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Patent Search

Invention Title	MACHINE LEARNING BASED APPROACH TO STUDY THE SERVICE QUALITY AND LOYALTY INTENTIONS IN MOBILE COMMERCE AND UNDERSTANDING THE ROLE OF CUSTOMER SATISFACTION
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Abstract:

Machine learning based approach to study the service quality and loyalty intentions in mobile commerce and understanding the role of customer satisfaction is the p invention. The proposed invention focuses on understanding the functions of customer satisfaction. The invention focuses on analyzing the parameters of service qu loyalty intentions in mobile commerce using algorithms of Machine learning.

Complete Specification

Description:[0001] Background description includes information that may be useful in understanding the present invention. It is not an admission that any of th information provided herein is prior art or relevant to the presently claimed invention, or that any publication specifically or implicitly referenced is prior art.

[0002] Machine learning is a branch of artificial intelligence that enables computers to learn from data and improve without being explicitly programmed. Machir learning algorithms can detect patterns in data and learn from them to make predictions. There are four types of machine learning algorithms: Supervised, Semi-supervised, Unsupervised, Reinforcement.

[0003] A number of different types of customer satisfaction analysis systems that are known in the prior art. For example, the following patents are provided for t supportive teachings and are all incorporated by reference.

[0004] Mobile commerce applications service quality in enhancing customer loyalty intention: mediating role of customer satisfaction: - Mobile shopping applicati provide retailers the opportunity for showcasing their brands and shopping experiences to the customers since the use of smartphones are increasing. Therefore, t was conducted to determine the e-service quality of mobile commerce applications (MCA) in enhancing customer loyalty intention behaviour to purchase the prod. MCA among online shoppers in Malaysia through the use of the adapted SERVQUAL model. Additionally, the mediating effect of customer satisfaction on the relatic between MCA service quality dimensions and customer loyalty intention behaviour was studied. A purposive sampling technique was used and 120 data were colle through an online survey. The results for direct testing demonstrate that all the SERVQUAL dimensions were significantly influenced customer satisfaction, except re security and usability. Meanwhile, analysis results for the mediating effects demonstrate that customer satisfaction mediates the relationship of SERVQUAL dimensi (assurance ,personalization ,responsiveness and information quality) and customer loyalty intention. Even though the SERVQUAL dimensions tested in this studv w

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