

## **Analyzing Relationship between Logistics Services in E-Commerce Sites & Customer Satisfaction**

G.M. Pubuduni P. Wijenayake

*Department of Operations and Logistics, National School of Business Management,  
Homagama, Sri Lanka*

*\*Corresponding author: [Pubuduniwijenayake@gmail.com](mailto:Pubuduniwijenayake@gmail.com)*

### **Abstract**

This study was carried out to determine the relationship between logistical services in e-commerce sites and consumer satisfaction. The factors affecting customer satisfaction in e-commerce sites in Sri Lanka and overall customer satisfaction of the e-commerce sites in Sri Lanka were also studied. Sri Lankan e-commerce platforms continue to lack research and surveys for logistics services. The research gap can be filled only if more studies are conducted. This study was carried out in response to three research questions. They are “What is the relationship of logistics services in e-commerce sites on customer satisfaction?, What are the factors affecting customer satisfaction in e-commerce sites in Sri Lanka?, and Whether logistics services affect customer satisfaction in e-commerce sites.” Customer satisfaction in e-commerce is directly proportional to many elements of Logistics services. There is a perpetual issue in the industry over whether logistics service dimensions have a relationship with consumer satisfaction in e-commerce. Thus, a methodological approach has been developed, as well as an original measuring instrument with eight dimensions: availability, delivery time, shipping cost, delivery reliability, product quality and condition, consumer complaints and return policy, information quality, and E customer satisfaction, totalling 31 items. The primary data was collected through Google form-based questionnaire. The approach, which is based on correlation analysis, was tested on the Sri Lankan e-commerce sector. An online survey with 384 respondents was undertaken. The obtained results clearly show that e-commerce consumer satisfaction has a moderately positive relationship with the observed parameters of logistical service. This measurement device may be used to improve e-commerce consumer satisfaction.

**Keywords:** *Customer Satisfaction, E-commerce, Logistics Services*