Research on Service Quality Management and Evaluation Improvement of Cross-Border e-Commerce Based on Sem

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Abstract: with the Rapid Development of Internet Technology, Online Shopping Has Gradually Become a Part of People's Life. e-Commerce Credit Has Also Attracted People's Attention. the Seller's Credit Will Have an Important Impact on Consumers' Purchase Decision, Because the Seller's Credit Will Affect Product Quality, Service Attitude, Logistics Speed, Etc. Therefore, the Relationship between the Credit Rating of e-Commerce Transactions and the Seller's Product Sales is Being Studied. in This Paper, the Relevant Preconditions Are Put Forward, and the Structural Equation Model is Constructed for the Factors Related to e-Commerce Sellers and e-Commerce Sales. It Can Be Seen That Credit Score, Service Quality, Collection Number, Product Type and e-Commerce Selling Rate Have No Significant Impact on Product Sales. the Only Credit Rating Will Have an Important Positive Impact on Product Sales; Credit Rating is the Object of Service Quality and Credit. the Direct Impact of Scores, the Type of Goods, Favorable Rate and the Number of Store Collections Indirectly Affect Credit Rating.

1. Introduction

In Recent Years, the Progress of Science and Technology Has Promoted the Sustainable Development of e-Commerce. At the Same Time, with the Change of People's Living Standards and Habits, Online Shopping Gradually Integrates into People's Life. in 2016, Cnnic (China Internet Network Information Center) Released the 39th Statistical Report on the Development of China's Internet[1]. According to the Report, as of December 2016, the Number of Internet Users in China Has Reached 7.31 Million, Making the Internet Popular. the Interest Rate Reached 53.2%, 3.1 Percentage Points Higher Than the World Average and 7.6 Percentage Points Higher Than the Asian Average. Ramaswami and Other Scholars Analyzed the Integrity of C2c e-Commerce. Ge Yanfeng Studies the Credit Evaluation Index of e-Commerce and Believes That Trust is the Official Evaluation of Entity's Past Behavior. the Sale of Best-Selling Goods (Ie, Consumer Purchase Behavior) May Be Affected by Price, Evaluation, Evaluation and Service.

2. Characteristics of e-Commerce Service Market

2.1 High Efficiency

The Efficiency of e-Commerce Service Market is Mainly Reflected in the Following Aspects: First, Customers Can Easily Find the Content Needed by e-Commerce Websites. Moreover, the Information Organization Ability of the Website is Very Strong. Fourth, It is as Simple as Using e-Commerce Websites, and the Pages Will Be Read Soon.

2.2 System Availability

The usability characteristics of e-commerce service market system are mainly reflected in the following aspects[2]: first, e-commerce websites can ensure normal use. Second, the e-commerce website will not crash, and the website can run online quickly; third, the page where the order information is entered will not be stuck.

2.3 Performance

The performance characteristics of e-commerce service market are mainly reflected in the

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following aspects. First, e-commerce companies should be ready to deliver goods within the appropriate time and accept orders as agreed[3]. Third, the goods provided by e-commerce enterprises must be authentic, and the commitment to provide goods must be correct.

2.4 Privacy

In order to protect customers' online shopping information, the privacy characteristics of e-commerce service market are mainly reflected in the following aspects: first, protect customers' online shopping information[4]; second, do not share personal information with other websites; third, e-commerce websites should protect customers' credit card information.

3. Evaluation Subject of Service Quality

From the perspective of supply chain, the evaluation objects of TPL service quality include upstream e-commerce enterprises and downstream end consumers. The evaluation subject of this paper is the downstream end consumer[5]. The main reasons why downstream end consumers are the objects of service quality evaluation are as follows.

3.1 The Third Party Logistics Enterprises Serve Customers

The service goal of the third-party logistics enterprises is online shopping consumers. In the change of consumption concept, more and more online shopping consumers are pursuing individual, hoping to be customized, so it is necessary for the logistics enterprises of Sade party to deal with customers in time. Demand, actively provide logistics services.

3.2 Customers Are the Source of Income of Tpl Enterprises

Because the third party logistics company brings economic benefits to customers, the third party logistics company must strictly comply with customer requirements. In the current market economy, the development of TPL enterprises is limited[6]. In order to get the recognition of customers, it is necessary to improve the service quality to meet the different needs of customers.

3.3 Customer Evaluation is Timely and Reliable

The third-party logistics enterprises in e-commerce operation need customers' feedback information to effectively communicate with consumers in the process of logistics distribution, understand consumers' demands, and timely feed back customers' opinions or suggestions to e-commerce enterprises to ensure the effectiveness of services.

4. The Evaluation Standard of the Service Quality of the Third Party Logistics

For the third-party logistics enterprises, the quality of service not only needs the subjective perception of customers, but also needs the improvement of the third-party logistics itself in the service process, not only to meet the diversified needs of customers, but also to meet the needs of their own development.

4.1 Customer Perception of Service Quality

The evaluation standard of service quality of TPL can be divided into several aspects from the perspective of customer perception.

4.2 Reliability

Reliability is reflected in three aspects: first, according to the conditions of customers, the logistics companies of Sade party, differentiated logistics and circulation provide services[7]; second, in order to meet the convenience of customers, Sade Party's logistics enterprises provide a wide range of service efficiency, improve the quality of logistics services to ensure the needs of simple distribution process.

4.3 Reaction

Responsibility, the reflection of three aspects: first, the safe distribution of goods, the loss of goods in the logistics process, in order to avoid the logistics company of Sade party, second, in order to ensure the information security of goods, the logistics company of Sade party, the security confidentiality of customer information, it is necessary to carry out the accurate distribution of final goods failure probability, in order to reduce as much as possible.

4.4 Tangible

Third, the third-party logistics companies continue to improve logistics hardware facilities and software services, and constantly update logistics information. Third party logistics companies need to strengthen the training of employees.

4.5 Sampling and Questionnaire Design

A questionnaire survey based on cross-border e-commerce foreign trade enterprises is designed. The questionnaire is divided into four parts: “conversion intention”, “conversion cost”, “platform loyalty” and “enterprise statistics”[8]. In the transformation, “intention” is five statistical topics, “transformation” funding has seven statistical topics, “loyalty” platform is nine statistical topics, all are complex methods, and can be selected. Enterprise statistics includes six themes (see Table 1). A total of 171 questionnaires and 156 copies of replies were distributed to other foreign trade enterprises. After deducting the incomplete questionnaires, the effective questionnaires were 155 and the recovery rate was 91%.

According to the questionnaire survey, the platform used by general enterprises is Alibaba, accounting for 62% of the total, followed by China (22%) and the smallest eBay (6%). In the survey companies, regardless of their age and size, there are sales channels for cross-border e-commerce. The monthly average cross platform sales accounts for about 40% of the monthly sales (some industries account for 100%).

5. Factor Analysis and Test

5.1 Factor Analysis of Platform Selection and Transformation Behavior

Factor extraction was carried out by using deterministic factor analysis. The purpose is to reduce the size of the measurement level of the platform transformation. Using the principal component analysis method, the orthogonal variation was carried out according to the maximum variation method. Factor extraction and naming of the analysis object are the factors of 5 themes a 1 to a 5 of the extracted transformation intention, and the factor load of the transformation intention is shown in Table 1.

Table 1 Factor Loading Table of Transformation Intention

Subject	Factor 1	Factor 2
A1	0.71391	-0.0034
A2	0.77891	0.0039
A3	-0.55201	0.52838
A4	-0.49321	0.64266
A5	0.29031	0.66038
Interpretable variation	29.15	24.09
Cumulative interpretable variance	29.14	53.23

Factor one is named brand renewal intention, which is composed of A1 and A2 topics, factor two is named brand change intention, which is composed of A3, A4 and A5 topics. The cumulative interpretable variance is 53.23%[9]. In terms of conversion cost, seven items B1 to B7 of conversion cost are extracted as factors, and the factor load of conversion cost is shown in.

The first factor is the loss of existing platform relationship after transformation. It consists of B 1 and B 7. Factor 2 is named capital and time loss after platform conversion. It consists of three questions: B 4, b 5 and B 6. As the adaptive cost, it is composed of two topics, B 2 and B 3. The

cumulative explanation error is 62.22%. From the point of view of platform loyalty, factor extraction is carried out from the 9 topics of platform loyalty C1 to C9. The main factor load of platform loyalty is shown in Table 4. The first factor is value cognition, which is composed of C 2, C 3 and C 4. Factor II is platform identity, which consists of three themes: C 6, C 7 and C 9. The cumulative error is 57.47%.

5.2 Multivariate Normal Verification of Platform Selection and Transformation

Use SYSTAT software to do the Mardia test to verify whether the variables measured by the transformation intention surface have the characteristics of multivariate normality, and get beta q-qplot as shown in Figure 1.

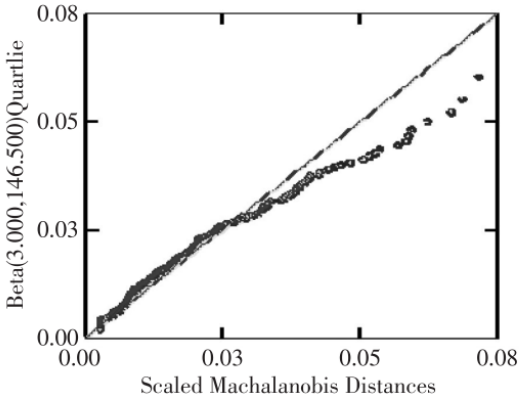

Fig.1 Multivariate Normal Detection Regression Line

It can be inferred from the deviation of the equine distance from the diagonal in Figure 1 that the conversion cost is not consistent with the multivariable normal distribution, and the normal verification results obtained from the verification are shown in Table 2.

Table 2 Normal Verification Of Platform Loyalty

Test	Coefficient	Test statistic	p-value
Mardia Skewness	10.522	532.421	0
Mardia Kurtosis	121.058	13.576	0

6. Conclusion

Once the enterprise changes the action of the platform, the corresponding conversion cost will follow. In the survey, enterprises are most worried about B 1 (loss of accumulated profits to other platforms) and B 5 (increase Committee of exchange of existing platforms)[10]. In fact, even if each platform has its own advantages, there will not be too many similarities between platforms, which also reduces the transformation cost of enterprises to a certain extent. Which enterprise is most concerned about the platform's services and the friendly relationship between platforms. It can be seen that the conversion cost of enterprises is mainly related to their own interests.

Finally, with regard to the intention of transformation, the intention of platform update will have the most important impact on the intention of transformation. The intention of platform replacement has a bad influence on the intention of transformation, which means that the intention of platform replacement is high and the intention of platform transformation is low, so the enterprise can transform. Cost or other factors lead to high exchange intention and low platform conversion intention. As for conversion cost, adaptation cost is the most important factor. In terms of platform loyalty, platform popularity has the most important impact on platform loyalty.

Cross border e-commerce platform is an important intermediate link between enterprises and consumers, as well as an important medium for enterprises to connect with cross-border logistics, customs and commodity inspection agencies. Gradually form a full link, full-featured ecosystem platform, while protecting enterprise security and consumer financial security and interests. From the above analysis, it can be seen that when choosing cross-border e-commerce platforms, foreign

trade enterprises need to consider the important factors of platform innovation willingness, adaptation cost and understanding of the platform. Therefore, it is necessary to strengthen the operation of the long-term standardized platform to build an e-commerce trading platform that transcends the national boundaries, which we often build as a platform system, and improve the chain links of foreign trade e-commerce industry.

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