

Improving Electronic Commerce Efficiency In Service Provision

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Abstract

This article is about the development and improvement of e-commerce in the service sector. It also shows a number of measures to establish strong relationships between customers and improve the quality of service. The importance and advantages of e-commerce are explained with examples. The purpose of the study is to ensure digital literacy and cybersecurity and improve technological infrastructure for the effective functioning of e-commerce in the service sector. Furthermore, taking sales and marketing communications to a new level and achieving greater efficiency.

Keywords

E-Commerce, Service Sector, Quality of Service, Revolution, Marketing Communications, Online Service, Digital Marketing

Introduction

Network technologies' quick development makes it simpler for businesses and their end users to communicate, as well as for business partners. The Customers' attention has been drawn to convenience of use and online access, which has led to the explosive expansion of electronic transactions. Nowadays, practically every person participates in the electronic commerce society and has the ability to communicate with people anywhere in the world. Although there has been a lot of advertising about the new electronic commerce techniques and technology and the clear benefits they provide to firms, electronic commerce hasn't been fully embraced and is thought to still be in its infancy. Governments everywhere have expressed a desire to gradually switch to electronic data processing systems from more conventional ones. Making use of electronic. Through a variety of channels, they aim to simplify the public's access to their services through commerce technology.

National Strategies And Measures

Damsgaard and Lyytinen have used the demand-pull and supply push theory in government intervention for the diffusion of EDI. They argue that governments can either be influential or regulatory. Combining the two modes of intervention with the two types of driving forces six main government strategies are defined:

- Knowledge building
- Knowledge deployment
- Subsidy
- Mobilisation
- Innovation directive
- Standard setting

Using the combination of technology 'supply' and market 'demand' factors as well, Rothwell and Zegveld define a wide range of policy measures and tools that the public authorities can use in their effort to diffuse the new technologies in the best way. These are:

1. Public enterprise, e.g. innovation by publicly owned industries, setting up of new industries, pioneering use of new technologies by public corporations, participation in private enterprise.
2. Scientific and technological resources, such as research facilities, professional groups, learned societies, research associations, and grants.
3. Education, including technical education, apprenticeship programs, general education, universities, continuing and further education, and retraining.
4. Information, such as databases, advising and consulting services, libraries, information networks and centers, and liaison services.
5. Financial, such as export credits, loan guarantees, grants, loans, subsidies, financial sharing plans, and the supply of structures, equipment, or services.
6. Taxes, such as payroll, indirect, personal, business, and tax allowances.
7. Legal and regulatory, such as monopoly laws, inspectorates, environmental and health restrictions, and patents.
8. Political, such as establishing regional policies, recognizing or rewarding innovation, promoting mergers or cooperative partnerships, and consulting the public.
9. Procurement, such as contracts for R&D, public companies, prototype purchases, and acquisitions and contracts made by the federal or municipal governments.
10. Public services, such as acquisitions, upkeep, oversight, and innovation in the fields of health care, public buildings, construction, transportation, and telecommunication.
11. Commercial, such as currency rules, trade agreements, and tariffs.
12. Foreign agents, such as defence sales companies.

We look at how these policy measures may be applied in the context of electronic commerce in the six government strategies outlined by Damsgaard & Lyytinen in the following paragraphs. The old direct financial corporations' backing of subsidies has given way to more intricate schemes in today's technologically advanced nations Individual (Riabenko, 2024).

Even in nations with less developed technical infrastructure, subsidies, mostly through the banking industry and venture capital firms, are strongly advised.

In recent years, technological advances have revolutionized the service industry. E-commerce has improved the quality of service, strengthened interactive communication with customers, and

opened up a wide range of markets for companies. Service companies have not only gained the opportunity to offer their services online, but also to provide their customers with more efficient and personalized services (Bushuyev, 2024).

This article examines the development of e-commerce in the service industry and ways to improve its efficiency. At the same time, it also discusses the advantages of e-commerce and the barriers to its expansion.

Literature Analysis

There are a number of important sources for studying the development and effectiveness of e-commerce in the service sector:

- Laudon and Traver (2021) - This source provides information about the business model of e-commerce and its impact on society. The importance of service customization and interactive relationships with customers is emphasized.
- Turban et al. (2017) - The importance of providing services through social networks and the opportunities for improving relationships with users are analyzed.
- Kotler and Keller (2016) - Talks about the role of marketing management in e-commerce. Marketing strategies are important for improving service quality and making customers competitive.
- Porter (1998) - Strategic approaches are outlined to maintain competitive advantage and improve service processes through e-commerce.
- Kalakota and Robinson (2001) - Provides practical guidelines for successfully integrating e-commerce and service delivery.
- OECD Digital Economy Outlook (2020) - Focuses on international experiences of the digital economy and e-commerce, digital literacy, and infrastructure development.

Methods

This study examined the e-commerce technologies used by various service companies. The development of the service sector in Uzbekistan and other leading countries was compared and analyzed using statistical data from international and local sources. The attitude of customers to e-commerce services, their level of satisfaction and their main needs were determined using questionnaires (Fan, 2024).

Result

The results of the study show that e-commerce is making a significant contribution to improving the quality of services and reducing costs in the service sector. Below, the results for the main areas studied are illustrated using tables and diagrams.

Impact of e-commerce on service delivery:

Direction	Traditional service	Providing services through e-commerce
Customer relations	Limited	Fast and comprehensive
Costs	High	Decreased
Service quality	Standard	Adapted and improved

Direction	Traditional service	Providing services through e-commerce
Sales volume	Average	High growth rate

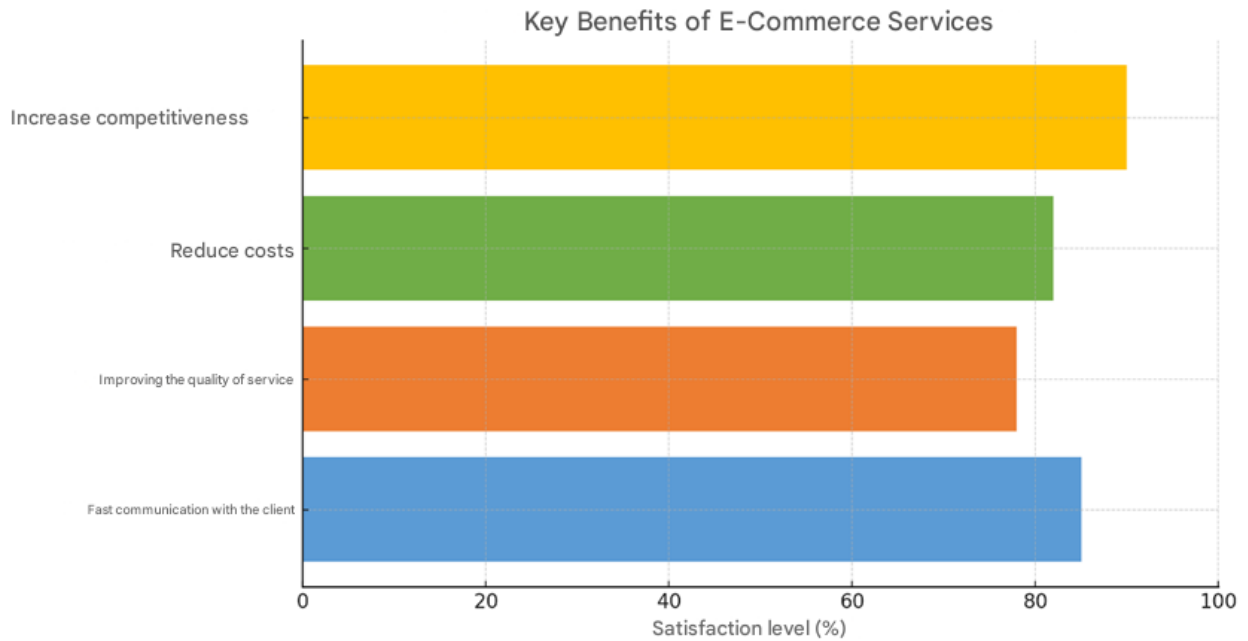


Diagram 1. Benefits of e-commerce services

The diagram shows the main benefits of e-commerce, such as improving service quality, strengthening customer relationships, and reducing costs.

Customer satisfaction level:

E-commerce advantages	Satisfaction level (%)
Fast delivery	85
Cheap prices	78
Service customization	82
Wide selection	90

Discussions

Although e-commerce has created a number of advantages in the service sector, there are still some problems that have not yet been solved. These are mainly related to the following three important factors:

1. Low level of digital literacy. A large part of the population is not yet sufficiently prepared to work with digital services. This creates problems in the implementation of e-commerce services.
2. Cybersecurity. There are security problems in working with customers' personal data in e-

commerce. In this regard, it is necessary to create strong cybersecurity systems.

3. Technological infrastructure. High-speed internet and modern technological solutions are necessary for the effective functioning of e-commerce. Measures aimed at improving local infrastructure in this regard are still insufficient (Baba, 2024).

Conclusion

In the development and efficiency of e-commerce in the service sector, the main focus should be on increasing digital literacy, ensuring cybersecurity, and improving infrastructure. At the same time, it is possible to increase the efficiency of service provision through e-commerce platforms by identifying customer needs and offering customized services (Yan, 2024).

The following recommendations can be made to increase efficiency in the service provision through e-commerce:

- Establish digital literacy programs for customers.
- Increase investments in cybersecurity and protect customer data.
- Expand local internet networks and increase internet speed.

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