THE IMPACT OF DESIRED E-TAIL QUALITY ON ONLINE CUSTOMER SATISFACTION IN AMPARA DISTRICT

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PANDITHA PATHIRANA MUDIYANSELAGE DILMI IMASHA GUNAWARDHANA

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DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
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ABSTRACT

E-commerce has developed in prominence, and most businesses have used an e-commerce platform to sell their goods online. Online retailing is one of the e-commerce platforms, and it is growing with each passing day for any business that offers value to the customer, which in turn benefits the retailer and ensures a bright future. However, the quality of online retailing provided is a significant determinant of e-commerce effectiveness, as low quality e-tail will dissatisfy customers and result in the failure of an online business, while high quality e-tail will satisfy customers and build strong, long-term relationships with e-tail users. The SERVQUAL model was modified to include e-service quality dimensions, and four variables such as fulfilment/reliability, website design, privacy/security, and customer service were measured to see how they influenced consumer satisfaction. As a result, the purpose of this study is to look into the level of desired e-tail quality and online customer satisfaction, the relationship between desired e-tail quality and online customer satisfaction, and the effect of desired e-tail quality on online customer satisfaction in the e-tail platform Ampara District.

This study used a quantitative method, and both primary and secondary data were employed for the data gathering. The convenience sampling method was used to create the sampling framework for the study, and a structured questionnaire was used as the method of data collection. Descriptive statistics, correlation, and regression, as well as simple and multiple analyses, were used to analyse the data.

The findings indicate that there is good reliability and a high level of e-tail quality and online customer satisfaction in the Ampara district. The results also showed that there is a positive relationship between e-tail quality and online customer satisfaction. Moreover, the results indicate that there is a positive impact of e-tail quality on online customer satisfaction. Furthermore, e-tail quality dimensions have a significant positive impact on online customer satisfaction.

Keywords: E-Tail Quality, Fulfilment/Reliability, Website Design, Privacy/Security, Customer Service and Online Customer Satisfaction

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