases such as bad guys stealing accounts, sellers forgetting access passwords, etc. In addition, the platform also does not provide provides users with account protection settings such as security questions when setting up new passwords, new information or two-factor account authentication features.

#### **Page loading speed is not optimized**

Google's evaluation has shown that oto.com.vn has website performance indicators that are only in the good group with a page loading speed of 1.1 seconds, time per turn of information cards is 0.6 seconds. and image loading speed is 0.6 seconds.

#### **The e-commerce platform has not focused on activities connecting the seller community**

Although launched nearly 10 years ago, the Oto.com.vn platform does not have an official group among stall owners. There have even been individuals impersonating the name Oto.com.vn to establish a car buying and selling exchange group on Facebook.

#### **The seller's activities and transactions on the website have not been notified in detail via Email**

When registering an account successfully, the system will not send a welcome email and account information notification. Or when paying the service fee successfully, the system only displays information in the transaction history section without sending detailed email notifications to the user.

It can be seen that the cause of the above limitations stems from the fact that Oto.com.vn is focusing on developing technical elements such as user interface, website speed,... However, when the platform The platform has established a reputation and position in the industry, Oto.com.vn needs to promote customer care activities and create new additional services to improve service quality and increase satisfaction. of users on the e-commerce platform



### 3. PROPOSED SOLUTIONS

#### 3.1. Solutions to improve the quality of e-commerce services

Solutions to improve the quality of e-commerce services

Solution to optimize page load speed

To accurately determine the reason for the website's poor page loading ability, we can use some reputable tools such as Google page speed, Web page test. Specifically, Google analyzed the situation of the Oto.com.vn website and proposed a number of solutions to solve this problem as follows: Reduce unused JavaScript, enable text compression on the platform, provide Deliver images in next-generation formats such as WebP and AVIF, optimizing image sizes accordingly. In addition, to help users reduce the discomfort when encountering a 404 error on the page, Oto.com.vn can design a short game interface or a fun interface while waiting for the system to fix this situation.

Solution to promote email activities for customers

Based on the analysis in section 2.3, it can be seen that email marketing activities for store owners on the platform have not been promoted. Therefore, Oto.com.vn e-commerce platform can apply this tool to seller care activities throughout the service use process. During the booth registration process: Send a welcome email to new members with information related to the seller account and usage process. During service use: Send emails to notify you of information about new policies, events, and promotions. Invest in quality email content. After using the service: Send a confirmation email and transaction notification and ask for user feedback about the product or service.

Solution to add new security methods on Oto.com.vn

In order to improve the limitation in providing a variety of security methods mentioned in section 2.3, Oto.com.vn should research and add a two-factor security method (2FA-Two-Factor Authentication) to the installation. set user account. This not only helps increase customers' peace of mind when trading on the floor but also creates a competitive advantage for Oto.com.vn in security issues.

Solutions to diversify products and services provided

As analyzed in the target customers section, sellers often tend to search and choose posting packages with good display positions. Based on that, Oto.com.vn can deploy advertising services including running Facebook Ads and Google Ads. Although the cost is high, the position displayed on Google will be more competitive than other postings. In addition, the platform should also take advantage of beautiful locations on the website to provide posting packages displayed on sitebars, banners, etc. Besides, the platform can link with partners in the car service industry such as maintenance companies, car warranties, car insurance companies, etc. to launch accompanying service packages. As analyzed in the target customers section, sellers often tend to search and choose posting packages with good display positions. Based on that, Oto.com.vn can deploy advertising services including running Facebook Ads and Google Ads. Although the cost is high, the position displayed on Google will be more competitive than other postings. In addition, the platform should also take advantage of beautiful locations on the website to provide posting packages displayed on sitebars, banners, etc. Besides, the platform can link with partners in the car service industry such as maintenance companies, car warranties, car insurance companies, etc. to launch accompanying service packages.

#### 3.2. Other solutions

It can be seen that the benefits from building a seller community on Oto.com.vn are huge. By operating like a forum, sellers can post articles to share sales experiences, confide about car sales, etc. on the community group. When they have difficulty selling or using services, they can create Q&A topics to receive support from other sellers. In case Oto.com.vn cannot reach the problem that customers are facing, the seller community will be a useful tool to help the platform resolve users' questions.

It can be seen that, in the e-commerce field in general and in the car e-commerce market in particular, service quality is the key factor determining the success of the business. Focusing on improving the quality of e-commerce services will help Oto.com.vn businesses create competitive advantages while maintaining their position in the market. It can be seen that currently, Oto.com.vn is doing very well in aspects of the service provision process and features to help sellers manage stores. However, the website also has some limitations that need to be improved such as the service packages provided are not diverse, not focusing on activities connecting the seller community and customer care activities via Email, and page loading speed. Not yet optimized, service packages are not diverse and account security settings are not diverse. Since then, the author has proposed five solutions to help businesses overcome these problems.

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