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RESEARCH ARTICLE

Opinion on Service Performance (SERVPERF) of Online Shopping Delivery in Nepal

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Abstract: Nepalese online shopping companies have not been maintaining the proper warehouse facilities but have been getting goods from the third party, even for the delivery service. Hence, if the delivery service provider makes an error in due process of delivering goods, indirectly, the image and goodwill of the online shopping company seem to be hampered. The paper found the assurance from the delivery personnel is seen as very poor as per the opinion of the Nepalese online shoppers while there was no issue on the responsiveness from the side of the delivery personnel. Similarly, the correlation coefficient analysis found that every element of the SERVPERF is correlated with customer satisfaction regarding the quality of online delivery service. Hence, customer satisfaction is hampered if the delivery personnel ignores any one of the elements of SERVPERF.

Keywords: Service performance, SERVPERF, online shopping, delivery, Nepal.

1. Introduction

As the quality consciousness among the service sectors increased since the 90s due to fierce competition, the need to measure the quality of service also increased and prompted the development of metrics for the measurement of service quality. There have been many attempts made by researchers who have systematically identified the variables that quantify the service quality among which the two most popular metrics are SERVQUAL and SERVPERF.

Cronin and Taylor (1992) converted the framework of Parasuraman, Zeithaml, and Berry (1985, 1988) for conceptualization and measurement of service quality, and propounded a performance-based measure of service quality termed as SERVPERF. It illustrated the service quality as a form of consumer's attitude. The SERVPERF model is the perception aspect of the SERVQUAL model, which measures service quality in terms of perception of customers, which is based on the performance of the service provider.

Cronin and Taylor (1994) argued that the SERVQUAL scale on a conceptual basis was difficult and perplexing for measuring customer satisfaction from the service providers. They further argued that the claim by Parasuraman et al. (1985, 1988) regarding the relations between expected and experienced quality, is not a proper approach, in due course of the assessment of the service quality. In this context, they dropped the expectation (E) component of the SERVQUAL and used only the performance (P) component under the SERVPERF scale.

Adil et al. (2013) found that the SERVPERF model of measuring service quality is superior, not only as the scale is efficient in capturing the true customer's perceived customer's satisfaction, but also reduce the time and effort by half in due course of measuring service



quality in compare to SERVQUAL model. The main difference between SERVQUAL and SERVPERF is that one is based on a gap-based scale, and another on a performance-based scale.

Siali et al. (2018) found that reliability, responsiveness, assurance, empathy, and price positively affect customer satisfaction for the delivery quality for online shopping companies in Malaysia. Choy et al. (2013), in the context of logistics parcel delivery services, is considered as a part of a third-party service provider, and it is needed to facilitate a smooth movement of goods within the supply chain network.

Al-Nasser et al. (2015) studied among Malaysian and Saudi Arabian shoppers' factors which were affecting an attitude towards online shopping. The finding revealed that service quality is relatively significant in its impact on consumer trust in online shopping. They also found that for countries like Saudi Arabia and Malaysia, cultural value also plays an important role in the success of online shopping in the respective countries.

The business of the service-based industry is highly determined by the quality of the service delivered by the organization. Similarly, while delivering service, the expectation of the customers should also be taken into consideration by the service provider. The customer pays the money for the level of satisfaction they achieve in the due process of taking the service facility in the service-based organization. Service delivery refers to the actual delivery of service and products to the customer or clients (Lovelock & Wright, 2002).

Saad (2020) found that delivery time, service quality, price, and condition of the food delivered determined the primary factors while evaluating the service of the delivering company. Similarly, consumers are inclined towards online shopping because they can exercise convenience, the comfort of their own homes, and the leisure of their own time (Jiang et al., 2013). In context to Nepal, Vaidya (2019) found that time-saving, offers, easy ordering system, and information available at the online shopping portal were the main reasons for the shoppers, to prefer online shopping, while the delivery of the wrong product was also seen one of the problems in online shopping in Nepal. Hence, the paper tries to measure the service performance of the online delivery services in Nepal.

2. Materials and Methods

The paper has adopted the 5-points Likert scale to measure the opinions of the online shoppers regarding the service performance provided by the delivery person of the respective online companies. The relevant factor of SERVPERF for online delivery service has been considered for the paper. The factors considered for the study are reliability, responsiveness, assurance, empathy, and price to determine the SERVPERF of the online delivery service. The paper has replaced tangibility with price as conducted by Siali et al. (2018) for measuring the SERVQUAL of the online delivery service.

Based on the factors deduced from the literature review, a structured questionnaire was drafted. The questionnaire consisted of the identified factors, as well as specific criteria enabling the researcher to evaluate each factor from the participants' responses. The views of the respondents were to be captured by a 5-point Likert scale, where the score of '1' was given for 'Very High Quality' to the score of '5' for 'Very Low Quality'.

Cronbach's Alpha was calculated to ensure the volatility and internal stability of the questionnaire after the pilot study among 50 respondents. The Cronbach Alpha was 0.943 after dropping two items from the questionnaire having 30 items. A total of 250 questionnaires were disseminated to obtain a dataset. The sample population consisted of customers of online businesses in Valley.

In due course of reliability test two items were dropped from the questionnaire. They are:

- Delivery personnel inform or call me when they reach my house to deliver the parcels.
- Delivery personnel always deliver the right and actual parcel to the customers.



3. Results and Discussion

For Results, provide sufficient detail to allow the results to be meaningful and informative. For Discussion, this should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

3.1. Profile of Respondents

This section discuss on the profile of the respondents.

Table 1. Gender of the Respondents

Gender	Frequency	Percent	Cumulative Percent
Female	103	41.2	41.2
Male	147	58.8	100.0
Total	250	100.0	

Of the total respondents, 58.8 percent are seen male and the remaining are seen female.

Table 2. Age Group of the Respondents

Age Group	Frequency	Percent	Cumulative Percent
16-20	32	12.8	12.8
20-30	161	64.4	77.2
30-40	39	15.6	92.8
40-50	15	6.0	98.8
50 and above	3	1.2	100.0
Total	250	100.0	

The highest portion of the respondents was seen from the age group of 20-30 years covering 64.4 percent followed by 30-40 years age group covering 15.6 percent. The least number of respondents was seen from the age group of 50 and above.

Table 3. Occupation of the Respondents

Occupation	Frequency	Percent	Cumulative Percent
Accountant	4	1.6	1.6
Auditor	3	1.2	2.8
Banker	9	3.6	6.4
Call Center Agent	1	0.4	6.8
Cashier	3	1.2	8.0
Chartered Accountant	2	0.8	8.8
Community Outreach Manager	1	0.4	9.2
Designer	2	0.8	10.0
Doctor	10	4.0	14.0
Entrepreneur	14	5.6	19.6
Filmmaker	4	1.6	21.2
Hospitality	3	1.2	22.4
Hospital Duty	2	0.8	23.2
Housewife	10	4.0	27.2



Occupation	Frequency	Percent	Cumulative Percent
IT Professional	11	4.4	31.6
Lab Technician	6	2.4	34.0
Library In-charge	3	1.2	35.2
Logistic Supporter	1	0.4	35.6
Manager	7	2.8	38.4
No Job	10	4.0	42.4
Nurse	19	7.6	50.0
Pharmacist	2	0.8	50.8
Pilot	2	0.8	51.6
Receptionist	2	0.8	52.4
Seller Supporter	14	5.6	58.0
Service	27	10.8	68.8
Social Worker	2	0.8	69.6
Storekeeper	1	0.4	70.0
Student	62	24.8	94.8
Teacher	11	4.4	99.2
Visual Editor	2	0.8	100.0
Total	250	100.0	

A total of 29 professions were seen including student under the total of 250 students. Of the total respondents, 1.6 percent stated that they have no jobs. The highest number of the respondents was the students covering 24.8 percent followed by 'service' covering 10.8 percent. Four professions got only a single respondent respectively.

3.2. Number of Online Shopping Done by Respondents

The table below shows the number of online shopping done by the respondents:

Table 4. Number of Online Shopping Done by Respondents

Numbers of Shopping Done	Frequency	Percent	Cumulative Frequency
1 to 10	167	66.8	66.8
10 to 20	42	16.8	83.6
20 to 30	17	6.8	90.4
30 to 40	15	6.0	96.4
40 to 50	3	1.2	97.6
50 and above	6	2.4	100.0
Total	250	100.0	

About 67 of the online shoppers stated that they had shopped one to ten times, followed by ten to twenty times covering about 17 percent.

3.3. Descriptive Statistics for SERVPERF Factors

This section shows the descriptive statistics for the SERVPERF factors of online shopping delivery services.

The online shoppers think that the service performance of the online delivery is not highly reliable. The average score for the reliability factors of SERVPERF of Nepalese online delivery services is 3.11 points. The timely delivery has seen the major factor that has helped to enhance the reliability of the SERVPERF of online shopping delivery service.

The opinion on timely delivery is positively skewed, while the remaining is negatively skewed. Similarly, platykurtic distribution was for all the items under reliability factors having negative kurtosis values.

Table 5. Descriptive Statistics for Reliability Factors

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Delivery personnel deliver my parcel on time.	2.98	1.06	+0.09	0.15	-0.63	0.31
Delivery personnel make sure my parcel delivery tracking status is updated.	3.14	1.09	-0.15	0.15	-0.68	0.31
Delivery service provider promises to do something by certain time and they do so.	3.14	1.05	-0.09	0.15	-0.45	0.31
Delivery personnel are dependable.	3.19	1.11	-0.09	0.15	-0.73	0.31
Overall Average	3.11					

Table 6. Descriptive Statistics for Responsiveness Factors

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Delivery personnel care about their customers.	2.94	1.04	-0.13	0.15	-0.33	0.31
Delivery personnel are ready to help the customers.	3.10	1.07	-0.06	0.15	-0.66	0.31
Delivery personnel provide prompt service to the customers.	3.11	1.00	-0.15	0.15	-0.38	0.31
Delivery personnel are able to reply any query or question from the customers.	3.11	1.08	-0.13	0.15	-0.63	0.31
Overall Average	3.06					

Under responsiveness, the online shoppers think that the delivery personnel is not responsive, with an average score of 3.06 points. The main concern among the online shoppers was that the delivery personnel do not care much about them. All the opinions on responsiveness are negatively skewed. Similarly, all the items are in platykurtic distribution.

Table 7. Descriptive Statistics for Assurance Factors

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
When customers have problems, the delivery personnel are kind and supportive.	2.99	1.16	-0.05	0.15	-0.80	0.31
The delivery personnel have the willingness to install confidence in customers.	3.17	1.10	-0.11	0.15	-0.78	0.31
The delivery personnel assure customers about their parcel.	3.20	1.18	-0.21	0.15	-0.87	0.31
The delivery personnel are polite.	3.30	1.17	-0.37	0.15	-0.67	0.31
Customers feel safe receiving the parcel from the service provider.	3.42	1.06	-0.33	0.15	-0.55	0.31
Overall Average	3.22					



The Nepalese online shoppers do not seem highly assured in context to safety and politeness from the side of the delivery personnel with the score towards the low quality of service performance. Nevertheless, the online shoppers found delivery personnel kind and supportive with the score toward high quality. All the items related to assurance of SERVPERF are negatively skewed and the kurtosis values showed the opinions are with the platykurtic distribution.

Table 8. Descriptive Statistics for Empathy Factors

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
The delivery personnel are aware of the customers need.	3.04	1.06	-0.11	0.15	-0.56	0.31
The delivery personnel give individual attention to customers.	3.08	1.00	0.07	0.15	-0.60	0.31
The delivery personnel is casing in serving his/her customer.	3.11	1.00	0.09	0.15	-0.05	0.31
The delivery personnel are always available to the customer.	3.12	1.08	-0.07	0.15	-0.66	0.31
The delivery personnel can be easily communicated.	3.22	1.14	-0.18	0.15	-0.71	0.31
Overall Average	3.12					

Under empathy, the overall average score is at 3.12 points, which shows the delivery personnel are not seen as highly capable to grab the feeling of the customers but simply fulfill the duty to deliver the goods from the vendor to the buyers. The issue of timely communication with the delivery personnel was the concern among the Nepalese online shoppers with a score of 3.22 points. The opinions on empathy for SERVPERF of delivery of online shopping business are with the platykurtic distribution.

Table 9. Descriptive Statistics for Price Factors

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Delivery price is reasonable.	3.05	1.07	-0.10	0.15	-0.56	0.31
Delivery price is fair for service.	3.10	1.06	-0.09	0.15	-0.64	0.31
Delivery price seems competitive for the company I am dealing with.	3.14	1.07	-0.04	0.15	-0.55	0.31
Delivery price is within an expectation.	3.18	1.11	-0.11	0.15	-0.58	0.31
Delivery price does not affect my parcel delivery process.	3.32	1.16	-0.19	0.15	-0.72	0.31
Overall Average	3.16					

The Nepalese online shoppers viewed that the delivery price was reasonable with a score of 3.05 points. The delivery price seems to affect the timely delivery process of goods as per the online shoppers with a score of 3.32 points. All the items under the pricing factor for SERVPERF of online shopping delivery are seen negatively skewed, while the kurtosis value reflected platykurtic distribution.

3.4. Descriptive Statistics for Customer Satisfaction on SERVPERF of Online Shopping Delivery

The descriptive statistics result for the customer satisfaction on SERVPERF of online shopping delivery is as follow:

Table 10. Descriptive Statistics for Customer Satisfaction

Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
I am satisfied with the delivery personnel's attitude.	3.18	1.14	-0.26	0.15	-0.71	0.31
I am satisfied with the accuracy of information provided about my parcel.	3.20	1.21	-0.19	0.15	-0.89	0.31
I am satisfied with the service provided by the delivery personnel.	3.23	1.17	-0.15	0.15	-0.68	0.31
I am satisfied with the safety and condition of my parcel.	3.24	1.11	-0.30	0.15	-0.70	0.31
Overall Average	3.21					
Overall, I am satisfied with the service of the delivery personnel.	3.08	1.17	-0.06	0.15	-0.78	0.31

The Nepalese online shoppers are not satisfied with the delivery personnel's attitude with a score of 3.18 points, while the online shoppers are concerned with the safety and condition of the parcel they are going to get at delivery. All the opinions on customer satisfaction are negatively skewed, as well as, with platykurtic distribution with all negative kurtosis.

Similarly, the overall satisfaction level from the SERVPERF of online delivery service is at 3.08 percent, i.e., slightly above an average score with the negatively skewed and platykurtic distribution.

3.5. Overall SERVPERF Score for Online Shopping Delivery

The table below shows the overall SERVPERF scores for the online shopping delivery:

Table 11. Overall SERVPERF Score for Online Shopping Delivery

SERVPERF Dimension	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Responsiveness	3.06	0.79	0.04	0.15	-0.11	0.31
Reliability	3.11	0.79	0.03	0.15	-0.51	0.31
Empathy	3.12	0.79	0.18	0.15	-0.45	0.31
Price	3.16	0.86	0.19	0.15	-0.58	0.31
Assurance	3.22	0.87	0.03	0.15	-0.48	0.31
Overall SERVPERF Score	3.13					

The SERVPERF for the delivery of goods by the delivery personnel is a below-average score of 3.13 points for the Nepalese online shoppers.

3.6. Correlation Matrix for the SERVPERF and Customer Satisfaction from Online Shopping Delivery

The table below shows the relationship between the SERVPERF and customer satisfaction from online shopping delivery services by the delivery personnel:

Table 12. Correlation Matrix for SERVPERF Variables and Customer Satisfaction

Variables	Customer Satisfaction	Reliability	Responsiveness	Assurance	Empathy	Price
Customer Satisfaction	1					
Sig.	0.000					
Reliability	+0.438**	1				
Sig.	0.000					
Responsiveness	+0.408**	+0.581**	1			
Sig.	0.000	0.000	0.000			
Assurance	+0.585**	+0.524**	+0.585**	1		
Sig.	0.000	0.000	0.000	0.000		
Empathy	+0.664**	+0.486**	+0.519**	+0.675**	1	
Sig.	0.000	0.000	0.000	0.000	0.000	
Price	+0.565**	+0.346**	+0.319**	+0.625**	+0.651**	1
Sig.	0.000	0.000	0.000	0.000	0.000	0.000

** Correlation is significant at the 0.01 level (2-tailed).

All the elements of SERVPERF for the Nepalese online shopping delivery are positively correlated with each other. Hence, every aspect of each element, i.e. reliability, responsiveness, assurance, empathy, and price are correlated to each other. Similarly, every aspect of SERVPERF influences the customer satisfaction level for the delivery services provided while doing online shopping.

4. Conclusion

The question aroused on the SERVQUAL model regarding the measurement of expectation from the side of the customer. Hence, Cronin and Taylor (1994) developed the SERVPERF model, which was completely a performance-based model of measuring the service quality.

The paper studied on the service performance of the online delivery service within Kathmandu value, which was based on the five elements namely; responsiveness, reliability, empathy and price. The tangibility factor was not seen suitable in context to online delivery service and hence replaced by price. The paper found the assurance from the delivery personnel was seen very poor as per the opinion of the Nepalese online shoppers, while there was no issue on the responsiveness from the side of the delivery personnel.

The correlation coefficient analysis found that every elements of the SERVPERF was correlated with the customer satisfaction regarding the quality of online delivery service. Hence, any one of the aspects of the SERVPERF is ignored by the service provider; the customer satisfaction is also seen to be hampered.



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