

Effects of Perceived Value, Service Quality and Customer Trust in Home Delivery Service Staff on Customer Satisfaction: Evidence from Pakistan

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ABSTRACT

Since e-commerce has expanded rapidly in recent years, it's clear that reliable delivery services are crucial to keeping customers happy. Supplying items on time, providing better service to customers, charging reasonable prices, and enhancing the supplier's reputation are all significant means of retaining existing customers and attracting new ones. The study's key research question is, "How important is the quality of home service?" The value that the customer attributes to the product or service has a direct impact on how satisfied they are with the purchase. Islamabad, the capital of Pakistan, will serve as the venue for the gathering. Four hundred users of the home delivery service were polled via email. The Smart PLS framework analyzes conceptual models using partial least squares structural equation models (PLS-SEM). These findings highlight the importance of service quality, the perceived value of the service, and trust in determining customer satisfaction. Trust allows for a connection to be created between a customer's happiness and their perception of the service's value, as well as between a customer's satisfaction and how much they like using the service. These findings, grounded in Expectation Rejection Theory, expand the SERVQUAL model by factoring in perceived value in the presence of trust and so aid in the creation and validation of trust-based models of customer satisfaction. Managers can tell their service providers how to be more reliable and trustworthy by using the study's results.

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INTRODUCTION

With the advent of e-commerce, home delivery has become vital to a highly effective electronic supply chain system that aims to optimize efficiency, convenience, and quality. E-commerce businesses may provide their customers with a smooth experience and high levels of speed, responsiveness, convenience, quality, care, and satisfaction by partnering with dependable home delivery services (Kassim & Abdullah, 2010). This alternative might have certain benefits over in-store purchases and pickups. To put it in the simplest terms possible, home delivery services may be defined as any action or service that is performed by a company to convey things and materials to the doorstep of the consumer (Al Halbusi et al., 2020). This comprises everything

from ordinary to unique things; traditional grocery services to online purchases; and all different kinds of purchases that are required on a daily basis for various reasons. Client purchases made online are then transported to their homes as deliveries (Halbusiet al., 2020). Actually, loyal customers are the lifeblood of any business. To increase their market share and profits, many companies now put more emphasis on keeping their current customers happy. The favorable word of mouth and increased cross-selling that might result from defensive methods can make them more lucrative than attacking ones (at potentially higher prices)(Vukmir, 2006). Because of the rise of e-commerce, businesses now have the ability to sell their wares directly to end users over the internet. They are nevertheless able to generate revenue from their interactions with clients that reside in different locations. The information and communication technologies that exist now make it possible to find a solution to every problem(R. U. Khanet al., 2022). If businesses can use the internet to acquire access to resources that were not previously available to them, it is possible that they will be able to provide customers with more value for the money that they spend. Customers and businesses can now have more in-depth conversations and make more personalized products than ever before thanks to the internet(Y.-J. Kim & Kim, 2022).

When introducing a brand-new product or service, advertising is an absolutely necessary step. Even though some listeners may not be familiar with advertisements, they continue to be broadcast. In today's world, marketers are willing to employ any strategy that will help them spread their message (Abbas et al., 2022). E-marketing and e-purchasing are obvious considerations for every organization operating in today's online marketplace, and their potential should be properly evaluated. It's not easy to create a website that looks good and has enough useful information to keep people coming back (Abbas, 2020). As a means of reducing the perceived risk associated with using the service and securing long-term clients, many online firms want to go above and beyond mere customer satisfaction (Yanget al., 2022). Maybe trust is seen as a vital factor in the process of establishing and maintaining digital connections. They, too, face challenges when trying to encourage more consumers to shop online. Customers need to believe that their information is secure and won't be shared with any outside parties. Customers making purchases online must have assurance that their personal and financial information is secure. Studies reveal that as much as 75% of internet shoppers never complete their transactions (Abdullahet al., 2022). Novitasariet al.,(2022) suggested that customers use online marketplaces to find what they need and conduct preliminary research before making a final purchase over the phone or in person. Both the theoretical and empirical backing for these issues, however, is mostly based on the developed world.

Historically, grocery stores have been among the first to offer home delivery, which entails

having a staff member or an outside company bring the customer's ordered items to their home (such as their homes, workplaces, or other designated areas) (Abbaset al., 2020). Online grocery stores have revitalized an age-old service made possible by the development of contemporary technology and the Internet by placing a premium on providing timely and accurate grocery delivery (Goelet al., 2022; Rajasulochana & Khizerulla, 2022). The high cost of home delivery services has historically been a big concern, especially for grocery retailers that make poor use of home delivery. However, by the turn of the century, it was forecasted that home delivery services would once again experience a surge in popularity. Many consumers who are short on time have turned to home delivery services (Rajasulochana & Khizerulla, 2022). Because of the meteoric rise in both Internet capabilities and usage, there has been a corresponding increase in the number of online businesses. With over half the global population online, the Internet has had far-reaching effects on industry and culture (I. A. Khan et al., 2022). With more and more people having access to the internet, e-commerce has exploded in 2017. The value of online purchases was \$2.30 billion in 2017, and it is projected to reach \$4.88 billion by 2021 (Ruan & Mezei, 2022). The proliferation of internet meal ordering in urban areas in recent years has spawned a thriving home delivery industry, with Hungry Naki and Food Panda as just two examples. Even in more developed countries, like Turkey, people are increasingly using online food delivery services (Sanwal & Ullah, 2021). There is a considerable correlation between the availability of home delivery services and the expansion of online shopping as well as the rise in revenues generated by these companies. As a result, it is widely regarded as a potentially game-changing new technique of conducting retail commerce and as a critical aspect of a comprehensive plan for integrated logistics (Alzoubiet al., 2022). The capacity of a business to guarantee deliveries will be made on time and without any issues is a strategic and competitive weapon that may have a significant impact on the level of customer satisfaction and overall success in the increasingly competitive market of home delivery. Companies have to find a way to set themselves apart from their rivals if they want to be successful over the long term. When it comes to retail and service industries, one of the most common strategies for competing successfully is to provide outstanding customer service (Hamzahet al., 2022).

For an online ordering system to be successful, it is crucial that customers have a positive experience with the home delivery option. However, delivery personnel typically face a number of hurdles, such as clients' unavailability, wrong addresses, lengthy wait times, and so on, when bringing requested items to customers' houses. The implications that these concerns can have on one's finances can be disastrous (Darko & Liang, 2022). Customers have a variety of expectations for home delivery services, including prompt arrival; cautious handling of grocery items; friendly interactions with the person who is delivering products; paperwork that is clear and easy to understand; guaranteed convenience; and so on. In order to live up to the great expectations of their clientele, home delivery services are required to maintain stringent quality controls (Darko & Liang, 2022). In spite of the ongoing COVID-19 pandemic, there has been a significant rise in internet sales over the course of the previous few years. There have been noteworthy shifts in the buying patterns and shopping habits of customers as a direct response to

the COVID-19 virus outbreak that occurred not long ago. The meals you get in a restaurant and the food you get at a food court are completely different (Darko & Liang, 2022). Through different flows of people, information, and ideas, it is believed that the process of networking between different actors destroys national borders and increases the state's dominance. It has been widely achieved economically in many globalized nations (Akram et al., 2022).

Countries that have enacted limits on social interaction, such as the abolition of dine-in services, have seen the rise of drive-thru, takeaway, and home delivery as important alternatives to ensure their businesses' survival (Darko & Liang, 2022). Companies have flourished thanks to these substitutes in nations where citizens are restricted in their ability to communicate with one another. This trend is exemplified by the rise of methods for ordering food online and via mobile apps (Darko & Liang, 2022). The concept of online meal delivery services has had fast growth in academia, attracting the interest of both managers in practice and retailers. A firm's performance is dependent on the speed with which its delivery service staff bridges the quality gap between what customers want and what the company actually provides (Darko & Liang, 2022). The goal of this study was to answer the following questions in light of the important jobs that delivery professionals in home delivery services did during the COVID-19 outbreak around the world.

- 1: When it comes to making online purchases, how satisfied are you with the service you receive from home delivery personnel?
- 2: When deciding how much to pay on home delivery, how much do online shoppers place a premium on the service provided by a human being?
- 3: How much of uplift may be expected in the dispositions of people who shop online when they have faith in the service that will be delivered by the people delivering the deliveries?

In light of the recent COVID-19 outbreak, this research aims to ascertain if the level of service provided by delivery personnel affects the level of satisfaction experienced by online shoppers. Customer satisfaction with home delivery services can be affected by a number of factors, including the quality of service provided, the reliability of the business, and the confidence the customer has in the delivery personnel (Uziret al., 2020). Customer satisfaction can range from utter displeasure to mild happiness to strong pleasure or extreme delight, depending on the level of quality delivered. To put it simply, customers will be unsatisfied if the service falls short of their expectations and happy if it meets or surpasses those expectations. Customers' perceptions of the quality of the service they received can also have an impact on their level of satisfaction. In light of their needs and budget, they rate the service (Dirsehan & Cankat, 2021). Customer satisfaction is unaffected by price if the value provided by the service outweighs the cost. Therefore, it is postulated that customers' valuations of a product or service are highly consequential in deciding the degree to which they are satisfied. Last but not least, trust, or a degree of reliance between two parties, can be a game-changer by creating a link between buyers and sellers (N. L. Kimet al., 2021). Customer confidence, however, is the single most important

factor in e-commerce's success or failure. Satisfaction levels among consumers are notoriously unstable. Although it may sound utopian at first, the SERVQUAL paradigm has been shown to be highly effective at diagnosis and to have important practical implications. Some studies have looked at how trust affects customers' experiences, but none have focused on home delivery, and the authors don't know of any qualitative or empirical studies that measure how happy customers are with the service provided by people who do home deliveries (Khusnahet al., 2022). To address this deficiency, researchers are conducting studies to understand more about the factors starting from most vital factor service quality and what customers perceive and last one trust in home delivery employees that contribute to customer satisfaction with home delivery services (Al-Hashemet al., 2022).

In this study, we employed expectation disconfirmation theory (Joseph F. Hair et al., 2020) to determine the level of consumer satisfaction following a purchase or commitment to a new service. It is expected that consumers who make online purchases will have specific expectations, rely on, and create opinions regarding the service given by home delivery staff. During the last stage of every transaction, the client evaluates the quality of the service and communicates their contentment, uncertainty, or displeasure. Participants were Internet users from Islamabad, Pakistan, who had placed orders for home delivery. The study's findings are highly relevant for the field of service marketing because they can direct efforts to improve home delivery service systems, broaden connected corporate growth activities, and increase customer satisfaction levels involving third-party home delivery personnel. The findings can also be used to improve related business growth projects, home delivery service systems, and customer satisfaction.

Important implications for service marketing were also revealed from this study. The results of this study back up the theory of EDT by showing how trust mediates the relationship between how consumers value home delivery services and how perceived value directly affects how they value those services. This study is particularly pertinent in view of Pakistan's enormous population, rapidly expanding economy, and constant push for greater digitization. The subsequent phases are to build the conceptual framework of the investigation, conduct literature reviews on the relevant constructs, and produce hypotheses. The respondent profiles, data analysis, comments, conclusions, and recommendations follow the techniques section.

LITERATURE REVIEW

This study aims to improve the delivery efficiency of online purchases to customers in chosen locations by analyzing the impact that home delivery service has on the level of customer satisfaction experienced by such customers. The following inquiries dominate the scope of current research pertaining to the EDT framework: ii. How do people who shop online feel about the companies that provide delivery services? Three, how crucial is it to trust the people who are delivering the goods? iv What is the connection between high-quality service, the value of the

customer's experience, trust, and overall happiness?

Delivering Products at Home

In order to fulfill consumer orders, most traditional retailers hire third-party delivery services to operate through an electronic marketplace where the retailer, the customer, and the service provider can all engage in sales, communication, and coordination. Package assembly and dispatch are a daily necessity for most 3PLS (Sari & Balqiah, 2022). Getting signatures from consumers is just one of the many challenges faced by delivery people on a regular basis. These steps could be laborious, time-consuming, and frustrating for the delivery provider. Meeting with customers at their most convenient time allows for immediate order taking. The results of the (Yaacob et al., 2022) study on self-service package delivery by delivery companies and their customers' online stores show that delivery services are working hard to improve delivery efficiency, shorten delivery times, and reduce labor costs. In this system, consumers hope for more flexible delivery windows and a wide variety of delivery options to meet their needs. The rising popularity of home delivery services can be attributed, in part, to the convenience they provide, which eliminates the need to go out of the house or to carry heavy things. They can have all of their purchases delivered right to their door (Sari & Balqiah, 2022).

Along with the rise of online shopping, the importance of convenient delivery to the consumer's doorstep has increased. There is a widespread belief in the online grocery industry that offering home delivery services presents a unique opportunity to better serve customers, gain an edge over the competition, and forge lasting relationships by way of more responsiveness, convenience, and customization (Weiet et al., 2022). The ongoing pandemic has prompted numerous experts and researchers to prioritize creating new strategies for home delivery. Worldwide business restrictions will make 2020 difficult for retailers, but experts predict that online retail sales will surge by 28.7 percent to \$4.291 trillion in 2018. This is a massive rise. The worldwide mid-term pandemic prediction dropped by 3.01%, from \$24,143 trillion in 2019 to \$24,099 trillion in 2020. Online shopping in Argentina had an increase of 80%, while in Singapore it rose by 72.11%. Internet retail sales in Pakistan are on the rise and have enormous growth potential (Jamil, 2022).

Expectation Disconfirmation Theory

The theory of disconfirmation expectations serves as a cornerstone for studies in marketing and consumer behavior (Oliver & DeSarbo, 1988). A customer's satisfaction is "a function of anticipation and confirmation or disconfirmation," as the theory's authors describe it. When a customer's expectations regarding a product or service don't match up with their actual experiences after making a purchase, they feel uncertain (Susarla et al., 2006). The effects of this variable are open to either benefit or harm. If the variance is positive, the post-consumption experience was better than expected, and if it is negative, the post-consumption experience was worse than expected. Depending on the surrounding circumstances, dislike can be seen as a good

emotion (indicating satisfaction) or a negative emotion (showing dissatisfaction). Several disciplines make use of this idea, including consumer behavior and marketing, human resources, leisure behavior, medicine, psychology, service quality, marketing, and management. According to EDT, the most important factor for consumers is how well a product or service meets their individual needs and preferences (Yi et al., 2021).

By contrasting the two, we may get a sense of how satisfied customers are with the service. The study set out to discover the causes of this gap between promised and delivered customer service for its participating vendors (Kopalle & Lehmann, 2001). Customer satisfaction with an online purchase is strongly influenced by the delivery agent's reliability and the customer's evaluation of the delivery agent's performance (Kopalle & Lehmann, 2001). If the delivery service is of high enough quality (Kettinger & Lee, 2005) and customer value (Loureiro et al., 2014), online shoppers are more likely to be satisfied. Customers are more likely to have a good online purchasing experience if employees earn their trust. Therefore, trust can be an important aspect in making customers satisfied (Uzir et al., 2021).

Internet, ADSL technology (Hidayat et al., 2015), utilities, hotels, mobile Internet (Cristobal et al., 2007), health care and retail (Rizka & Widji, 2013) are just a few of the industries where EDT has been utilized to examine the correlation between service quality and consumer loyalty and trust. This study aimed to determine how home delivery services affect consumer satisfaction. Therefore, EDT is continually extending its understanding.

Customer Satisfaction and Service Quality

The psychological, economic, business, marketing, real estate, and tourist fields are only a few of the ones that have made use of customer satisfaction constructs in their studies (Jiang et al., 2017). Customer satisfaction is defined as the degree to which the actual service provided meets or exceeds the customer's expectations for that service (H.-S. Kim & Shim, 2019). Consumer satisfaction can be defined as "the sensation, attitude, or desire a customer has about a service or product after utilizing it." A quantitative measure of this would be the fraction of consumers who report having an experience with the business, product, or service that is "above and beyond" their expectations. The quality of services provided has a direct impact on customer satisfaction (Chuenyindee et al., 2022). Despite the fact that some people define service quality as "the overall excellence of the customer" or "the superiority of the service supplied," (Yunita et al., 2022) define it as "the result of an evaluation procedure in which customers compare their expectations with the service they believe they received." Simply put, it compares "the level of quality of products and services provided to customers, as well as their satisfaction with the service" to "the result of customer perception of perceived and expected services, as well as the operational relationship between variables such as technical and operational quality." (Saraswati, 2022) think that service quality is a dynamic part of customer satisfaction models, while others think it is a key part of customer-centric business models.

All aspects of service quality are captured and quantified using the SERVQUAL methodology. It has five components defined by (J. Kim, 2021): service appearance (or perceived liveliness of service), reliability (demonstrating consistent and reliable work), empathy (drawing in personal and emotional attention), and eagerness to deliver service. It has been established, using the SERVQUAL framework, that there is a positive and significant relationship between service quality and customer satisfaction in a wide range of settings, such as on-demand home services (Sivathanu, 2019), hotel operations in Indonesia (Anabila et al., 2022), food retailing in Chile (Naini et al., 2022), and Malaysia. Specifically, the insurance and life-insurance markets in Indian, South Korean's restaurants and banks & international financial institutions (IRADAWTY & IMAMAH, 2022)

By applying the SERVQUAL model across a range of service sectors and conducting in-depth analyses of the correlation between customer satisfaction and various facets of service quality along a range of dimensions, (German et al., 2022) have concluded that the latter is the most crucial consideration in the service industry. Since the quality of logistics services is widely regarded as the most crucial factor in sales, it has been the subject of numerous studies in the context of online retail. Commerce on mobile devices, or commerce on mobile devices? Studies in the field of commerce have consistently shown that consumer expectations of delivery service providers are predicated on the belief that consumers will increasingly make purchases through digital rather than traditional means (Gavahi, Hosseini, & Moheimani, 2022). In order to gauge how satisfied mobile shoppers are, Wang and Liao (Wang & Liao, 2007) developed a rating system. Featuring both online and offline components, the multi-channel retail model gives consumers more leeway in deciding how they would like to make purchases and receive their orders. Ultimately, the literature stresses the need to deliver a high-quality service. Marketers must place a high value on customer satisfaction and work to meet the needs of their customers, which may include meeting their desire for a variety of contact methods. (Söderlund & Sagfossen, 2017) stressed the importance of service quality in boosting happy clients. Consequently, we will assume the following:

H1: Customer satisfaction (CS) is positively by Service quality (SQ) in service of home delivery personnel.

Customer perceived value (CPV) and satisfaction

A consumer's evaluation of a good or service's value is based on how much they enjoy using it and how much they mind spending on it (VUONG et al., 2022). The customer expresses satisfaction and asks for a return. To stand out from the crowd, you need to deliver what your customers value most. Despite the fact that perceived value is a well-established and accurate predictor of consumer purchasing behavior, research on the relationship between perceived value and customer happiness has yielded contradictory results (La Won & Nuangjamnong, 2022). (Paulose & Shakeel, 2022) found that the success of the hotel industry in Mauritius is due in

large part to the positive reviews left by delighted guests. (Gaberamos & Pasaribu, 2022) has found a robust connection between customers' valuation of their mobile service and their level of contentment with that service. The association between these two factors has been found to be weak or nonexistent in other investigations. As a result, we propose the following theory:

H2. Customer satisfaction (CS) is positively affected by Customer perceived value (CPV) in service of home-delivery personnel.

Trust and customer satisfaction

Building trust is a crucial skill in every field, and it all begins with personal relationships. Building, developing, maintaining, and actively testing a reliable process takes time (Lượng et al., 2022). (Khalid) in Pakistan looked into how trust affected customers' opinions of home delivery services and discovered that it had a major bearing on those opinions. In a positive and substantial way, trust and contentment are related. According to (Pradana et al., 2022), trust is the most important aspect of any commercial connection since it establishes the reliability of each party involved. Customers rely on home delivery services to have their purchases or services sent to them in a timely manner and in the correct condition (Harianto & Berlianto, 2022). The receiver must be present to take the shipment and sign the delivery receipt, as this is a requirement of the shipping company. Trust is vital to the success of any company or commercial engagement in today's Internet- and technology-driven world. Since delivery personnel often stand in for sellers in mobile and online commerce, the high levels of confidence between buyers and sellers are reflected in the high levels of customer anticipation (Pratiwi et al., 2022). In most cases, a customer's impression of a business can be gleaned from how they were treated by the delivery service. As a result, focusing on enhancing customer happiness is crucial to growing a business. Many studies have demonstrated the close connection between trust and happiness. For instance, trust among customers has been shown to have a beneficial effect on a company's bottom line. Chong (2013) demonstrates that confidence in mobile commerce has a substantial effect on the happiness of Chinese consumers. Trust was revealed to be significantly and unambiguously influenced by customer satisfaction. Therefore, we infer the following from the preceding argument:

H3. Customer satisfaction (CS) is positively affected by Trust in the service of home delivery personnel.

The role Trust as a mediator

The degree to which clients have faith in a company indicates how willing they are to do business with that firm despite the presence of certain risks. Because of this, patrons are more likely to remain loyal (J. Khan et al., 2022). According to (Dewobroto et al., 2022) cited above, trust is not only crucial for long-term consumer commitments but also has a positive and statistically significant association with relationship commitment. "So long as one side has faith

in the exchange partnership and internationalism," they write, "trust remains." In this talk, (Choong & Ng, 2022) used the expectation inversion theory to explain how trust plays a mediating role in the evaluation of services or products in China's tourism business, ultimately influencing the level of customer satisfaction in that sector. In theory, it should be possible to see into the future. All the way from fully mediated to completely unmediated findings were shown. When examining the link between shopping mix and online purchasing behavior, the (Joet et al., 2022) also demonstrated that the trust construct was a potent mediator or intervening variable. (H.-S. Kim & Shim, 2019) suggests that mediation may either help build or destroy trust. In their study of life insurance in Malaysia, the authors found that customer trust moderated the effects of other factors. Studying the Korean restaurant industry, researchers discovered that trust played a moderating role. Among the many connections between service excellence and repeat business, the researchers found that customer loyalty played a crucial influence. (H.-S. Kim & Shim, 2019) discovered that the relationship between customers' perceptions of value and their satisfaction with online delivery was moderated by trust in the online marketplace for pre-owned goods. Having a positive association with a high-quality brand has been shown to promote customer loyalty, and numerous studies back up the premise that offering excellent service increases customers' trust in a company. (Yildiz, 2017) found that trust played a major moderating influence in a similar investigation of Turkish freight companies. This leads us to the following inferences about the evidence:

H4. Trust plays a role of mediator between service quality (SQ) and customer satisfaction (CS) in service of home delivery personnel.

H5. Trust plays a role of mediator between Customer perceived value (CPV) and Customer satisfaction (CS) in service of home delivery personnel.

RESEARCH METHODOLOGY

Sample and materials

We were able to collect data from four hundred respondents who made purchases online in Islamabad, which is the capital city of Pakistan. The investigation was carried out by employing a standardized questionnaire and the survey approach to data collection. Before we sent out the survey questions, we had a face-to-face conversation with home-delivery shipping experts to make sure that the test's components were pertinent and accurately represented the constructs that it was intended to measure (Joseph F. Hair et al., 2019). As a result of the test, a few of the questionnaire items had their language and descriptions modified in a minor way. A reasonable number of essential variables, also known as dimensions, and other service features were determined and summarized with the use of factor analysis. This was accomplished by dividing the total number of variables into categories.

Common Method Variance (CMV)

This study has the potential for common method variance because responses were collected from a large number of respondents in a short period of time using a single questionnaire. When varied data is collected from the same sources, (Podsakoff et al., 2012) observed, common technique variation becomes a concern. To prevent frequent procedure changes as much as possible, we began by implementing procedural measures, including a cover letter confirming participants' complete anonymity and urging them to submit the questionnaire directly to researchers. To further utilize statistical solutions, we employed Harman's single-factor test to account for variation in regularly utilized methodologies. Harman's model was analyzed using un-rotated principal component factor analysis in SPSS to test for a single factor. Seven distinct factors with Eigen values of 1.00 or above were identified, as opposed to a single large factor that would have accounted for 72.789% of the variation. In addition, it was discovered that the first element had the biggest variation (45.957%), which was less than 50%, indicating that the variance in the common approach was not a cause for concern. (Guide Jr & Ketokivi, 2015) believe that it is no longer acceptable to rely solely on correlation or a single-factor test. Therefore, the study applied the unmeasured latent method construct approach proposed by Podsakoff. Using this technique, all data points were used to derive a substantive construct and a common process construct. The results validated the path coefficients for these theoretical frameworks. Using the square of loading for both the common procedure and the substantive constructs, the item-explained variance was calculated. CMB/CMV was not a pressing issue because the loadings on the technique construct were not statistically significant and the percentages on the substantive constructs were much higher than those on the technique construct (Afthanorhan et al., 2021).

RESULT AND DISCUSSION

Participants and Respondents' Profile

Pakistan's capital, Islamabad, is also home to 400 of the responders. The research was done with a survey, and the questions were planned ahead of time. Before sending the survey to the general public, we did a content validity test with experts in home-delivery shipping to make sure the questions were relevant and accurately reflected the things they were meant to evaluate. Based on the results of the pilot survey, a few questions in the final survey had their wording and explanations were slightly changed. We used factor analysis to find and summarize a number of important features and traits that affect the quality of a service encounter. These were all things that could have caused the problem.

Data analysis through structural equation modeling (SEM) technique

The decision to use structural equation modeling, which is a multi-step process for evaluating vast amounts of data, was made because (Anderson & Gerbing, 1988) favored using it. In the field of behavioral research, the structural equation model is frequently used (Zhou et al., 2021). Initial investigation focused on determining the concept dependability, convergent validity, and discriminant validity of the outer model. During the second stage, we conducted an investigation into the structural model's underlying hypotheses in order to determine the nature of the causal connections that exist between the structural model's independent variables and its dependent variables. In these tests, the partial least square structural equation modeling available in SmartPLS 3.3 was utilized (PLS-SEM). According to reports, the variance-based PLS-SEM that (Cassell & Bickmore, 2000) advocate is preferable to the covariance-based SEM because of its resistance to collinearity and data dispersion. PLS does not suffer from these two drawbacks associated with multiple regression analysis because it is a nonparametric method (Uziret al., 2021). He then went on to show that PLS allows for indeterminacy, explains complex relationship models, and is flexible to a wide range of designs, all while avoiding wrong answers. He did all of this while demonstrating that PLS is superior to other approaches. Multiple regression requires non-normal data. On the other hand, PLS-SEM is able to work with unusual data and test assumptions about the ways in which different constructs are related to one another.

Measurement Model Assessment

The measuring paradigm is supported by construct reliability, discriminant validity, and convergence validity (Anderson & Gerbing, 1988). To be deemed convergent valid, two instruments measuring the same notion must have a strong correlation. The authors (Kopalle & Lehmann, 2001) and (Joseph F. Hair et al., 2019) say that to judge the convergent validity of the reflecting concept, you need to look at the outer loadings of the variables and the average variance produced by the models. It is advised to use outside loadings, also known as indication reliability, at values of 0.708 or greater. Nine items from a number of factors, including ADK3, EMP2, RSD4, RSD5, Rel4, Tan5, CPV1, CS3, and CS5, were eliminated due to poor outer loading, which is defined as loading values below 0.70. The remainder of the commodities were deemed acceptable as long as their values were larger than 0.70. In terms of construct dependability, values of Cronbach's alpha (Yang et al., 2022) and composite reliability of more than 0.70 are regarded as excellent. In this investigation, the results fell within the required ranges of 0.829 and 0.981 and 0.886 and 0.986, respectively. The Average Variance Extracted (Kopalle & Lehmann, 2001), whose value is greater than 0.50, is one of the common metrics of convergent validity. An AVE in the range of 0.660 to 0.947 showed convergence validity. These results are shown in Table 1.

The HTMT criteria and the Fornell and Lacker criterion were used to assess discriminant validity. Using the Fornell and Lacker ratio, it was assumed that all correlation values between study construct pairings were higher than the square root of AVE (Joseph F. Hair et al., 2019). As shown in Table 1, these variables lacked discriminant validity, because the square root of AVE was greater than the corresponding row and column value. (Henseler, Ringle, & Sarstedt, 2015) HTMT approach was used to conduct additional research on discriminant validity. This relationship is described by the phrase "within-construct correlations to between-construct correlations" (HTMT). The study's findings support the claim that either the HTMT90 or HTMT85 meets the HTMT criteria. (Franke & Sarstedt, 2019) could only utilize square roots up to 0.727. These two measurements verify the discriminant validity of the test.

Table 1: Discriminant validity via fornell and larker

	Customer Satisfaction	Perceived Value	Service Quality	Trust
Customer Satisfaction	0.889			
Perceived Value	0.671	0.888		
Service Quality	0.679	0.451	0.710	
Trust	0.663	0.649	0.612	0.662

Table 2: Discriminant validity via HTMT

	Customer Satisfaction	Perceived Value	Service Quality	Trust
1.Customer Satisfaction				
2.Perceived Value	0.721			
3.Service Quality	0.730	0.541		
4. Trust	0.679	0.690	0.631	

Structural model assessment

The structural model underwent study with the aim of hypothesis testing after establishing the validity and reliability of the measurement model. Table 4's findings show that each of the five hypotheses was true. High levels of customer satisfaction are correlated with high levels of service quality ($= 0.398$, $t = 7.977$, $p 0.001$). In a similar vein, trust has a substantial impact on customer satisfaction ($= 0.181$, $t = 3.449$, $p = 0.001$) and customer perceived value has a significant impact on customer satisfaction ($= 0.351$, $t = 6.571$, $p 0.001$).

Table 3: Structural path analysis: Direct effect

Paths	Beta	St. Error	T-Value	P-Values	Bias Corrected and Accelerated 95% Confidence Intervals		Decision	R2	f2	Q2
					Lower Level	Upper Level				
H1 : SQ → CS	0.398	0.050	7.977	0.000	0.303	0.492	Supported	0.624 (CS)	0.261	0.496 (CS)
H2 : CPV → CS	0.351	0.053	6.571	0.000	0.246	0.449	Supported	0.482 (Trust)	0.183	0.481 (Trust)
H3 : Trust → CS	0.181	0.053	3.449	0.001	0.078	0.288	Supported		0.044	

Thus, all three of the direct influence hypotheses—H1, H2, and H3—were confirmed. The results of the survey also showed that customer satisfaction is most significantly impacted by service quality. The bootstrapping method was used in accordance with Preacher and Hayes' (2008) advice to calculate confidence intervals for indirect links in order to understand their effects (Loureiro et al., 2013). Customer happiness and service quality were statistically significantly correlated when trust was present ($= 0.066$, LCL = 0.029, UCL = 0.115, $p < 0.05$). Trust was found to be an effective mediator because of the relationship's wide-ranging direct and indirect effects. H4 (the fourth hypothesis) is therefore correct. Trust has a statistically significant indirect impact on customer satisfaction, much like perceived value ($= 0.086$, LCL = 0.039, UCL = 0.140, $p < 0.05$). Thus, H5 is supported. (See Table 5).

Table 4: Structural Path Analysis: The Mediation effect of Trust

3		Direct Effect	Indirect Effect			
		Beta	95% BCCI Beta	LCL	UCL	Mediation Status
<u>H4</u> : SQ	Trust	0.398a	0.066a	0.029	0.115	Partial
<u>H5</u> : CPV	Trust	0.353a	0.086a	0.039	0.141	Partial
CS						
CS						

With an estimated R2 of 0.531 for trust and an R2 of 0.634 for user happiness, we infer moderate to significant effects in terms of the model's explanatory power. On top of that, we looked into the predictor-correlations with Stone-Geisser. A summary of the measuring model, including item loadings, construct reliability, and convergent validity, can be seen in Table 1. Reusing samples with a K-squared value larger than zero through a blind sampling procedure In light of this, the study model successfully predicted clients' levels of trust and satisfaction ($K^2 = 0.482$)(Joseph F. Hair et al., 2019). In conclusion, the effect size was computed by first estimating the determinant variance of the endogenous variables and then evaluating the magnitude of the effect(Joseph F Hair et al., 2017). The modification of f^2 via R2 provides insight into the impact of specific exogenous latent factors on endogenous latent variables. The resulting f^2 values of 0.03, 0.16, and 0.36 imply moderate, high, and small effects, respectively, according to the effect size calculations. Table 4 displays the calculated effect sizes alongside the corresponding latent variables. So, the relative effect sizes of service quality, perceived value, and trust on customer satisfaction are 0.261, 0.183, and 0.044. When evaluating customer satisfaction using (Cohen, 2013), we find that trust has relatively little effect, whereas service quality and perceived value have quite a large one. An Importance and Performance Map Analysis (IPMA) was conducted alongside the PLS-SEM analysis to glean additional information and insights. They assert that IPMA reveals the relative importance of variables within the framework of the goal and permits variables to be prioritized in order to enhance the target variable. Find out what it means. From the data in Table 6, we can conclude that service quality (0.597) has a 67% impact on customer satisfaction, whereas perceived customer value (0.520) has a 73% impact. Trust had the least impact on results (0.135; 62%).

Table 5: Importance and performance map analysis (IPMA) of construct on customer satisfaction.

	Importance (Unstandardized)	Importance (Unstandardized)	Performances
Customer Perceived Value	0.520	0.435	73.38%
Service Quality	0.597	0.466	67.04%
Trust	0.135	0.182	62.70%

CONCLUSION AND POLICY IMPLICATION

This study examined the role of trust as a moderator between service quality and customer satisfaction in home delivery services. EDT was used to develop five hypotheses to answer study questions. According to the study, quality of service and perceived value has a big impact on consumer satisfaction. They also stressed the importance of trusting the delivery staff for happy clients. The numbers support direct-impact ideas. Customer perceptions of the value and quality of delivery service were important determinants of satisfaction. Client satisfaction is also affected by trust in the delivery team's service. These findings match previous research. Several studies have found strong correlations and causal links between service quality and customer satisfaction. This study adds additional evidence that the SERVQUAL model and its five components are important predictors of client satisfaction. These studies provide actual proof that these associations exist, corroborating current research. By combining the findings of the current study with those of earlier studies, we found that delivery crew service quality is crucial to customer happiness. This result was reached by combining current and past research. Customers demand punctual, accurate, and reliable delivery employees. Tone, appearance, communication skills, and genuine concern for consumers may influence recipients' opinions of the company or provider. Delivery workers must consider how clients will react to delays. They must be patient and attentive to customers. When delivering large or expensive items, delivery employees should help the buyer or recipient without grumbling or rushing them. especially if the item is pricey. Some items must be supplied at a certain temperature, while others must be stored at a different temperature. When delivering electronic goods and other electrical things, delivery staff attentiveness is crucial to customer satisfaction and the company's reputation. If a purchased item is destroyed, lost, or broken, the delivery personnel must express compassion, reassure the customer, and offer advice. They must not worsen the situation and reassure customers. Because consumers don't have to leave their homes, home delivery is more convenient than going to the store.

According to this and other research, the degree to which a consumer identifies value in a product or service affects his or her satisfaction. When a customer thinks the delivery personnel treated them nicely, they're happy with the service. These customers are more likely to stick with the firm or product. When customers feel they're getting their money's worth, they have a better opinion of a firm or brand. This concept shows how important it is to provide customers with a sense of worth. The delivery staff should be skilled and competent to exceed consumer expectations.

The study's authors emphasized consumers' expectations of getting their money's worth—in this case, the home delivery premium. Pakistani customers are price-conscious and cautious. Therefore, companies must offer valuable goods and services. Consumers want home delivery's premium to be fair and competitive compared to alternative options. Customers want to trust delivery messengers. EDT says the key to keeping customers happy is giving them good value. This study validates the third hypothesis that trust predicts consumer happiness. Delgado-Ballester uses trust to symbolize client security. Several studies, including one from Pakistan, support this. Repeat business, outstanding reviews, and positive word-of-mouth can help establish a customer's trust. It might resemble a home delivery service, boosting consumer trust. WOM and personal service create trust. Delivery service employees' promptness, attentiveness, and feeling of duty can inspire trust in clients, increasing customer satisfaction and goodwill toward the firm. According to this study, trust affects consumer delight in service marketing. This study found no link between trust and service quality or customer pleasure. Third-party personnel's promptness and dependability can satisfy customers, according to this concept. Trust reinforces the link between customer value perceptions and satisfaction. If the company can promise a better, more reliable, safe, and secure home delivery service and if the delivery staff performs well, customers will pay for the service. Confidence is a partial mediator. This study adds to past studies showing trust mediates meaningful collaborations where both sides maintain their promise. Pakistanis have grown accustomed to a reliable, safe, and secure delivery system. Customers expect delivery workers to be punctual and reliable. Trust moderates the success of home delivery workers.

Research implications

In this day and age of e-commerce and mobile commerce, the goal of this study is to provide theoretical understanding as well as managerial insights that can improve the performance of home delivery services performed by delivery personnel. This will ultimately lead to an increase in customer satisfaction. According to the findings of the study, the services rendered by the home delivery workers are an essential component in ensuring the happiness of customers. To the best of the researchers' knowledge, there have only been a handful of studies carried out so far on the services offered by home delivery personnel in Pakistan and other regions of the world. The following is a list of the implications for both theory and practice:

Implications for theory

This study contributes to the development and validation of a trust-based satisfaction model for third-party employees who work for the home delivery service of SERVQUAL. The SERVQUAL model is improved by incorporating customer-perceived value, and it displays excellent explanatory power. The integration of trust gives a theoretical basis that can be utilized to explain customers' psychological commitment to online shopping home delivery services. In this study, the SERVQUAL scale is applied to home delivery services, and its consumer

satisfaction components are conceived. In addition to extending the EDT, this research also contributes to the EDT by expanding its scope. According to EDT, the degree of ambiguity regarding the quality of the product, the expected values, the perceived level of performance and the beliefs determines the amount of customer happiness. According to the findings of this study, a higher degree of confidence in this structure is associated with a greater likelihood of customer satisfaction. It has been established that including trust as a mediator between perceived value and customer satisfaction strengthens the relationship. Methodologically, the work contributes to the use of statistical tools and techniques from the second generation of sampling.

Implications for practice

Customer satisfaction was found to be significantly impacted by the five components of home delivery service quality. Both the practical and managerial contributions may be affected by this discovery. This requires training employees who make house deliveries and putting into practice the SERVQUAL aspects. Not only should delivery employees be equipped with mobile communication devices, but also with modern delivery instruments like scanners, digital signature pads, and the most efficient delivery methods. This will guarantee that they can consistently and accurately deliver high-quality service to their customers. If a customer contacts a business for details on the goods and services it offers that business had better be able to give them the straight dope. The delivery workers should be warm and friendly, concerned about the needs of the customers, and sympathetic. In order to meet the needs of their clients, they must also guarantee respectable physical performance in terms of appearance, wear, and cleanliness. This is because it has the potential to influence how customers view them as a whole. These qualities are especially important in the food delivery industry, where the sanitation of both the delivered food and the people who handle it at every stage is of the utmost importance. Since it's best to eat groceries as soon as possible after buying them, timeliness is a crucial quality. Dissatisfaction with these expectations or an inability to satisfy them can lead to unfavorable customer attitudes regarding online shopping and home delivery. Customers' habits may change as a result of this. They might decide not to do business with the company again or switch to a competing brand. The ability to meet the delivery terms for prepaid items purchased online is crucial. Therefore, it is incumbent upon the management of e-commerce and m-commerce companies to ensure that their delivery workforce is suitably qualified and trained to meet the needs of their clients. If the company can give outstanding service, customers will know they are getting their money's worth. Thus, shipping costs should be competitive and reasonable so that customers don't feel like they've paid too much for what they've gotten. Managers' primary focus should be on making home delivery more reliable so that they can win and keep customers' trust. The way consumers see the value of a product or service can be managed if the delivery staff is kept at a high level of skill. This, in turn, may make customers happier.

Implication for policy-making

Trust strengthens the relationship between service quality, consumer value perception, and online user pleasure. According to our research, online shops must provide customers with a variety of home delivery options. A company's retail strategy should include quick home delivery. This will boost client happiness and sales. Online retailers may test home delivery on themselves to see how well they can manage the logistics. Once online businesses have home delivery, they can tailor delivery services to fit client needs. Merchants benefit from being able to manage the customer experience and exert control over crucial areas, such as recruiting delivery employees with the right attitude, motivation, and expertise. Merchants can recruit delivery workers with the right attitude, motivation, and abilities. Second, when outsourcing home delivery, an online retailer must make sure the contractor's quality standards and business practices match those of the store and its customers. Because the contractor's quality and business practices affect client satisfaction. Because these contacts are usually made through digital channels, such as smartphone apps or online shopping platforms, home delivery workers must use technology and best practices to perform their duties effectively. Home delivery is expected to become important in many countries' retail industries. As e-commerce grows and retail rivalry increases, organizations that provide home delivery will help merchants attract and retain customers. Retailers and home delivery firms will need to collaborate to improve their expertise, gain a competitive advantage, and adapt to changing client needs. 8. Methodology, sample size, sampling, and structural flaws make future research challenging. First, it collects data cross-sectional, unlike prior research. This strategy doesn't guarantee a representative sample or an in-depth investigation of behavior over time. This approach can't accomplish that either.

Future research should use longitudinal study methods to evaluate if customer satisfaction levels remain stable. Two, the information comes from the four Pakistanis. In future research, researchers may utilize larger samples, focus on other developing countries to account for differences in geography and culture, and widen the sample to include rural versus urban areas to boost generalizability. Third, research can determine which SERVQUAL subscales most affect customer satisfaction. Adjust the product type and/or shipping address to check the link. We can add user experience to the model to see how it affects our ability to predict client pleasure.

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