

# Impact of Service Quality Factors of Courier/Parcel Delivery Industry on Online Shopping Customer Satisfaction with Reference to SERVQUAL Model

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In the recent decade there has been a significant increase in e-commerce platforms within the Sri-Lankan context and with the outbreak of COVID- 19 the e-commerce businesses truly started to flourish and expand. E- businesses mainly use courier/parcel providers to engage in the last-mile delivery of the goods to the end customers, hence the courier services in a way act as an extension of the online brands. This study aims to identify which courier/parcel delivery service quality factors has a relationship between online shopping customer satisfaction in Colombo District with reference to the SERVQUAL model. With the reference of SERVQUAL model, the service quality factors that was relevant to the scope of the study was determined. Based on the review of the literature in this regard and with the use of convenience sampling technique, an online self- administered questionnaire was distributed among a sample of 250 within the Colombo District. The dimension empathy out of the four dimensions studied, appeared to have the highest correlation and regression, hence it is recommended that the courier/parcel delivery service providers prioritize it as a key factor when providing the courier services to the end customer. Further research is needed to identify the other service quality factors within the courier industry that could further strengthen the relationship with online shopping customer satisfaction by referring to more current literature.

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