



IMPACT OF LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION: EVIDENCE FROM CAMEROON

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Abstract

Online shopping has undergone a revolution with the induction of contemporary formats, multiple channels and huge shifts in consumer buying behaviour. The study sought to examine the impacts of service quality on customer satisfaction of JUMIA/KAYMU online shopping in Cameroon. The paper employed online survey method involving 120 customers of JUMIA/KAYMU online customers. Multiple regression model was used to ascertain the effects of service quality on customer satisfaction. The findings show that, service quality has a significant positive impact on customer satisfaction. However, online organizations must concentrate on generating vivid image for customers by appealing them by increasing the comfort level. Certain policies were discussed in the study.

Keywords: Customer satisfaction, Service quality, Online market, Cameroon

INTRODUCTION

There is a fast growth of internet and its extensive practice in business organization and online shopping has grown speedily in many countries. This has caused a vivid transformation in the way customers have altered their way of shopping in the past decade. Businesses become more customer-cantered to survive in the market or to have a competitive advantage over others. The customer's concentration is on maintaining market share via strong customer satisfaction (Thai (2016); Yuen and Thai (2015)). The level of satisfaction plays an important role in identifying the customer's perception of the products or services offered by a given company and helps to take corrective measures for customer satisfaction and loyalty at the highest level. Organizations are always looking for innovative ways to maintain and increase their competitiveness and gain market share. One of the most significant initiatives in recent times is the contribution of logistics service levels that aid customers to attain their goals (Thai, 2016). The development of internet has transformed the business landscape with evolution of online resulting which has now become the latest way of buying items by some shoppers in Cameroon there escalating in advance prominence.

Irrespective of its relatively nascent stage, Cameroon online retail business industry is already fiercely competitive with several players coming into action whilst offering a full range of products, from mobile phones to fashion, household appliances, groceries etc. The Internet not only had a major effect on the ordering procedures of customers, making it cheaper and quicker, transcending time and geographical limitations, but also had a major effect on the physical retail business model (Adamkolo, Hassan, & Pate, 2018). The establishment of the

Internet has, developed enormous potential company possibilities for e-commerce. In our vibrant globe, the way company processes are altered from moment to time and the implementation of fresh technologies is making the greatest contribution to this evolution (David-West, 2016).

Now, companies are more customer-oriented and attempt to meet their customer demand before their competitors, otherwise, they will be out of the market as customers have the choices to get what they want. The delivery of products to clients is a critical activity in any company (Casadesus-Masanell & Arora, 2017). In fact, people are looking for more convenience and comfort in their shopping experience, and market strategies are constantly evolving to meet these client requirements. Digital technology has created a fresh paradigm for our society and changed our lives interaction with the Internet (Badran, 2018).

Online shopping is much more convenient for shoppers than the traditional manner, as there is a chance to order what they need at their office or home. Online shoppers anticipate faster delivery than offline purchases and timely delivery at convenient moments (Politis, Giovanis, & Binioris, 2014). Several factors lead to a favourable internet procurement experience from an e-shop: comfort, accessibility and variety of products, conditions of processing and payment, reimbursement strategies in the event of non-conformity (Nath, Nachiappan, & Ramanathan, 2010). Effective logistics service is needed to meet the customer's needs and satisfy the customers. Online shopping in Cameroon is started in recent years and it is not matured yet as there are bottlenecks like our payment system, the society comprehension for online shopping to find potential market and others (Verkijika, 2018). Regardless of this, some companies like Jumia/Kaymu Market, Afribaba, Vendito, and Sheba Shopping, the alike have begun to engage in this market. Therefore, it is worth studying this novel stream of shopping experience to define the contribution of logistical service quality to enhancing the level of satisfaction of customers. The research will concentrate primarily on determining the customer's satisfaction level of Jumia/Kaymu Market online shoppers by using standard measurement of logistics service quality and it also identifies the logistics service quality dimensions that affects the customer satisfaction most. The study will solely focus on determining the customer's satisfaction on Jumia/Kaymu Market online shoppers by employing standard measurement of logistics service quality and it will also identify the logistics service quality dimensions that affect the customer's satisfaction.

The paper implements the following organisation: Section two provides the related literature and conceptual framework. Section three is the data, and methodology. Section four discloses the findings and results. The last concludes the manuscript and gives numerous policy implications.

RELATED LITERATURE REVIEW

Logistics has traditionally been considered as a necessity for connecting production and consumption (Gil, Servera, Berengue, & Fuentes, 2008). The simple explanation of logistics service quality bases on time, place, and utility, its core is that the enterprise can deliver the goods to exact location at the right time, right goods status and proper prices with accurate product information. From this perspective, a company's logistics function was seen only as a generator of costs with no capacity for differentiation. This began to change in the mid-1990s as logistics research based on marketing principles began to analyse the capacity of logistics to deliver quality and thus generate greater customer satisfaction and loyalty (Zailani, Jafarzadeh, Iranmanesh, Nikbin, & Selim, 2018).

In this cut control competition, there is keen business competition. For online company, service quality is an imperative discussion, so business determined to achieve maximum customer's satisfaction by providing quality services. Politis et al. (2014) documented that, service quality is the life blood for business organizations. Moreover, it is linked with customer satisfaction being studied by Verkijika (2018) and the other one, customer satisfaction is related with customer loyalty.

Service Quality Dimensions

Jamal, Ali, and Azmi (2018) from their path breaking exploratory research, developed the SERVQUAL instrument and laid down a conceptual framework for the measurement of service quality. The SERVQUAL instrument has become the most dominant instrument for measuring service quality, initially comprising 10 dimensions with 97 items, but later reduced to 5 dimensions with 22 items in 1991. The five dimensions are Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Tangibility

Tangibles are the physical proof of the service. The details of the service provider's physical facilities, the appearance of personnel, materials related to the service (credit and debit sheets, cheques, etc.), decorations and business hours, tools and equipment used to provide the service, including other customers in the service facility. Businesses striving to satisfy their customers and keep them loyal need to pay attention to attributes associated with tangibles (Priporas, Kamenidou, Kapoulas, & Papadopoulou, 2015; D. Wang & Nicolau, 2017). These are the attributes that customers can immediately lay their hands on evaluate the quality of service they receive. Tangibles are used by firms to convey images and signal quality (Zeithaml, Bitner, Gremler, & Pandit, 2006).

Reliability

Reliability is the performance, without negligence and failure, of the services promised in a reliable, precise and completely accountable way (Nath et al. (2010); Williams, Boso, Shaw, and Allen (2016)). According to Zeithaml et al. (2006), reliability is "the ability to deliver the promised service in a reliable and accurate manner" or "the ability to deliver on its promises. "Is the company doing the service right at the first moment? These are some of the issues that service suppliers need to answer if they are to attain reliability. This dimension of service quality according to P. Wang et al. (2016) is how the service provider is able to provide service to a customer as promised, dependable in handling customers' service problems, performs service right the first time, provide service at promised time and keep customers informed about when services will be performed.

Assurance

Assurance entails the knowledge and courtesy of employees and their ability to convey trust and confidence. It also includes competence, courtesy, credibility and security. Zervas, Davide, and John (2017) noted that transactions on online platforms is boosted when the customer trusts the system to be effective and the customer is assured of getting the standard demanded, a view supported by Liang, Choi, and Joppe (2017). Tripathi and Gaurav (2016) noted that assurance may not be so important relative to other industries where the risk is higher and the outcome of using the service is uncertain. In the medical and health care sector, for example, insurance is a significant dimension that clients have used as criteria for evaluating a hospital or a surgeon for a procedure. Trust and trust may be depicted in staff who link the client to the organisation (Zeithaml et al. 2006).

Responsiveness

Responsiveness is the willingness to help customers, provide prompt service, and respond quickly and immediately to their requests Hussain, Al Nasser, and Hussain (2015). Responsiveness concerns the willingness or readiness of employees to provide service. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively. A company is known to be responsive when it communicates to its clients how long it would take to get responses or to deal with their issues. To be effective, businesses need to look at responsiveness from the point of view of the client rather than the point of view of the company.

Empathy

Empathy entails caring and provision of individualized attention to customers by personnel of the firm Asperen, Pieter, and Dijkmans (2017) found that empathy towards customers promotes customer satisfaction. Several authors in different concur in this direction, and argue that where customers feel their needs have been understood and attended to, they in turn become loyal since they are satisfied with the service (Aryee, Walumbwa, Seidu, and Otake 2012). In this respect, the customer feels unique and special. In an attempt to develop empathy, personnel of JUMIA/KAYMU should endeavour to know the names of their customers, their preferences and needs and take steps to satisfy them. Small scale enterprises, through the provision of tailored services to customers, are in a better place to obtain sympathy than big companies.

Online Logistics Service Quality

The generalized use of information and communication technologies (ICT) has brought far reaching transformations to different business areas including logistics activities. The use of ICT in logistics has been truly revolutionary, especially in terms of improving LSQ for the customer Gil et al. (2008). Internet has not only had an important impact on consumers' ordering processes, making it cheaper and faster and transcending time and geographical constraints, but has also had a significant impact on the business model of physical retail stores. Establishment of the Internet has created enormous potential business opportunities for e-commerce Chen and Chen (2014). With the rapid development of e-commerce, customer demand for diversity and timeliness has also increased, in fact, B2C e-commerce business lead higher requirement for logistics service (L. Wang 2015). When we discuss about logistics service under B2C e-commerce, the concern is no longer only making a movement from the supplier to the buyer, but also pursuit logistics service in a short time, with flexible service, and high value-added services. Therefore, the quality of logistics distribution has become more and more important to the development of B2C electronic commerce L. Wang (2015).

Customer Satisfaction

There is general agreement that, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's performance in relation to its expectations (Lasserre 2017). Customer satisfaction is actually a term most widely used in the business and commerce industry. It is a business term explaining about a measurement of the kind of products and services provided by a company to meet its customer's expectation. To some, this may be seen as the company's Key Performance Indicator (KPI). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator

and increasingly has become a key element of business strategy. It is well established that satisfied customers are key to long-term business success (Cheng, Gan, Imrie, and Mansori (2019); Tomic and Spasojevic Brkic (2019); Zeithaml et al. (2006)). It is also defined as a global issue that affects all organizations, regardless of its size, whether profit or non-profit, local or multi-national. Companies that have a more satisfied customer base also experience higher economic returns (Schildmann, Bendig, and Brettel 2019).

Customer satisfaction has been a subject of great interest for organizations and numbers of researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth (Afework 2013). King et al describes that the ability of the service provider to meet expectations of customers with regards to the different facets of service in particular quality, price, and relation.

Those three facets in service are the main element who determines the rate of customer satisfaction. According to Srivastava Srivastava, Arun, and Patel (2019), consumers compare the service they expect with the service they receive to evaluate its quality. When the service delivered does not meet initial expectations, the consumer is disappointed, whereas if the service meets or exceeds those expectations, the consumer is satisfied. Barshan, Elahi, and Aghaei (2017) stated that satisfied customers are a great source to increase profitability.

That is because satisfied customers are likely to commit to the service organization and have better social interaction with service providers, while dissatisfied customers complain more and repurchase less. Oliver, Richard Oliver and Satisfaction (2018) state that customer satisfaction is the consumer's fulfilment response. And customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption. Most approaches in the literature use the first perspective proposals like Golovkova, Eklof, Malova, and Podkorytova (2019); Hallencreutz and Parmler (2019) and other author Williams et al. (2016), those consider satisfaction as a global evaluation based on consumption experience over time or on a set of similar experiences. Recent contributions adopt this last approach in the wide sense supporting the idea of satisfaction as "a global measurement of a set of satisfactions with specific prior experiences" (Aremu, Aremu, and Ademola 2018).

In the industrial service, strong emphasize is placed on the significant importance of service quality perceptions and association between service quality and consumer satisfaction Cronin Jr (2016); Kuo, Tsai, Lu, and Chang (2016); Rezaei, Kothadiya, Tavasszy, and Kroesen (2018). It is, presumed that some researchers concluded that service quality is an important

indicator of customer satisfaction. In essence, consumers will be loyal to a company if the services rendered are suitable to the consumers.

According to Rahim, Safin, Kheng, Abas, and Ali (2016), consumer satisfaction is a critical focus for effective marketing programs. Bourdeau, Bourdeau, and Cronin (2017) viewed the fact that consumer satisfaction remains a worthy pursuit among the consumer marketing community.

Krohn and Backman (2016) stated that consumer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product or service. Consumer satisfaction is regarded as how consumers can get more benefits than their cost (Kabu and Soniya 2017). Consumer satisfactions positively affect loyalty Ashraf, Ilyas, Imtiaz, and Ahmad (2018); Bourdeau et al. (2017); Koo et al. (2015). Ibojo and Asabi (2015) was of the fact that there is a significant positive relationship between consumer satisfaction and consumer loyalty. Customer satisfaction is considered as a pre-requisite for customer retention and loyalty. Delivering quality and achieving satisfaction can be the basis for developing relationship (Gil et al. 2008). Jing and Yoo (2013) stated that satisfied customers are more likely to display loyalty behaviour, i.e. repeat purchase and willingness to give positive word of mouth.

Relationship between Logistics Service Quality and Customer satisfaction

Customers are the lifeblood of any business and “Service quality can win and keep customers” and it can be measured the extent to which the service provided to the satisfaction of the customer’s expectations (Monferrer-Tirado, Estrada-Guillén, Fandos-Roig, Moliner-Tena, and Sanchez Garcia 2016).

Different literature reviewed that service quality impacts customer satisfaction. Keiningham, Aksoy, and Bejou (2006) describes that the ultimate determinant of customer satisfaction or dissatisfaction, is the ability of service provider to meet the customer expectation with different aspects of service quality. Cronin Jr (2016) also found an empirical support for notion which states “perceived service quality in fact leads to satisfaction”. Providers are looking for better ways to comprehend how clients view service quality and how the perception of service quality translates into customer satisfaction and customer loyalty (Cheng et al. 2019). This is because customer satisfaction is the state of mind that clients have a business when their expectations are met or surpassed over the lifetime of the product or service. Satisfying clients is the way to hold on to our clients and attract fresh ones (Barshan et al. 2017).

It says that "Perceived quality" is what the customer feels about the "quality" of the service. It determines the magnitude of fulfilment of the customer. The three key potential "quality" results are: satisfactory quality, where customer expectations (CE) are met. That they are precisely encountered. Ideal quality, where perceived quality is greater than the expectations of the customer. Unacceptable quality, where perceived quality is smaller than the expectations of the customer.

Most research findings indicate that to increase the level of customer satisfaction organizations should provide a high level of service quality as service quality is normally considered an antecedent of customer satisfaction (Gil et al. 2008). The quality of logistics service performance is an important key component that helps Create customer satisfaction. Logistics excellence has been recognized as an area that firms can create competitive advantage because of its visible service impact on customers (L. Wang 2015). There are many definitions and descriptions of how logistics creates customer satisfaction. The most traditional are based on the creation of time and place utility (Yumurtacı Hüseyinoğlu, Sorkun, and Börühan 2018).

Wang et al, (2015), describes the five SERQUAL which are the attributes of the company's product or service offering that lead to utility creation through logistics service; that is, part of a product's marketing offering is the company's ability to deliver the right amount of the right product at the right place at the right time in the right condition at the right price with the right information. This conceptualization implies that, part of the value of a product is created by logistics service. The rapid development of e-commerce provides more facility and comfort for the customer.

This rapid growth enhances the customer demand for diversity and timeliness, which in fact led B2C e-commerce business to higher requirement for logistics service (Jamal et al. 2018). Lasserre (2017) describe Logistics distribution as a bridge between e-commerce enterprises and consumers, the core competitiveness of e-commerce enterprises is not limited to price competition, given that the logistics service is becoming more and more important, and the logistics distribution has a great influence on consumer's cognition and trust (Lasserre 2017).

Conceptual Framework

The framework of the study assumes the relationship between logistics service quality (LSQ) and customer satisfaction.

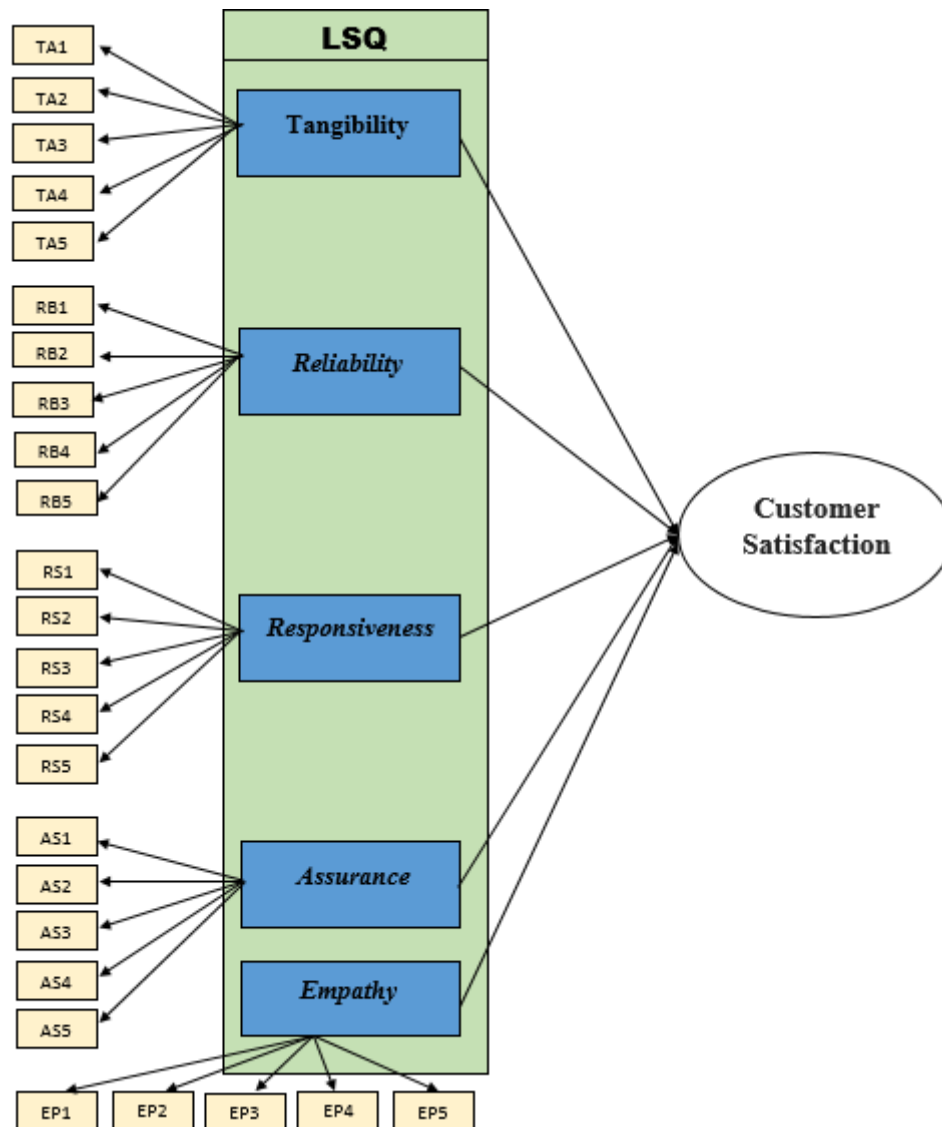


Figure 1 Conceptual framework

METHODOLOGY

Research design and Sampling

The study used a correlational descriptive survey design, and primary data. The sample of the study was chosen from online shoppers who have visited and ordered products from JUMIA/KAYMU online shopping website. The research also employed a quantitative research approach to give a description of logistics service quality and its effects on customer concentration in Cameroon.

However, the population of the study comprised on all online shoppers who have traded on JUMIA/KAYMU online website. The study employed non-probabilistic sampling techniques with a sample of (120) respondents.

Data collection procedures

Questionnaires were used to gather primary data from online shoppers on their perception how logistics service quality affects customers' satisfaction. The questionnaires were made up of three sections. The first section consists of the profile of the respondent. The second section addresses how the dimensions of service quality affects customer's satisfaction using the JUMIA/KAYMU online market. The sections of the questionnaires were anchored using the Likert type of scale from five (5) Strongly Agree to one (1) strongly disagree. This helped to prevent biased responses.

For readability and validity, the questionnaires were tested before it was distributed to respondents. Therefore, experts assessed them to improve the degree of content cogency and for the measurement of the study purposes (content validity). Reliability was estimated through Cronbach's alpha.

Data Analysis

We analysed the survey data using statistical package for social science (SPSS) application program. The data for the study were gathered using an online survey questionnaire that was distributed to 200 online shoppers who have traded at JUMIA/KAYMU online shopping. However, only 120 questionnaires were successfully completed. For the purposes of measuring service quality, scale used by Kuo et al. (2016) is employed.

Model specification

In order to ascertain the impacts of service quality logistics on customer satisfactions. The relationship between the variables were examined using the multiple regression model. Below is the model;

$$SAT = \beta_0 + \beta_1 TAN_1 + \beta_2 REL_2 + \beta_3 RES_3 + \beta_4 ASS_4 + \beta_5 EMP_5 + \varepsilon_t$$

Where;

SAT is customer satisfaction

TAN is tangibility

REL is reliability

ASS is assurance

RES is responsiveness

EMP is Empathy

ε_t is scholastic error term.

ANALYSIS AND DISCUSSION OF FINDINGS

Demographic Profile of the Respondents

Summary of the respondents' profile is shown in table 1.

Table 1: Respondents' Profile

Description		Percentages	Frequency
Gender	Male	60	120
	Female	40	80
Age Group	< 18 years	23	47
	18-30 years	40	80
	31 and above years	37	73
Occupation	Student	35.8	43
	Self employed	12.5	15
	Public Employee	14.16	17
	Private employee	17.5	21
	Unemployed	20	24

Sixty (60) percent of the respondents are males, and forty (40) percent of them are females. Forty (40) percent of the respondents are between the ages of 18-30 years, twenty-three (23) of the respondents were below the ages of 18 years and 37 percent of them were above thirty-one years.

Reliability Estimation

Before evaluating the conceptual relationships of the model, an evaluation of the internal consistency and reliability of the measurement scale were conducted using Cronbach alpha is utilised. The table below shows the reliability test of the independent and dependent variables.

Table 2: Reliability test

Variables	N	Cronbach alpha
Responsiveness	120	.706
Tangibility	120	.756
Reliability	120	.797
Assurance	120	.892
Empathy	120	0.855
Customer Satisfaction	120	0.750

Generally, as shown from the table above, it is obvious that all study variables have reliability coefficients greater than (0.7). Consequently, the variables suit in the data analysis. All the study variables: customer satisfaction, reliability, tangibility, assurance, empathy, of the regression model were found from structured online questionnaires.

Descriptive Statistics

Table 3: Perception towards logistics service quality dimensions

Logistics Service Quality dimensions	Level of agreement					Total
	SD	DG	NE	AG	SA	
Tangibility						
Product delivery rarely contains the wrong item.	5	5	1	29	80	120
Deliveries arrive on the date promised.	5	5	6	29	74	120
Products received after online orders are undamaged.	7	6	4	30	73	120
The product delivered rarely contains incorrect quantity, size, etc.	6	7	4	30	73	120
The product delivered rarely contains.	7	7	4	33	70	120
Reliability						
The product from JUMIA/KAYMU perform satisfactorily for a given time under normal conditions of use.	7	7	4	33	70	120
JUMIA/KAYMU online market product match the specific measurement of the product.	6	7	4	30	73	120
JUMIA/KAYMU online market provide sufficient information at review posted by others.	2	1	2	37	78	120
The product purchase from JUMIA/KAYMU maintains is original level of the quality over time.	6	7	4	30	73	120
The stockbroker follow exact instructions to buy and sell	7	7	4	33	70	120
Responsiveness						
Within the website of JUMIA/KAYMU online market, the information about product's features is sufficient.	7	6	4	36	73	120
JUMIA/KAYMU online market provides accurate information for your delivery.	2	1	2	37	78	120
The company deliver sufficient contact detail, not just an e-mail address, but also a physical address and line telephone number.	3	5	2	37	73	120
The website of JUMIA/KAYMU online market provide the platform for the products feedbacks.	7	6	4	36	73	120

When something goes wrong in the process of transporting goods, the companies resolve the problem quickly.	1	6	4	36	73	120
Assurance						
Purchasing the product at the Jumia/Kaymu website the payment method is save.	7	6	4	36	73	120
Jumia/Kaymu online market provide accurate service right at the time.	3	6	4	36	73	120
Jumia/Kaymu market pay for the transport of goods back to warehouse	4	6	4	35	73	120
In case of non-conforming products received, their return is accepted in order to be replaced	3	3	4	36	76	120
Response to quality discrepancy reports is satisfactory	7	6	4	36	73	120
Empathy						
The employees of Jumia/Kaymu always take care and pay attention to customer.	4	4	4	39	75	120
Online market makes an effort to understand the customer situation.	5	6	4	38	73	120
The company's customer support policy.	2	6	3	36	73	120
The employees of Jumia/Kaymu try to understand customer's needs.	10	6	4	30	70	120
Know-how and the experience of JUMIA/KAYMU online market customer service representatives are adequate	7	5	4	33	71	120

Note: **SD**=strongly disagree; **DG**= Disagree, **NE**= Neutral, **AG**= Agree, **SA**= Strongly Agree

Table 4: Descriptive Summary

	Cus. SAT	Tangibility	Assurance	Responsiveness	Empathy	Reliability
Mean	4.712	4.100	3.586	3.261	3.500	5.291
Median	4.650	4.100	3.530	3.150	3.800	5.510
Maximum	5.560	4.730	4.610	4.350	4.50	5.810
Minimum	3.400	3.220	2.810	2.750	2.500	3.670
Std. Dev.	0.712	0.588	0.566	0.566	0.789	0.738

From the descriptive summary statistics table, it is evidently that, customer satisfaction (Cus. SAT) had a mean rating of (4.712) emanating from a maximum of (5.560) and a minimum of (3.400), tangibility, assurance, responsiveness, and empathy had an average mean rating of

(4.100), (3.586), (3.261), (3.500) respectively. These LGS dimensions stems from a minimum of (1.0) and a maximum of (5.0). Moreover, reliability experienced an average of (5.291) through customer's satisfaction. It emanates from a minimum of (3.670) and a maximum of (5.810). The findings clearly indicate that, service quality dimensions relatively affect customer satisfaction of shoppers trading in JUMIA/KAYMU online shopping.

Inferential Statistics

Table 5: Regression Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Tangibility	0.012723	0.006375	1.995876	0.0472**
Assurance	0.318960	0.056626	5.632704	0.0000*
Empathy	0.642321	0.035251	18.22145	0.0000*
Responsiveness	0.401391	0.030210	13.28661	0.0000*
Reliability	0.719778	0.057594	12.49750	0.0000*
C	2.867020	0.282959	10.13227	0.0000*

Note: *, **, *** indicates significance level of 1%, 5%, and 10% respectively

$$R^2 = 0.381, \text{ Adjusted } R^2 = 0.362$$

$$F = \frac{[1]}{[SEP]} 18.185$$

Based on the inferential statistics as shown in shown in Table 5, the SERQUAL variables used in the study explains 38% impact on customer's satisfaction. The results further reveal that, SERQUAL dimensions (Reliability, Tangibility, Assurance, Empathy, and Responsiveness) have a significant positive effect on customer's satisfaction at the 1% significant level. The results also show positive contribution in explaining the variations of satisfaction by customers of JUMIA/KAYMU online. The service quality and customer satisfaction is directly related to high service quality and improves the satisfaction of customers at the same period. This implies that, innovating the service quality of online shopping websites is able to make customers satisfied. When satisfaction happens, it automatically leads towards loyalty (Adamkolo et al. 2018). In other words, when customers become satisfied, they remain loyal with the organization and thus it affects the purchasing power or behaviour. The findings are consistent with Casadesus-Masanell and Arora (2017); Golovkova et al. (2019); Politis et al. (2014). The results show that if JUMIA/KAYMU and other online shopping websites enhanced their service quality, customer satisfaction will also increase.

CONCLUSIONS AND RECOMMENDATIONS

We studied the impacts of logistic service quality on customer satisfaction of JUMIA/KAYMU online shopping. With respondent usage of (120), the findings reveal that, service quality have a significant positive impacts on customer satisfaction. This implies that, customer satisfaction is directly related to service quality dimensions discussed in the study. On the basis of the findings, the study would conclude that, JUMIA/KAYMU and other online shopping should enhance the service quality in order to increase customer's satisfaction.

All business oriented business particularly online shopping focused on the service quality as it has depicted from the findings of the study that, as it increases customer satisfaction. The improvement in the service quality comes from distinct avenues by considering the convenience of the customers. The customer satisfaction is fundamentally the objective of online organization which makes them to give maximum attention. Organizations especially online business concentrates on generating an obvious image for the customers by attracting them by increasing the comfort level. These all paths aid the business to flourish and also have remarkable effect on the organization profitability.

However, from the analysis on the service quality features, the study would conclude that, JUMIA/KAYMU and other online shopping companies should focus on the features which are visually attractive to the customers. Moreover, the employees acting as customer care of all online shopping companies must be fair, transparent so as to appeal to customers.

Based on the findings, the study would recommend that online shopping business concentrate more on research development that will increase the service quality and customer satisfaction. This should be considered as an imperative objective or aim of the JUMIA/KAYMU online and other online shopping company established and yet to established.

FURTHER STUDIES

Upon achieving the principal objectives of the study, there are certain caveat of the study. The study examined how logistic service quality affects customer satisfaction using online shopping business. Further studies could explore incorporating other important variables such as customer loyalty and brand image on how service quality affects them.

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