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The Effect of Delivery Service Quality in Online Shopping Mall on Customer Value, Customer Trust, and Relationship Persistence Intention

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Abstract

This study investigated the effect of the delivery service quality of Mongolian online shopping on the customer value, customer trust, and relationship persistence intention of Mongolian consumers. Through this, the purpose of this study is to understand the priorities of the quality conditions of delivery services (accuracy, economy, information, safety, tangibility, etc.) that Mongolian consumers value.

The empirical analysis results of this study are as follows. First, the effect of delivery service quality on the intention to continue the relationship showed partially significant results. In other words, economics, information, and safety, excluding accuracy and tangibility, influenced the intention to continue the relationship. Second, the effect of delivery service quality on customer value was partially significant. In other words, accuracy, economy, safety, and tangibility, excluding informativity, influenced customer value. Third, the effect of delivery service quality on customer reliability was partially significant. In other words, economics, safety, and tangibility, excluding accuracy and informativity, influenced customer reliability. Fourth, the hypothesis of customer value on customer reliability was adopted, followed by the hypothesis of customer value on relationship continuity intention. Finally, the hypothesis of customer reliability on relationship continuity intention was adopted.

Keywords: *Online delivery service quality characteristics, customer value, customer reliability, relationship continuity intention*

1. Introduction

According to the Mongolian Statistical Office in 2020, the number of Internet users in Mongolia increased 2.9 times compared to 2014. According to statistics from the Mongolian Communications Regulatory

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Commission of Mongolia, as of 2020, the number of mobile communication subscribers in Mongolia was 4.36 million. The age group that uses internet shopping the most is 25-35 years old, and the main users are women who mainly live at home and are raising children. It shows the expansion of the e-commerce market and the increase in demand due to the establishment of Internet infrastructure. Mongolia's online shopping market is still in its infancy and there are currently about 40 sites. In order for the online market to be successful in Mongolia, the purchase type, trust relationship, unclear address, traffic congestion, mass production of imitation products, and computer systems of existing users must be improved.

Most of the preceding studies on Mongolian online shopping malls have been on shopping satisfaction and purchase intention of online shopping malls so far. Empirical studies were conducted on the effect of service quality factors of Mongolian e-commerce on customer satisfaction and the service quality of Mongolian Internet shopping malls. Despite several studies on Mongolian e-commerce, there is a lack of research on online shopping delivery services and delivery service quality. Therefore, the purpose of this study is to study the effect of Mongolian online shopping's delivery service quality on Mongolian consumers' customer value, customer trust, and relationship continuity intention, and to identify priorities through a sample survey on the quality conditions of delivery services (accuracy, economy, information, safety, tangibility, etc.) that Mongolian consumers value.

2. Theoretical background & Hypotheses

2.1. The relationship between delivery service quality and customer value

The theory of logistics service quality is 7RS, which measures the quality of logistics service in seven ways: Time, Right Sequence, Right Orientation, Right Mount, Right Material, Right Cost, and Right Place. It refers to the standard for safely transporting goods to the delivery place according to the needs of consumers at an appropriate time and price. The purpose of 7RS is to increase corporate value by emphasizing temporality and space based on the philosophy of product management. Online shopping malls generally handle small or sub-unit items and transport them over short distances using small transportation media, which must provide delivery services in the process. Delivery is developed around the four functions of order registration, delivery processing, delivery progress management, and follow-up management as a comprehensive logistics service, such as delivering, installing, or educating end consumers on how to use products instead of simple delivery. The delivery service in the Internet shopping mall can be said to be the overall SCM process from receiving an order from a customer who visits the shopping mall site to deliver the product [1].

Parasuraman et al. (1988) constructed the quality of online shopping mall delivery services based on tangibility, reliability, responsiveness, certainty, and empathy, which are the components of the SERVQUAL model. Looking at the preceding studies on the quality attributes of delivery service, it can be seen that they are classified into speed, accuracy, safety, economic feasibility, responsiveness, reliability, professionalism, and tangibility [2]. Based on the study of Yoon & Kim (2006) to measure logistics services in Internet shopping malls, it can be seen that six factors such as economy, order convenience, delivery service, customer service, and information technology utilization are composed of logistics service quality factors [3]. Kim et al. (2007) composed of four factors: economy, accuracy, speed, and convenience [1]. Delivery service quality factors consisted of delivery-related time attributes, transparency in providing information to customers throughout delivery, product safety according to delivery, accuracy of delivery, responsiveness related to the kindness of delivery staff in providing delivery services, and economic feasibility related to delivery costs [4].

Delivery accuracy has been demonstrated as a factor that has an important influence on consumer satisfaction using online shopping malls. The importance of delivery accuracy was confirmed in studies on the quality of logistics services and parcel delivery services, and these factors were measured through compliance with appointment times related to the arrival of products [5].

Measurement of accuracy is the degree to which customers are helpful, the degree to which they respond quickly to customer needs or needs, the degree to which customers are proficient in handling their work, whether they believe in providing the best service, delivery time and agreement, consistency of service provision, reliable service level, overall trust, etc. should be taken as a measure [6]. Accuracy means that correlation information about a product or service should be simple [7]. Information accuracy service quality refers to whether consumers can reliably obtain important information such as information distribution, website policy, program quality and economic information from overseas direct purchase shopping malls. Accuracy is the degree to which goods are collected or delivered accurately at a promised place or time. The measurement questions of accuracy include whether they were delivered accurately on the promised date and time, and whether they were delivered correctly to a designated place. Accuracy was confirmed to have had a positive effect on service trust and consumer satisfaction [8].

Economic feasibility generally refers to the economic value that an individual gives up or sacrifices to obtain a product or service [9]. Although the delivery cost of Internet shopping malls has a great influence on price-sensitive consumers, the delivery service of Internet shopping malls is a factor that should be considered in the delivery economy because consumers may not be aware of the importance of economy [3]. The biggest strength of online shopping use lies in price competitiveness, and price is defined as the most important characteristic of online shopping.

In e-commerce-related studies, the economic value that can be obtained through products or services has been suggested not only as a benefit of e-commerce, but also as one of the factors that increase customer trust [10]. Internet users want to make reasonable purchases through Internet shopping and try to use sites that are considered more economical. This is because lower prices than offline stores can reduce costs for customers and increase the economic value provided to them [11].

Customers demand more specific and accurate information than offline shopping because it is difficult to see and feel products directly in online shopping [12]. When consumers decide to purchase a service or product, they consider product evaluations and various reviews of consumers who purchased the same product along with information about the product. Based on this information, consumers make purchase decisions. The trust in providing information formed through this satisfies consumers and has a strong influence on repurchase and revisit. Information serves to help consumers with information about service products, enjoyment of shopping, and various purchase choices. In addition, by providing valuable information to consumers, it is useful for purchase decisions [13].

Safety refers to the degree of packaging condition, the degree of delivery without damage, and the degree of delivery without loss. Safety was defined as a variable related to the degree of packaging condition, the degree of delivery without damage, and the degree of delivery without loss. In general, the safety of logistics service refers to the degree to which the product purchased by the customer is transported in a state of not being damaged [14].

Parasuraman et al. (1988) expressed tangibility as a term that contrasts with intangibility among the characteristics of a service [2]. In the study of Lee (2004), as a result of analyzing previous studies to define the term tangible, the physical facility part was used as a common denominator, but the terms physical

equipment, mechanical equipment, and the appearance of material elements were used differently by scholars. The components included in tangibility are the appearance of facilities, equipment, and employees [15].

Customer value is defined as the difference between customer evaluation, where all benefits are expected due to the perceived value of the customer, and all costs of perceived alternatives [16]. Holbrook (2006) defines product-to-consumer interactions and relatively preferred experiences as customer value, and consumers subjectively recognize products that provide the most benefits as valuable products based on perceived benefits and costs paid [17].

Trust is more important in online shopping malls because online shopping malls have greater uncertainty that accompanies face-to-face contact than offline shopping malls [18]. Trust reduces transaction costs and induces cooperation by alleviating transaction uncertainty. Trust plays a very important role, such as promoting organizational forms such as networks and reducing conflicts and transaction costs [19]. Jarvenpaa and Tactinsky (2000) defined it as the tendency of consumers in relatively unfavorable situations to rely on and act on sellers, arguing that trust plays a role in promoting purchase intentions on the Internet [20].

Benefits such as product quality, product characteristics, and delivery convenience of fresh food early morning delivery services have been shown to have a significant effect on perceived value and on continuous use intention. Park & Lee (2019) examined the effects of delivery service quality on customer satisfaction, positive emotions, and repurchase intentions by composing time attributes, transparency, safety, accuracy, responsiveness, and economic feasibility [4]. As a result of the analysis, time attributes, safety, accuracy, responsiveness, economic feasibility, and positive emotions, excluding transparency, all showed positive effects on customer satisfaction, and time attributes, accuracy, economy, and positive emotions showed positive emotions. In Lee's (2019) study on the delivery service quality dimension, the effects of delivery service quality safety, accuracy, professionalism, responsiveness, and tangibility on consumer value, parcel reliability, and online reliability were examined. As a result of the analysis, it was found that the expertise and tangibility of the delivery company had an effect on the emotional value, and all factors except safety had a positive effect on the practical value. At the same time, it was found to have a positive effect on the trust of courier and online shopping mall [21].

Xiuying (2022) examined the effects of speed, accuracy, state, informativity, and economic feasibility on consumer trust and perceived risk in delivery service quality characteristics. As a result of the analysis, characteristics excluding informativity and economic feasibility showed a positive effect on consumer reliability, and characteristic factors excluding accuracy and informativity lowered perceived risk [22].

Hypothesis 1: Delivery service quality will have a positive effect on customer value.

Hypothesis 1-1: Accuracy will have a positive effect on customer value.

Hypothesis 1-2: Economic feasibility will have a positive effect on customer value.

Hypothesis 1-3: Informativity will have a positive effect on customer value.

Hypothesis 1-4: Safety will have a positive effect on customer value.

Hypothesis 1-5 : tangibility will have a positive effect on customer value.

2.2. The relationship among delivery service quality, customer trust, and Intention to continue the relationship

Kaynak and Avic (2014) determined that evaluation of logistics or delivery service quality could change the level of consumer confidence. The customer's intention to continue the transaction is based on past transaction experience, and the customer continues the transaction with the company with satisfaction and confidence in

this transaction experience [23]. Continuous use refers to the customer's continuous repetitive purchase behavior, and can be viewed as the economic cost, time, and effort that service providers invest in maintaining continuous relationships with customers. The effects of delivery service quality characteristics such as speed, accuracy, state, information, and economic feasibility on consumer trust and perceived risk. As a result of the analysis, characteristics excluding informativity and economic feasibility showed a positive effect on consumer reliability, and characteristic factors excluding accuracy and informativity showed a negative effect on perceived risk.

Lee (2019) examined the effects of delivery service quality such as safety, accuracy, professionalism, responsiveness, and tangibility on consumer value, parcel reliability, and online reliability. As a result of the analysis, it was found that the emotional value was influenced by the expertise and tangibility of the delivery company, and all factors except safety were found to have an effect on the practical value. In addition, this effect was found to have a positive effect on the trust of courier and online shopping mall [21].

Trust is said to be a very important factor in a relationship, and the exchange process in the absence of trust and confidence in the service provider revealed that the overall experience value of the customer was reduced as a result [24].

Hypothesis 2: Delivery service quality will have a positive effect on customer trust.

Hypothesis 2-1: Accuracy will have a positive effect on customer trust.

Hypothesis 2-2: Economic feasibility will have a positive effect on customer trust.

Hypothesis 2-3: Informativity will have a positive effect on customer trust.

Hypothesis 2-4: Safety will have a positive effect on customer trust.

Hypothesis 2-5 : tangibility will have a positive effect on customer trust.

Hypothesis 3: Delivery service quality will have a positive effect on the intention to continue the relationship.

Hypothesis 3-1: Accuracy will have a positive effect on the intention to the intention to continue the relationship.

Hypothesis 3-2: Economic feasibility will have a positive effect on the intention to continue the relationship.

Hypothesis 3-3: Informativity will have a positive effect on the intention to continue the relationship.

Hypothesis 3-4: Safety will have a positive effect on the intention to continue the relationship.

Hypothesis 3-5: Tangibility will have a positive effect on the intention to continue the relationship.

2.3. Influence relationship between customer value, customer reliability, and relationship continuity intention

In previous studies between service quality, customer satisfaction, and reuse (purchase) intention, service quality affects satisfaction, and this satisfaction affects reuse intention [25]. It was reported that logistics service quality factors of online shopping malls have a significant effect on reuse intention as well as satisfaction [3]. Therefore, the hypothesis is as follows.

Hypothesis 4: Customer value will have a positive effect on customer trust.

Hypothesis 5: Customer value will have a positive effect on the intention to continue the relationship.

Hypothesis 6: Customer trust will have a positive effect on the intention to continue the relationship.

The model is described in detail in <Figure 1> below, along with some possibilities.

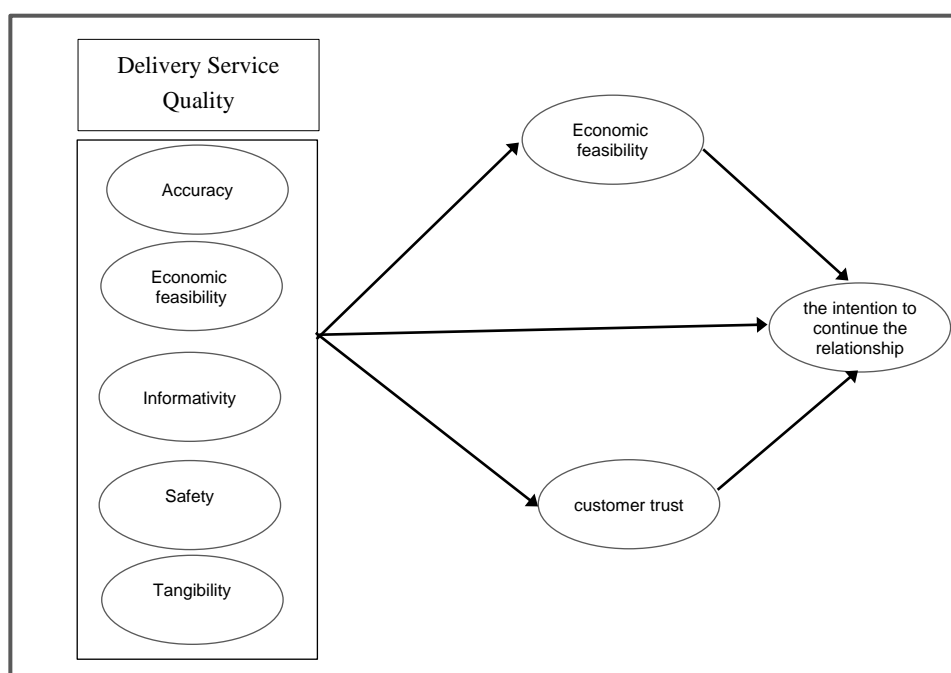


Figure 1: Research Model

3. Survey Design

3.1. Operation definition and measurement questions of delivery service quality

In this study, online shopping mall delivery service quality is an important variable in the influence relationship between customer value, customer reliability and relationship continuity intention [26]. Based on previous studies, delivery service quality was operatively defined as accuracy, economy, information, safety, and tangibility. Four items of accuracy, three items of economics, four items of informativity, four items of safety, and four items of tangibility were each modified to fit this study, and all items were measured on a 5-point scale. The questionnaire collection of this study was conducted using an online Google questionnaire, and the survey was conducted from October 10, 2022 to November 30, 2022. A total of 200 questionnaires were collected, and 195 questionnaires were finally applied to the empirical analysis. For the empirical analysis of this study, SPSS (Statistical Package for the Social Science) 26.0 was used. The specific analysis method of the study is as follows.

3.2. Reliability & Validity Analysis

This study used Cronbach's Alpha coefficient, which can estimate the internal consistency between items. All of the reliability coefficients of this study can be interpreted as high internal consistency of the items beyond 0.6 or more. Among the delivery service quality, the accuracy value was .777, the economic value was .745, the information value was .782, the safety value was .807. The tangibility value was .793. The reliability was .830, the customer reliability value was .831, and the relationship continuity intention value was .756. In order to check the operational definition of variables used in this study, a validity analysis was conducted through exploratory factor analysis. A validity analysis was conducted based on the evaluation criteria with an eigen value of 1 or more and a common value of 0.5 or more. One accuracy item and one

stability item whose factor loading value did not exceed 0.5 were deleted. It was found that the pattern and distribution of all other factor loading values were suitable.

4. Hypothesis Test Results

4.1. Analysis of the effect of delivery service quality on customer value

Hypothesis 1-1, hypothesis 1-2, hypothesis 1-3, hypothesis 1-4, and hypothesis 1-5 were established to achieve the purpose of this study, and multiple regression analysis was performed to test the hypothesis. The results of multiple regression analysis are as shown in <Table 1>. As a result of the analysis, the regression model was significant ($R^2=.698$, $F=90.694$). Hypothesis 1-1 on the customer value of accuracy was adopted as a $\beta = .171$, t value= 2.749 , and $p=.007$. Then, the hypothesis 1-2 on the customer value of economics was adopted as a $\beta = .150$, t value= 2.562 , and $p=.011$. Hypothesis 1-3 on the customer value of informativity was rejected as a $\beta = .106$, t value= 1.503 , and $p=.134$. Hypothesis 1-4 on the customer value of safety was adopted as a $\beta = .284$, t value= 4.076 , and $p=.000$. Hypothesis 1-5 on the customer value of tangibility was adopted as a $\beta = .258$, t value= 4.113 , and $p=.000$.

Table 1: Analysis of the effect of delivery service quality on customer value

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.783	.162		4.828	.000	
accuracy	.149	.054	.171	2.749	.007	supported
economic feasibility	.127	.050	.150	2.562	.001	supported
informativity	.087	.058	.106	1.503	.134	unsupported
safety	.236	.058	.284	4.076	.000	supported
tangibility	.226	.055	.258	4.113	.000	supported
$R^2 = .698$, $F=90.694$						

4.2. Analysis of the effect of delivery service quality on customer trust

Hypothesis 2-1, hypothesis 2-2, hypothesis 2-3, hypothesis 2-4, and hypothesis 2-5 were established to achieve the purpose of this study, and multiple regression analysis was performed to test the hypothesis. The results of multiple regression analysis are as shown in <Table 2>. In the regression analysis results for hypothesis verification, the degree to which the regression model was explained was found to be all appropriate ($R^2 = .623$, $F=65.227$). First of all, the hypothesis 2-1 that accuracy affects customer reliability was rejected as $\beta = .094$, t value= 1.349 , $p=.179$. Next, the hypothesis 2-2 that economic feasibility affects customer reliability was adopted as $\beta = .198$, t value= 3.016 , $p=.003$. Hypothesis 2-3 that informativity affects customer reliability was rejected as $\beta = .059$, t value= $-.745$, $p=.457$. Hypothesis 2-4 that safety affects customer trust was adopted as $\beta = .323$, t value= 4.156 , $p=.000$. Hypothesis 2-5 that tangibility affects customer trust was adopted as $\beta = .239$, t value= 3.421 , $p=.000$.

Table 2: Analysis of the effect of delivery service quality on customer trust

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.601	.200		3.002	.003	
accuracy	.090	.067	.094	1.349	.179	unsupported
economic feasibility	.185	.061	.198	3.016	.003	supported
informativity	.053	.071	.059	.745	.457	unsupported
safety	.297	.071	.323	4.156	.000	supported
tangibility	.232	.068	.239	3.421	.001	supported
$R^2 = .623, F=65.227$						

4.3. Analysis of the effect of delivery service quality on the intention to continue the relationship

Hypothesis 3-1, hypothesis 3-2, hypothesis 3-3, hypothesis 3-4, and hypothesis 3-5 were established to achieve the purpose of this study, and multiple regression analysis was performed to test the hypothesis. The results of multiple regression analysis are as shown in <Table 3>. Hypothesis 3-1 on the relationship persistence intention of accuracy was rejected as it showed $\beta = .121$, t value=1.776 and $p=.077$. Hypothesis 3-2 on the relationship persistence intention of economics was adopted as $\beta = .148$, t value=2.300, and $p=.023$. Hypothesis 3-3 on the relationship persistence intention of informativity was adopted as $\beta = .190$, t value=2.462, and $p=.015$. Hypothesis 3-4 on the relationship persistence intention was adopted as $\beta = .328$, t value=4.300, and $p=.000$. Hypothesis 3-5 on the relationship persistence intention of tangibility was rejected as $\beta = .134$, t value=1.957, and $p=.052$.

Table 3: Analysis of the effect of delivery service quality on the intention to continue the relationship

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.472	.204		2.308	.022	
accuracy	.121	.068	.121	1.776	.077	unsupported
economic feasibility	.144	.063	.148	2.300	.023	supported
informativity	.179	.073	.190	2.462	.015	supported
safety	.314	.073	.328	4.300	.000	supported
tangibility	.135	.069	.134	1.957	.001	unsupported
$R^2 = .639, F=69.541$						

4.4. Analysis of the effect of customer value on customer trust

The results of simple regression analysis to solve research hypothesis 4 are shown in <Table 4>. As a result of the analysis, the explanatory power of the regression model was significant ($R^2=.598, F=289.534$) was significant. Hypothesis 4 in which customer value affects customer trust was adopted as $\beta = .775$, t value =17.016, and $p=.000$.

Table 4: Analysis of the effect of customer value on customer trust

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.544	.211		2.583	.011	
customer trust	.856	.050	.775	17.016	.000	supported
$R^2 = .598, F=289.534$						

4.5. Analysis of the effect of customer value on the intention to continue the relationship

The results of simple regression analysis to solve research hypothesis 5 are shown in <Table 5>. As a result of the analysis, the explanatory power of the regression model was significant ($R^2=.619, F=316.116$) was significant. Hypothesis 5 in which customer value affects customer trust was adopted as $\beta = .788$, t value =17.780, and $p=.000$.

Table 5: Analysis of the effect of customer value on the intention to continue the relationship

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.351	.214		1.643	.102	
customer value	.856	.051	.788	17.780	.000	supported
$R^2 = .619, F=316.116$						

4.6. Analysis of the effect of customer trust on the intention to continue the relationship

The results of simple regression analysis to solve research hypothesis 6 are shown in <Table 6>. As a result of the analysis, the explanatory power of the regression model was significant ($R^2=.640, F=345.481$) was significant. Hypothesis 6 in which customer value affects customer trust was adopted as $\beta = .801$, t value =18.587, and $p=.000$.

Table 6: Analysis of the effect of customer trust on the intention to continue the relationship

	non-standardized coefficient		standardized coefficient	t	Significance	Result
	B	Standardization error	β			
(constant)	.694	.186		3.723	.000	
customer trust	.834	.045	.801	18.587	.000	supported
$R^2 = .640, F=345.481$						

5. Conclusion

The implications of this study are as follows.

First, the impact of delivery service quality on customer value was partially significant, and accuracy, economy, safety, and tangibility, excluding informativity, had a significant impact on customer value. This means that Mongolian online shopping mall consumers do not focus on receiving information such as the courier's information (name, affiliation, etc.) and visit time by text, phone, or e-mail when the ordered product

is delivered. It is judged that customer value is felt in accurate delivery, low delivery costs, safety and maintenance of delivered products, and the clothes of delivery personnel. Therefore, in order to improve the delivery service of Mongolian online shopping malls, the delivery appointment time of the delivery service must be accurately fulfilled, and the delivery cost must be lower than offline. In addition, the quality of food must be maintained well during delivery, and the clothes, cars, motorcycles, etc. of the delivery person must be clean.

Second, the impact of delivery service quality on customer reliability was partially significant, and economic feasibility, safety, and tangibility, excluding accuracy and information, had a significant impact on customer reliability. This shows that Mongolian online shopping mall consumers' trust in delivery costs, delivery product safety, and delivery clothes rather than delivery accuracy or delivery information. Therefore, the online shopping mall delivery service industry should have lower delivery costs when purchasing and delivering products online than offline purchases, and must maintain the safety of products and food during delivery. In addition, the cleanliness of the delivery company and the clothes of the delivery person must be kept clean.

Third, the effect of delivery service quality on relationship persistence intention was partially significant, and it was found that they felt relationship persistence intention in economy, information, and safety, excluding accuracy and tangibility. This seems to maintain the relationship with the delivery company based on information that allows Mongolian online shopping mall consumers to check the delivery price and the location of the ordered product, and whether the purchased product is well maintained during delivery. Therefore, Mongolia Online shopping mall delivery companies need to set low delivery costs to maintain relationships with customers, and an Internet tracking service that allows you to check the delivery location of the product must be arranged for.

Fourth, customer value showed a significant effect on customer reliability. Mongolian online shopping mall consumers showed customer value in accuracy, economy, safety and tangibility, and it is judged that customer value increases customer reliability. In addition, customer value seems to have a great influence on maintaining a continuous relationship. Therefore, in order to increase the customer value and customer reliability of Mongolian consumers, efforts should be made to configure delivery services beyond the level expected by consumers, and quality services should be provided compared to the cost paid by consumers.

Fifth, customer reliability showed a significant effect on the intention to continue the relationship. Mongolian online shopping mall consumers showed customer reliability in economy, safety and tangibility, which is judged to increase the intention to continue the relationship. Therefore, online shopping mall delivery to increase the customer reliability and relationship continuity intention of Mongolian consumers should strive to the extent that it does not cause minimal damage to customers and strive to build high trust with customers.

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