

Evaluating Service Quality of Online Selling Platforms: Consumer Experiences in Haryana

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ABSTRACT

Background and Purpose: This study examines service quality dimensions of online selling platforms to understand their impact on customer satisfaction—a critical factor influencing customer retention, loyalty, and long-term sustainability in the evolving digital commerce landscape. It explores five core service characteristics: tangibility, reliability, responsiveness, assurance, and empathy. The research evaluates user experiences and expectations to identify key factors that drive satisfaction and enhance competitive positioning.

Methodology: A structured survey was administered to 600 users of online selling platforms. Participants scored their perceptions of five different service quality dimensions. Quantitative studies were used to discover the correlations between service quality attributes and total customer happiness, as well as the most influential factors determining user experience.

Results: The findings show that reliability—consistent performance and on-time delivery—and responsiveness—timely support and good communication—are the most important predictors of customer satisfaction. These observations highlight the importance of trustworthy and timely services in sustaining user confidence and preference.

Conclusion and Implications: The study identifies reliability and responsiveness as the major factors of client satisfaction in online selling platforms. Businesses that focus on these qualities can greatly improve service experiences, boost loyalty, and ensure long-term market success. The insights are particularly relevant for platform managers and strategists aiming to adapt to consumer expectations in a fast-paced e-commerce environment.

Keywords: Online selling platforms, Service Quality, Customer Satisfaction, Reliability, Responsiveness, Tangibility, Assurance, Empathy, E-commerce, Consumer Experience

Introduction

The study identifies reliability and responsiveness as the major factors of client satisfaction in online selling platforms. Businesses that focus on these qualities can greatly improve service experiences, boost loyalty, and ensure long-term market success. The findings are especially important for platform managers and strategists seeking to react to changing consumer expectations in a fast-paced e-commerce landscape.

Previous research (Zeithaml et al., 1996; Cronin & Taylor, 1992) shows that service quality has a significant impact on consumer satisfaction and subsequent behavior. Understanding the components of service quality is critical in the competitive climate of online platforms, where expectations for speed, dependability, and user experience are high. However, there has been little research on how these aspects perform precisely in the context of online commerce. This study aims to close that gap by examining the impact of these variables on customer satisfaction.

Objectives of the Study:

1. To evaluate the five core service quality dimensions in online selling platforms.
2. To analyze the relationship between each service quality dimension and customer satisfaction.
3. To identify the most significant predictors of customer satisfaction.

Research Methodology

A descriptive study design was employed to acquire a thorough understanding of consumer views of service quality on online selling platforms. Data were gathered via a standardized questionnaire distributed to 600 regular users of such networks.

The instrument assessed client experiences across five characteristics of service quality—tangibility, reliability, responsiveness, assurance, and empathy—and was tailored to represent the context of quick, digital service delivery. Responses on a 5-point Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Sampling Technique: Stratified random sampling ensured a diverse population mix across characteristics such as age, gender, and city type (urban, semi-urban, rural). These traits were chosen for their impact on customer preferences and technological adaptability. This method reduced sampling bias and increased the generalizability of results.

Data Analysis: Using SPSS 26, many statistical tests were applied: Cronbach's Alpha was used to determine internal consistency. Descriptive statistics (mean and standard deviation) were used to summarize user responses. Pearson's correlation test examined the correlations between service dimensions and satisfaction. Multiple regression analysis revealed the most important predictors of satisfaction.

Research Findings

The major statistical findings produced from the study of customer responses center on the evaluation of service quality parameters.

Table 1: Descriptive Statistics and Reliability (Cronbach's Alpha)

Construct	Mean Score	Cronbach's Alpha
Tangibility	3.87	0.82
Reliability	4.31	0.88
Responsiveness	4.25	0.85
Assurance	4.12	0.81
Empathy	3.98	0.79
Customer Satisfaction	4.22	0.86

All five service dimensions showed high internal consistency, with [reliability](#) and [responsiveness](#) scoring highest on both mean and reliability, indicating their prominence in shaping consumer perceptions. These findings are consistent with the previous literature. Parasuraman, Zeithaml, and Berry (1988) created the SERVQUAL methodology to assess service quality by examining the difference between client expectations and perceptions. Jun and Cai (2001) stressed the importance of responsiveness and reliability in improving consumer satisfaction with online services. Al-dweeri et al. (2017) discovered that responsiveness and reliability had the greatest influence on customer trust and loyalty in e-commerce platforms.

Table 2: Correlation with Customer Satisfaction

Dimension	Correlation (r)
Tangibility	0.47
Reliability	0.69
Responsiveness	0.65
Assurance	0.58
Empathy	0.52

All service quality parameters had positive and significant connections with customer satisfaction, highlighting their overall importance in defining consumer experiences on online platforms. Among them, reliability and responsiveness had the highest connections ($r = 0.69$ and $r = 0.65$, respectively), emphasizing their importance in shaping consumer loyalty and trust. These findings are consistent with past research: Sureshchandar et al. (2002) stressed that each SERVQUAL dimension has a considerable impact on overall customer satisfaction, with reliability being particularly important. Agyapong (2011) discovered strong relationships between reliability, responsiveness, and customer satisfaction in the service sector, highlighting their significance in quality perception. Tuncer, S., and Sarp, N. (2017) found that SERVQUAL dimensions had a collective impact on customer satisfaction in e-commerce settings, with dependability and responsiveness emerging as important drivers.

Table 3: Regression Analysis – Predictors of Satisfaction

Predictor	Beta (β)	p-value
Tangibility	0.11	< 0.05
Reliability	0.34	< 0.01
Responsiveness	0.28	< 0.01
Assurance	0.19	< 0.01
Empathy	0.14	< 0.01

Reliability appeared as the most powerful indicator of customer satisfaction, closely followed by responsiveness. These findings highlight the need of dependable service delivery and rapid response mechanisms in digital service platforms. While tangibility had a statistically significant effect, it contributed the least to satisfaction outcomes, highlighting the abstract and service-centric nature of online commerce. These results confirm findings from previous studies: Parasuraman et al. (1988) underlined the predictive value of reliability in service satisfaction. Zeithaml et al. (2002) discovered that responsiveness and assurance greatly influenced satisfaction in e-service contexts. Yeo et al. (2015) showed that in e-commerce platforms, reliability and empathy are the most important indicators of loyalty and satisfaction.

Additional analyses using ANOVA and independent sample t-tests revealed subtle differences:

Younger consumers emphasized speed and interface usability, but older users prioritized consistency and customer service—a conclusion supported by Molina-Castillo et al. (2021). Female users reported higher levels of satisfaction, which is consistent with Loureiro and Kastenholtz (2011), who emphasize the importance of emotional trust and interpersonal involvement for female consumers. Urban clients demonstrated higher use rates than semi-urban and rural counterparts, which is consistent with Rohman & Bohlin's (2019) findings on inequalities in digital infrastructure availability and delivery ecosystem maturity. These findings highlight the importance of targeted improvements in logistics, user training programs, and interface customisation in order to effectively serve diverse groups.

Conclusion

This study emphasizes the significance of dependability and responsiveness in determining consumer satisfaction in the online selling sector. Platforms that provide consistent delivery, prompt support, and dependable communication are more likely to retain clients and increase brand loyalty. As online selling platforms expand, focusing on improving key service quality qualities tailored to demographic needs will remain a strategic necessity.

Future study may look into additional digital-specific factors such as platform usability, personalization, and data security to have a better understanding of service quality in online commerce.

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