

**CUSTOMER SATISFACTION OF E-SERVICE QUALITY OF
ONLINE SHOPPING IN SRI LANKA**



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ABSTRACT

The advent of the Internet and e-commerce has brought a new way of marketing and selling many products. There are evidences indicating that the e-service quality is an essential strategy to a success, probably more important than a low price and a good web presence. The purpose of this thesis is to gain a better understanding of the e-service quality dimensions that affect the customer perceived e-service quality in online shopping. On the basis of a detailed literature review, a frame of reference was firstly developed. Then, four most important dimensions of the e-service quality,

i.e. the efficiency, fulfillment, accessibility, and privacy were selected out for exploring how these dimensions affect the customer perceived e-service quality in online shopping in Sri Lanka. The study mainly considers the primarily collected data. The data were collected through an online survey questionnaire from 275 online shopping customers from all over Sri Lanka and used univariate, bivariate analysis, regression analysis, one-way ANOVA and independent sample t-test techniques in order to analyze data and find the results of study objectives.

Moreover, data presentation and data analysis were conducted in accordance with the research questions and the frame of reference. Finally, the findings and conclusions were presented by answering the research questions, i.e. to describe how the e-service quality affect the customer satisfaction and purchase intention and the implications for managements, theories and future researches are addressed.

Keywords: Electronic commerce, Service quality assurance, Customer satisfaction, Purchasing, Shopping, Structural analysis

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