

A Validation of the Customer Information Satisfaction Instrument for Digital  
Market Context

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Abstract

Wang et al. proposed the customer information satisfaction (CIS) instrument as a surrogate measure for assessing the success of e-commerce systems in a digital market context. However, the acceptance of the Wang et al. CIS measure as a standardised instrument requires confirmation that it explains and measures the customer information satisfaction construct and its components. Based on a sample of 260 respondents, this study uses confirmatory factor analysis to test alternative models of underlying factor structure and to assess the reliability and validity of factors and items. The results provide support for a CIS model with seven first-order factors and one second-order (higher-order) factor. The generality of this validated CIS instrument provides a common framework for the comparative analysis of the results from various researches.

Key words : Customer satisfaction; Internet marketing; E-commerce system success; Digital products; Electronic commerce; Customer information satisfaction; E-marketing; Success factors; Taiwan; Management information systems; Electronic products; Electronic services; E-services