

# **E-Service Quality, Relationship Strength, and Satisfaction between Large Supplier and Small Dealers: The Experience from Mobile Phone Industry in Taiwan**

**Hsin Hsin Chang and Civvy Hsu-Wei Hsieh**

*National Cheng Kung University*

Contact: Civvy.Hsieh@gmail.com

The B2B relationships have widely concerned by practitioners and academics in recent years. Especially in the e-commerce era, e-service quality from the service providers has become one of the crucial factors to the business relationships. Thus, this study investigates the influences of e-service quality and relationship strength on dealer satisfaction between large supplier and small dealers in the mobile phone industry in Taiwan. From the results of statistical analysis, e-service quality from large supplier would accelerate relationships to small dealers. Moreover, high relationship strength would enhance not only economic satisfaction but social satisfaction to dealers.

Keywords: B2B relationship, e-service quality, relationship strength, dealer satisfaction

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