



Cross Border B2B E-Commerce Website Service Quality Evaluation System

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Abstract. With the popularity of the Internet, it plays an increasingly important role in people's lives. More and more people use the Internet to conduct online shopping, sales and other activities. Therefore, B2B e-commerce enterprises have shown a trend of vigorous development in China, and become one of the important fields of Internet information services in China. It has a considerable scale of transactions and users, and it continues to develop at a high speed. This paper studies the service quality evaluation system of cross-border B2B e-commerce websites, which can be used to evaluate the service quality of cross-border B2B e-commerce websites. The evaluation is based on a set of parameters, including user experience, product information and shopping experience. The results will be displayed in a table with corresponding scores for each parameter. Cross border B2B e-commerce websites are more and more popular with users because of their convenience and cost-effectiveness.

Keywords: Electronic Commerce · B2B · Website services · Quality evaluation

1 Introduction

In 2015, the scale of China's cross-border e-commerce export transactions accounted for 83.2% of the total scale of cross-border e-commerce imports and exports, and imports only accounted for 16.8%. From the perspective of the transaction structure of cross-border e-commerce, China's cross-border e-commerce has always been export-oriented. In order to better develop cross-border e-commerce, the state has issued many favorable policies in recent years. At the end of 2012, the state designated Hangzhou, Zhengzhou, Ningbo, Chongqing and Shanghai as the first batch of cross-border e-commerce pilot cities in China. From 2013 to 2014, 9 cities including Shenzhen, Suzhou and Qingdao were successively selected as the second batch of pilot cities for cross-border e-commerce in China [1]. In 2016, the State Council set up a new batch of cross-border e-commerce comprehensive pilot zones in 12 cities including Tianjin, Shanghai and Chongqing. In addition to the policies of pilot and pilot areas, China has also issued policies on cross-border e-commerce related payment, supervision and promotion of its healthy and rapid development.

At present, the development of cross-border e-commerce in China has ushered in a golden era. In addition to the export-oriented feature, cross-border e-commerce also

has another feature of taking B2B mode as the main body. According to the data of the national e-commerce research center, the total amount of cross-border e-commerce transactions in China in 2015 was 5.4 trillion yuan, of which the cross-border e-commerce B2B mode accounted for 88.5%, which has an absolute advantage. Compared with the cross-border e-commerce B2B mode, the development of the cross-border e-commerce B2C mode is a game of interests between the two countries. B2B mode is the focus of cross-border e-commerce development, because it meets the needs of stable growth of China's foreign trade, meets the needs of China's structural adjustment, and is also conducive to reducing the cost of China's supervision and improving the efficiency of goods clearance [2]. As shown in Fig. 1, the B2B mode of cross-border e-commerce plays an important role in the transformation of China's foreign trade.

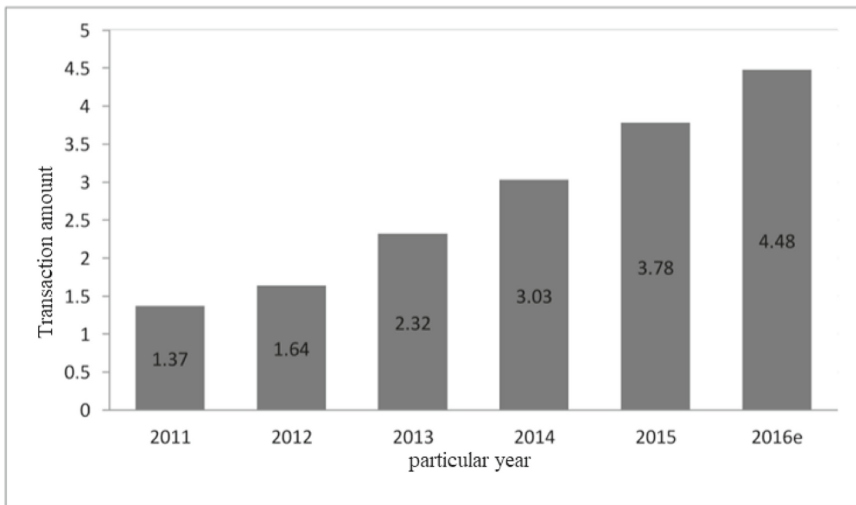


Fig. 1. Transaction scale of China's export cross-border e-commerce B2B market

2 Related Work

2.1 Meaning of B2B E-Commerce Enterprises

E-Commerce and enterprises are inseparable, but B2B e-commerce enterprises are different from e-commerce. Enterprises that have business operation behaviors among themselves are B2B e-commerce enterprises. The focus here is on the combination of network application and enterprises. As long as these two points are met, they can be included in the category of B2B e-commerce enterprises. Therefore, it includes the following two categories. First, the pure network enterprises that operate basically based on the network can not only provide services and products unique to B2B e-commerce, but also provide traditional services and products. Second, the network combines and complements the existing enterprise management behavior. Such enterprises usually

conduct e-commerce activities on the premise of their original business activities [3]. The basic purpose of launching e-commerce is to improve and promote the original business behavior. Therefore, such e-commerce enterprises include the improvement of enterprise management and organizational functions through the network, so that the enterprises can operate more effectively and promote the indirect improvement of enterprise benefits [4]; Enterprises that provide services and products through the network, so as to improve the economic benefits of enterprises, as shown in Fig. 2.

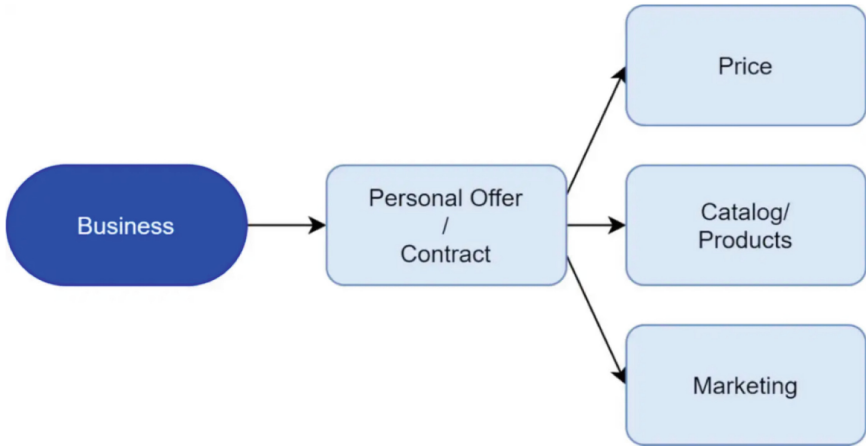


Fig. 2. Cross border B2B e-commerce mode

2.2 Development Status of Cross-Border E-Commerce B2B Mode

According to the data of the e-commerce research center, the cross-border e-commerce transaction volume of China in 2015 was 5.4 trillion yuan, an increase of 28.6% over 2014. Among them, the turnover of cross-border e-commerce B2B mode accounts for 88.5%, which has an absolute advantage. From the perspective of import and export structure, the scale of China’s cross-border e-commerce B2B export transactions in 2015 was 3.78 trillion yuan, accounting for 79% of the scale of cross-border e-commerce B2B transactions. It can be seen that the B2B mode of cross-border e-commerce in China is mainly export. From 2008 to 2015, the growth of China’s foreign trade slowed down, and even showed a negative growth [5]. At this time, the scale of cross-border e-commerce transactions continued to grow at a high speed. The development of cross-border e-commerce provided a way for small, medium and micro enterprises to “go global” and is expected to become a new growth point of China’s foreign trade [6].

The geographical location of cross-border e-commerce B2B platform sellers is mainly concentrated in the economically developed coastal areas. With their superior geographical location and strong economic strength, they account for more than 70% of China’s cross-border e-commerce export volume. The transaction volume in the central region grew rapidly. In 2015, the annual growth rate of cross-border e-commerce was

78.47%, making it the fastest growing region of cross-border e-commerce in China. The penetration rate of cross-border e-commerce in the western region is low, and there is a large development space.

Developed countries such as Europe and America are mature trading partners of China's cross-border e-commerce B2B model. In addition, emerging market countries such as Brazil and Russia have begun to realize the benefits brought by cross-border e-commerce [7]. The governments of these countries have begun to make adjustments and improvements in customs, logistics and taxation.

In 2015, the most popular products in the European and American markets were mainly sports and outdoor products, while the ASEAN region mainly favored 3C, health and beauty products and clothing. In 2015, among the products exported by China's cross-border e-commerce, the products with the fastest demand growth were outdoor sports products, with an annual growth rate of 113%, ranking the first in the growth rate. China's high-quality, low-cost wedding dress products well show the brand image of our products [8].

3 Challenges Faced by Cross-Border E-Commerce B2B Mode

(1) Trust issues

The biggest challenge facing cross-border e-commerce is the trust between the buyer and the seller. The B2B mode of cross-border e-commerce has not completed the closed-loop transaction, and the final analysis lies in the trust issue. The buyer did not trust to send the payment to the seller when it did not receive the goods, and the seller was also worried that it would not receive the payment after the goods were transported to the buyer's location. Therefore, the cross-border e-commerce B2B platform has not completed the online transaction closed loop. Some people say that it is impossible to directly transfer the payment to the third-party payment platform like Taobao, and then transfer the payment to the seller's account after the user and the buyer receive the goods? Think about it carefully. International trade is not like domestic trade [9]. It has a large amount of capital, needs to settle foreign exchange, takes a long time to logistics and complicated transaction procedures. If the funds are transferred to the third-party payment platform and then transferred to the seller's account after the buyer receives the goods, it will delay a long time and affect the seller's working capital. Therefore, how to solve the trust problem is the key to realize the rapid development of cross-border e-commerce B2B mode.

(2) Payment issue

China's cross-border third-party payment is not mature enough. The country has not yet issued effective laws and regulations and lacks effective supervision. It takes a long time to review the information of cross-border payment, which indirectly increases the risk of payment. In the process of transaction data transmission, payment information may be lost due to information failure or system crash. There are also some behaviors of illegally stealing payment accounts and information through the Internet. Therefore, China's cross-border payment faces greater risks.

(3) Logistics problems

The construction of China's cross-border logistics system is not very reasonable, the infrastructure is relatively imperfect, and the degree of informatization is not high. Most of them need to be completed manually. The logistics form adopted by the B2 big B mode of cross-border e-commerce is similar to that of traditional foreign trade. However, the current foreign trade shows a trend of small orders. The goods of one enterprise may not be enough for one standard container. If the goods are delivered by the enterprise, the cost will be high. In the information age, the traceability of cross-border e-commerce B2B logistics is poor. How logistics should adapt to the current status of small and multi batch orders and how to track them from time to time is a challenge for cross-border e-commerce B2 big B mode. In addition, for B2 small B, the transportation mode selected is generally international small package, express, overseas warehouse, etc. International small package transportation takes a long time, the cost of international express delivery is too high, and the construction of overseas warehouses requires a lot of money. How to improve the logistics of China's cross-border e-commerce B2B mode is a problem that needs to be solved at present.

4 Cross Border B2B E-Commerce Website Service Quality Evaluation System

4.1 Establishment Principles of Indicator System

(1) Scientific principle

The correct theory needs to effectively guide practice and reflect the actual situation, and must be based on science. The scientific principle emphasizes the effective combination of theory and practice, and uses scientific research methods and tools to study specific problems. The establishment of a reasonable and effective indicator system needs to be guided by a scientific theoretical basis. At the same time, we should grasp the essence of the evaluation according to the actual characteristics of the evaluation object and carry out the indicator construction on the basis of theory and practice. The establishment of the service quality evaluation index system of e-commerce websites needs to be based on the service quality theory of the past scholars and combined with the characteristics of e-commerce websites [10].

(2) Comprehensive principle

The principle of comprehensiveness is to consider all aspects of things comprehensively and comprehensively from all angles of the research object. The service quality evaluation index system of e-commerce websites needs to comprehensively reflect the service quality of e-commerce websites. It needs to consider not only the dimensions that affect the service quality, but also the integrity of the index system and the correlation between various indicators. In the process of establishment, it is necessary to start from the whole process of obtaining business services, and comprehensively consider the three stages before, during and after obtaining services.

(3) Hierarchy principle

The hierarchy principle can ensure the connection and mutual relationship of all levels of the indicator system, and ensure the perfection and scientificity of the evaluation results. The establishment of the evaluation index system of service quality of e-commerce websites should be divided into different levels. The evaluation index system of service quality should be designed in different levels to ensure that each evaluation index is accurately and clearly defined, and that each evaluation index included in the same level does not overlap and is independent of each other.

4.2 Construction of Evaluation Index System

To establish the service quality evaluation model of tourism e-commerce website, it is necessary to determine the main impact on the service quality of tourism e-commerce website, analyze the main dimensions, and determine the content of its sub dimensions. In the process of establishment, we need to analyze the relevant theories based on service quality and the characteristics of tourism e-commerce websites.

(1) Primary dimension determination

Based on the summary of previous model studies such as sevqual, e-sevqual and self-service technology, and combined with the characteristics of tourism e-commerce website services, this paper proposes seven dimensions that affect its service quality: reliability, responsiveness, ease of use, security, empathy, trust and information quality. These seven dimensions borrow the service quality evaluation dimensions in SERVQUAL, E-S-QUAL, etc., but their meanings have also changed in the context of tourism e-commerce.

(2) Determination of evaluation index system

According to the analysis results of the previous section, the evaluation index system of tourism website service quality is established. KK_ Reliability, XY_ Responsiveness, YY_ Ease of use, AQ_ Safety, YQ_ Empathy and xxzl_ Information quality, XR_ Trust is the main dimension affecting the service quality of tourism e-commerce websites, and 21 indicators are the corresponding sub dimensions.

5 Conclusion

China's cross-border e-commerce B2B model is still in the early stage of development, and there are problems in credit, payment, logistics, customs clearance, foreign exchange settlement and sales, tax refund, financing, talent security and other aspects. Through the analysis of Alibaba international station, we understand that the "credit guarantee system" launched by Alibaba can solve the credit, payment and financing problems to a certain extent, but not many small and medium-sized enterprises participate in it. At the same time, the "one access" one-stop comprehensive foreign trade service

launched by Alibaba can help small and medium-sized enterprises to complete one-stop customs clearance services and solve the problems of logistics, customs clearance, foreign exchange settlement and sales and tax refund. However, it is still in the promotion period. At present, under the pressure of foreign trade transformation, government policy support, big data assistance and the promotion of the “the Belt and Road” strategy, efforts should be made to promote the development of cross-border e-commerce B2B mode from the three aspects of enterprises, government and society.

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