

## ***MEASURING QUALITY OF THE SERVICES PROVIDED BY THE COMMERCIAL WEB SITES***

Author **Filimon Stremțan**

*N/A*

Author **Andreea Muntean**

*N/A*

### ***Abstract:***

*The increasingly systematic usage of Internet in the decisional process of the consumers determines the vendors to apply more frequently to the advantages of this instrument. A site must be before of all capable to answer the expectances of the consumers to which it addresses. The researchers identified a number of criteria that the consumers have in view when they evaluate the Web sites in general and especially the quality of services they provide.*

***Keywords:*** *Internet, electronic services quality, online shopping, electronic commerce*

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