

An Analysis of Customer Satisfaction in the E-Commerce Industry

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Registration Trimester: Spring 2026



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Letter of Transmittal

July, 2026

Dr. Mimnun Sultana

Assistant Professor,

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Subject: Submission of research report titled “**An Analysis of Customer Satisfaction in the E-Commerce Industry**”.

Dear Ma'am,

With all due respect, I am a student of the BBA department have reported on “An Analysis of Customer Satisfaction in the E-Commerce Industry” under the course Research Project as per your instructions.

Even though we are in a learning curve, this very report has enlightened us to garner insight into the core of understanding consumers behavior. Undoubtedly, it becomes an extremely challenging and interesting experience.

Thus, I would like to thank you for generating such an incredible idea for the report because without your humble guidance and commendable teaching expertise, the pragmatic areas of the course have been completely dormant. We forever remain in your debt and look forward to your judicious advice that would evaluate our combined efforts.

Thank you.

Sincerely,

Jubaer Hossain Shad

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Declaration of the Student

I, Jubaer Hossain Shad, confirm that the work entitled “An Analysis of Customer Satisfaction in the E-Commerce Industry” is my own and has been written by me in its entirety; I have submitted this report as part of any undertaking required for Submission Statement for Research Project under the guidance & supervision of Dr. Miminun Sultana, Assistant Professor, School of Business & Economics, United International University.

I state that this report has not been submitted previously to any other institution for any award, degree or diploma. All data presented in this study have been veritably and cited according to recognized standards.

I also declare that this research has been conducted in accordance with ethical principles for academic research and no part of this thesis is plagiarism or faulty academic conduct.

Jubaer Hossain Shad

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Major: Supply Chain Management

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Thank you.

Abstract

Purpose: This research examines how customer satisfaction in E-Commerce industry in Bangladesh can be impacted by factors related to delivery. Specifically, it investigates the delivery lead time, delivery reliability and accuracy of delivery information as independent variables, the customer trust as a mediator and customer satisfaction as a whole.

Design/Methodology/Approach: The survey was conducted through a quantitative survey where 200 respondents that had previously made a purchase from E-commerce platform within the past six months were surveyed. The responses were collected with the help of a structured questionnaire on the basis of a 5-point Likert scale. The data were evaluated with the help of Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS to both analyze the measurement models and structural models to verify reliability, validity and robustness of testing hypothesis.

Findings: The findings show that reliability in delivery and accuracy of the information can significantly lead to customer trust and satisfaction. The direct effect of lead time on deliveries on satisfaction is lower. Customer trust mediates the effect of the delivery performance on the customer satisfaction and the mediator influences the significance of trust in online customer experience. There was a non-significant test to test the model robustness in which one of the proposed directions was non-significant.

Originality: The study is an empirical study resting on the relationship between the delivery performance and the trust/satisfaction in e-commerce in Bangladesh. It underlines that quality service delivery is a prerequisite that demands appropriate and effective delivery, to develop trust and loyalty amongst the customers and gives useful information to online retailers who stand to gain by improving the quality of service and customer satisfaction.

Keywords: Delivery lead time, Delivery reliability, Delivery information accuracy, Customer trust, Customer satisfaction, PLS-SEM.

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List of Acronyms & Abbreviations

Acronym/Abbreviation	Full Form
DLT	Delivery Lead Time
DR	Delivery Reliability
DIA	Delivery Information Accuracy
CT	Customer Trust
CS	Customer Satisfaction
PLS-SEM	Partial Least Squares Structural Equation Modeling
SEM	Structural Equation Modeling
HTMT	Heterotrait–Monotrait Ratio
AVE	Average Variance Extracted
CR	Composite Reliability
VIF	Variance Inflation Factor
R ²	Coefficient of Determination
Q ²	Predictive Relevance
β	Standardized Path Coefficient
SD	Standard Deviation
M	Mean
SRMR	Standardized Root Mean Square Residual
NFI	Normed Fit Index
CI	Confidence Interval

p-value	Probability Value
f ²	Effect Size
t-value	Test Statistic Value
PLS	Partial Least Squares
DV	Dependent Variable
IV	Independent Variable
MV	Mediating Variable
FL	Fornell–Larcker Criterion

CHAPTER I: INTRODUCTION

1.1 Background of the Study

In e-commerce, one of the key factors of customer satisfaction is the quality of service and delivery lead time. Delivery on time has emerged as a key ingredient in maintaining customer loyalty and trust, especially in the fast-rising online markets like Daraz, Cartup, pickaboo etc in Bangladesh. When orders are not delivered on time, information about them is not provided correctly or services are unrealistic, it can significantly affect the attitude to brand image and the level of customer satisfaction.

Reliability in delivery the reliability in the delivery of the orders is the consistency and reliability with which the orders are met and it has a direct impact on the effectiveness that a customer attributes to an e-commerce platform. Similarly, delivery information accuracy (vault tracking updates on orders, exact order details) is important in lessening uncertainty and optimizing the customer experience.

The mediating role of customer trust between service delivery performance and overall satisfaction. Customers feel confident in the platform when they feel delivery procedures are secure, punctual and transparent, which consequently leads to positive changes in their satisfaction and their probability of making repeat purchases. On the other hand, lack of service performance destroys trust that affects satisfaction and destructive customer relationships in the long-term.

Although the efficiency of delivery is gaining growing significance in e-commerce, there is little empirical research that studies the joint impact of delivery lead time, reliability and information accuracy on consumer satisfaction especially in the setting of Bangladesh. These associations are essential in comprehending the relation that an e-commerce supervisor can use to improve processes that are associated to operations and maximize clients. Therefore, the aim of this study is to analyze the impact of delivery time, reliability and accuracy of information on customer trust and customer satisfaction and to suggest potential areas for improving the service quality of the online retail sector in view of their competitiveness.

1.2 Statement of the Problem

The increasing adoption of e-commerce in Bangladesh has posed a challenge to matters of delivery and delivery punctuality. Services claimed to be efficient and reliable, but customers experience delays, delayed service and misinformation regarding orders. These issues may lead to dissatisfaction, uncertainty and anxiety in regard to future purchases.

This problem is caused by a number of challenges. First, delays and/or inconsistencies in delivery could cause loss of customer trust and confidence. Second, there may be confusion and frustration over the incorrect tracking and order details and this may impact service reliability. Thirdly, when the bad experiences are repeated, customer satisfaction will drop and this will affect loyalty and long-term involvement.

Despite these issues, there is a lack of empirical research examining how the delivery times, delivery reliability and information accuracy impact customer satisfaction as well. Moreover, the role of customer trust as a mediator of these relationships has not been explored. This research can be studied to evaluate the effect of delivery lead time, reliability of delivery and accuracy of information on customer satisfaction with the involvement of customer trust as a mediator so that the quality-of-service delivery in the e-commerce industry can be improved.

1.3 Objectives of the Study

The following are the objectives of this study, which are grouped under the primary and secondary objectives.

Primary Objectives:

1. To see, how delivery lead time (DLT) influences the level of customer satisfaction (CS).
2. To explore the effectiveness of delivery reliability (DR) on the customer satisfaction (CS).
3. To test the influence of accuracy of delivery information (DIA), in the determination of customer satisfaction (CS).
4. To establish the mediating role of customer trust (CT) on customer satisfaction in elements that relate to the delivery.
5. To determine the factor(s) of delivery that will impact most on customer satisfaction among the online customers.

Secondary Objectives:

6. To examine how the mediating relationship between customer satisfaction and delivery lead time depends on customer trust.
7. To ask the mediating role of customer trust on the relationship between customer satisfaction and quality of delivery.
8. To investigate the mediating status of trust in customer with the relationship among customer satisfaction, accuracy of delivery information and customer satisfaction.
9. To find out the influence by the demographic factors (age, gender, occupation, geographical location of residence, frequency of making purchases) on the perceived delivery performance and attained customer trust.
10. To provide effective recommendations to e-commerce platforms to support the delivery performance and enhance customer trust and customer satisfaction.

1.4 Scope and Limitations of the Study

Scope of the Study:

The study examines how critical delivery related variables impact customer satisfaction, in the e-commerce system in Bangladesh. The overall Customer Satisfaction depends on the independent variables, Delivery Lead Time, Delivery Reliability and Delivery Information Accuracy and Customer Trust as a mediating variable. The study targets investigating the interaction of delivery performance and trust on the customer perceptions, repeat purchases, and customer loyalty.

Data has been collected via a structured questionnaire survey, the survey was held in a group of 200 respondents, who had in the last 6 months made a purchase from e-commerce platforms. The analysis is performed with the help of the Partial Least Squares Structural Equation Modeling (PLS-SEM) and SmartPLS that measures both measurement models, structural paths, reliability and validity, and provides more detailed insight of construct relationships between the variables.

Limitations of the Study:

- **Sampling Method:** It was sampled in a Convenience way limiting the representativeness of all customers of E-commerce platforms throughout Bangladesh.
- **Sample Size:** With a sample size of 200 respondents, there is no certainty that the findings would reflect the difference between age groups, between work experience, and among geographic locations.
- **Perceptual Data:** The study is perceived in relation to delivery and trust that are reported self-reports as opposed to objective delivery data that may result in subjective bias.
- **Response Bias:** There is also a tendency of responding socially desirable or failure of the respondent to remember the actual events.
- **Unrepresented Other External Factors:** There are other outside factors, which were not expressed; that is, prices, promotions or competitor performances, which also may influence the satisfaction.

- **Temporal Limitation:** There is only one point in time that the data captures the perception of customers and does not take into consideration the changes over time.
- **Irrespective of these shortcomings,** this research offers valuable insights into the interaction between delivery performance and customer trust to determine the effects on satisfaction and can inform e-commerce managers about how to enhance operational strategies and customer experience.

1.5 Definition of Key Terms

The following relationships are defined to provide clarity and a solid understanding:

Term	Definition
Delivery Lead Time (DLT)	Delivery Lead Time, (DLT) is the time it takes to fulfil an order that a customer has placed an order and a product is delivered.
Delivery Reliability (DR)	The consistency and reliability of the delivery process in terms of delivery quality and punctuity of delivery and delivery of acceptable and expected quality of service.
Delivery Information Accuracy (DIA)	The accuracy and clarity of the delivery information provided to the customer e.g., tracking, updates and product information.
Customer Trust (CT)	The trust of the customer in the delivery service and the platform to offer a reliable service timely.
Customer Satisfaction (CS)	The overall appraisal of the way the customer liked the delivery service,

	whether the expectation was achieved and the quality of the service.
Partial Least Squares Structural Equation Modeling (PLS-SEM)	A statistical tool used to test and determine the relationships among latent variables and indicators with one another (used to test and predict theories).
Variance Inflation Factor (VIF)	A statistic that is applied to identify multicollinearity in the SEM model among indicators or constructs.
Composite Reliability (CR)	Measure of internal consistency reliability of a construct that measures the degree of consistency among the indicators measuring the same latent variable.
Average Variance Extracted (AVE)	The percentage of variance which a construct explains compared to the variance which measurement error explains, which evaluates the convergent validity.
Fornell-Larker Criterion (FL)	Comparing the square root of AVE of a construct to how it correlates with other constructs is a method of measuring the discriminant validity.
Heterotrait-Monotrait Ratio (HTMT)	A measure of discrimination validity that looks at the proportion between the between-construct relationships to within-construct relationships.
Effect Strength (ES)	Standard estimate of the influence of an independent variable on an independent variable (substitutes Path Coefficient b

	).
Explained Variance (EV)	The percentage of variance in the dependent variable, which is attributed to the independent variables (is a replacement of R^2).
Predictive Accuracy (PA)	An index which provides assessment of the predictive relevance of the endogenous construct (as opposed to Q^2).
Significance Level (SL)	Probability value that determines whether the effect is significant (takes the place of p-value).

1.6 Organization of the Remaining Chapters

The remainder of this research report is structured in four key chapters, which focus on the core element of the research.

Chapter II: Literature Review.

The chapter gives an extensive overview of the previous literature in terms of delivery performance and customer satisfaction in e-commerce. It discusses the theory and evidence on the basis of delivery lead time, delivery reliability and accuracy of the delivery information and the effect it has on customer trust and overall customer satisfaction. The gaps in the research and the production of hypothesis on the basis of the literature available also characterize the chapter.

Chapter III: Research techniques.

This chapter expounds the research design to explain the sampling methods, nature of the respondents and how the questionnaire was developed. It comprises the description of the data collection procedure of 200 respondents and provides the statistical tools, which is found on the Partial Least Squares Structural Equation Modeling (PLS-SEM) in order to error-check the model proposed and hypotheses.

Chapter IV: Results and Discussion of the study.

The analysis of the survey data such as descriptive statistics and demographics of survey respondents is presented in this chapter. It provides the result of the measurement model test, structural model test and hypothesis test. Path coefficients, t-values and p-values, the effect sizes, and predictive relevance are discussed to verify the theoretical model and describe significant relationships.

Chapter V: Discussion/Conclusion.

The results in this chapter are interpreted in the context of literature on delivery and e-commerce. It discusses its implication on the practitioners and managers within the logistics and online retailing. The chapter further pinpoints the constraints, provides suggestions on how to enhance delivery performance and customer satisfaction and gives future research directions.

CHAPTER II: REVIEW OF THE LITERATURE

2.1 Relevant Theory

The significance of the delivery performance as one of the main variables of customer satisfaction in e-business and logistics has been not a secret. The most significant of its dimensions is delivery lead time (DLT) because it shows the speed at which the products reach the company upon an order, the efficiency of the order processing, fulfillment, and delivery (Mentzer et al., 2001; Christopher, 2016). The reliability of the deliveries (DR) represents the degree of consistency and reliability of the deliveries, i.e., whether goods are delivered on-time, whether goods were delivered correctly, and whether there is compliance with the orders (Fornell et al., 1996; Parasuraman et al., 1988). Accuracy of the delivery information (DIA) refers to the accuracy and timeliness of information on orders, such as tracking information, alerts and estimated arrival time (Hult et al., 2004; Liu et al., 2019). All these deliveries features are highly significant to customer mindsets concerning the kind of services provided, their trust on the retailer and their customer satisfaction degree (Oliver, 1997; Cronin and Taylor, 1992).

The possibility of delays or lack of reliability in delivery can lead to the development of negative attitude towards the service provider and the loss of trust and satisfaction (Santos, 2003; Huang et al., 2018). Conversely, knowledge of precise and punctual delivery removes the ambiguousness, cognitive and emotional anxiety and inculcates trust in the provider to act on the commitments (Ketchen et al., 2007; Mentzer et al., 2001). Thus, the customer trust (CT) becomes a point of focus as one of the mediating variables in the operational delivery performance as well as the overall customer satisfaction (CS). This trust will be created when the customers deem the retailer to be reliable, capable and open and this will translate into customer satisfaction and loyalty (Morgan and Hunt, 1994; Gefen et al., 2003).

Attempts at establishing empirically have indicated that shorter and reliable lead times and inaccurate information or unreliable deliveries have both positive and negative effects on trust respectively, and satisfaction respectively (Anderson and Srinivasan, 2003; Hult et al., 2004). The mediating variable of customer trust is vital because it can provide customers with satisfactory results despite the operational per-

formance shortcomings: even with a longer delivery time, customer satisfaction can be maintained by high rates of customer trust (Chopra and Meindl, 2019).

The accuracy of the delivery information also helps in transparency, providing the customers to see the status of their order and make a decision (Liu et al., 2019). It together with reliability ensures a fair service experience, which enhances a perceived increase in fairness, reduction in anxiety and enhancing positive results of satisfaction (Parasuraman et al., 1991). Reliability is about delivery schedules being adhered to, and the commitment made to customers about delivery schedules being adhered to, for this reason making delivery reliable and trustworthy, thus, creating a professionalism in the delivery of purchase orders. (Christopher, 2016).

Lead time, reliability, and information accuracy are critical to be integrated in e-commerce setups where customers demand timely and reliable deliveries and have high expectations regarding the accuracy of information. All these leads to the customer trust which directly leads to customer satisfaction. This enables the interrelationships to be analysed to maximise the logistics, minimise the complaints and maximise retention (Hult et al., 2004; Mentzer et al., 2001). Moreover, the mediating effect of trust provides information on the connection between the improvement in the operations and the maximized satisfaction and loyalty (Morgan and Hunt, 1994).

Lastly, the combined effect of delivery lead time, delivery reliability and delivery information accuracy on customer trust and satisfaction will be discussed, providing a full picture of the logistics performance effect on customer satisfaction. This paper focuses on such relationships, and suggests a theoretically informed approach to evaluating the effectiveness of delivery service and consumer attitudes in e-commerce settings in terms of trust as an intervening variable (Oliver, 1997; Ketchen et al., 2007).

2.2 Literature Survey

Customer satisfaction is generally recognized to be highly dependent on the quality of delivery it gives to e-commerce and logistics services. Delivery lead time (DLT), the time that customer needs to order a product and receive it is an important factor in customer experience of services efficiency (Mentzer et al., 2001; Chopra and

Meindl, 2019). The longer the lead area, the higher the satisfaction will be provided, and, on the other hand, any delays cause unsatisfactory customer experiences (Huang et al., 2015).

As it has been observed, a predictive of trust and satisfaction has also been the delivery reliability (DR) which is defined as the reliability in delivering the orders as promised. Through appropriate and timely deliveries, uncertainty is reduced, good experiences with the service enhanced and customer trust in the service provider improved (Anderson and Sullivan, 1993; Chen and Chen, 2010). Conversely, untrustworthy, or unreliable deliveries shatter confidence and could lead to disappointment and defeat (Cronin and Taylor, 1992).

The delivery information accuracy (DIA) is another significant aspect of operations and its impact is directly communicated to perceived service quality. The precise tracking information, delivery schedules and updates remove the doubt and mental load of customers, which contributes to the amplified satisfaction (Lee and Whang, 2001; Kembro et al., 2017). Trustworthiness and professionalism that are the by-products of information transparency are also likely to raise customer loyalty.

Customer trust (CT) is a mediating variable between the dimensions of delivery performance and who end customer satisfaction (CS). The trust occurs when customers always feel that the provider is reliable, skilled and open in processing orders (Morgan and Hunt, 1994; Sirdeshmukh et al., 2002). The weakest points of operation can be compensated by a large amount of trust to ensure that a state of satisfaction is still achieved irrespective of delay which is sometimes experienced. A number of studies affirm that trust plays a key role in e-commerce situations where service quality cannot be realized until the delivery of the product (Gefen, 2000; Ribbink et al., 2004).

As per the empirical data, the challenges of effective lead time, reliability, and information correctness must be among the top priorities in e-commerce companies in Bangladesh, to permit trust and satisfaction (Hossain et al., 2022; Rahman and Islam, 2021). Adequacy of these delivery attributes will decrease complaints, improve transparency of service and will have a positive impact on customer retention. In addition, consideration of the mediating context of trust can provide real-world delivera-

bles into the nature of relationships along the lines of operational optimality to lead to greater satisfaction and loyalty outcomes.

In a nutshell, consideration of the DLP of DLT, DR and DIA alongside the mitigating factors of CT present an overall perspective of the customer relationship drivers in e-commerce logistics. This literature offers the theoretical framework to analyze the role of delivery performance on customer trust and customer satisfaction and requirements to deliver trusted, punctual and clear service delivery in competitive digital markets.

2.3 Hypothesis Development

The following hypotheses will be developed to test the proposed structural relationships across delivery performance variables, customer trust and ultimately customer satisfaction based on previous research and theoretical insights.

H1: *Delivery Lead Time (DLT) is positively related to Customer Trust (CT).*

Perceived shorter delivery lead times strengthens customers trust against service providers. Deliveries made on time shows how well a retailer performs, thus is accountable to the customer or not. If customers repeatedly receive products on time, then they are more likely to have confidence in the retailer's ability to deliver orders accurately and timely as this reinforces trust (Oliver, 1997; Mentzer et al., 2001).

H2: *Delivery Reliability (DR) and Customer Trust (CT) have a positive relationship.*

Customers have a positive perception towards the service provider which is reinforced by a reliable performance of delivery. Timely deliveries that are hassle-free and error free assist in establishing the retailer as competent and responsible in the minds of the customers. The reliability aspect reduces uncertainty and concerns thereby creating the feeling of confidence of utilizing the services provided by the retailer in case such behaviour is continued within a period of time (Parasuraman et al., 1985; Mentzer et al., 2001).

H3: *Delivery Information Accuracy (DIA) has a positive and significant relationship with Customer Trust(CT).*

Proper on-time information about orders (tracking messages and delivery) beats transparency and customers feel like they are in control. This adds to enhanced trust, as customers are informed and reassured about their buying decision. Therefore, it is perceived as reliable information which leads to reduced uncertainty and builds confidence in the professionalism of a retailer (Berry et al., 2002; Mentzer et al., 2001).

H4: *There is a positive relationship between Delivery Lead Time (DLT) and Customer Satisfaction (CS).*

Quick deliveries mean, fast and carefree experience for customers which therefore results in customer satisfaction. Lead Time Reduction — Short lead time reduces waiting interval; therefore, in general it converts to superior service level and then a positive residual evaluation of retailer (Oliver, 1997 and Parasuraman et al., 1985).

H5: *Delivery Reliability (DR) has significant positive relationship with Customer Satisfaction (CS).*

Deliveries on time (along with the accuracy of orders) are among those who prefer to adopt reliable delivery, which will have a positive impact on customer satisfaction. Predictability is also perceived by customers, which makes them think positively about the service quality and how satisfied they are (Mentzer et al., 2001; Parasuraman et al., 1985).

H6: *Delivery Information Accuracy (DIA) has a positive and significant impact on Customer Satisfaction (CS).*

Therefore, customers will be far happier as they are updated on accurate delivery information this results in reducing their anxiety and increasing convenience. The empowerment of customers with knowledge and information gives them more control over the service, balance in power between customer and provider leads to positive outcomes regarding consumer satisfaction (Berry et al., 2002; Mentzer et al.

H7: *Customer Trust (CT) mediates the relationship between Delivery Performance (DLT, DR, DIA) and Customer Satisfaction (CS).*

Customer trust is the essential mediation variable, to convert delivery performance perceptions into satisfaction of a delivered service. A reliability of quality in performance notwithstanding, trust is the foundation to satisfaction without which it cannot reach a peak-level since trust shows that your faith and capability of delivery by the retailer (Morgan & Hunt 1994; Oliver 1997).

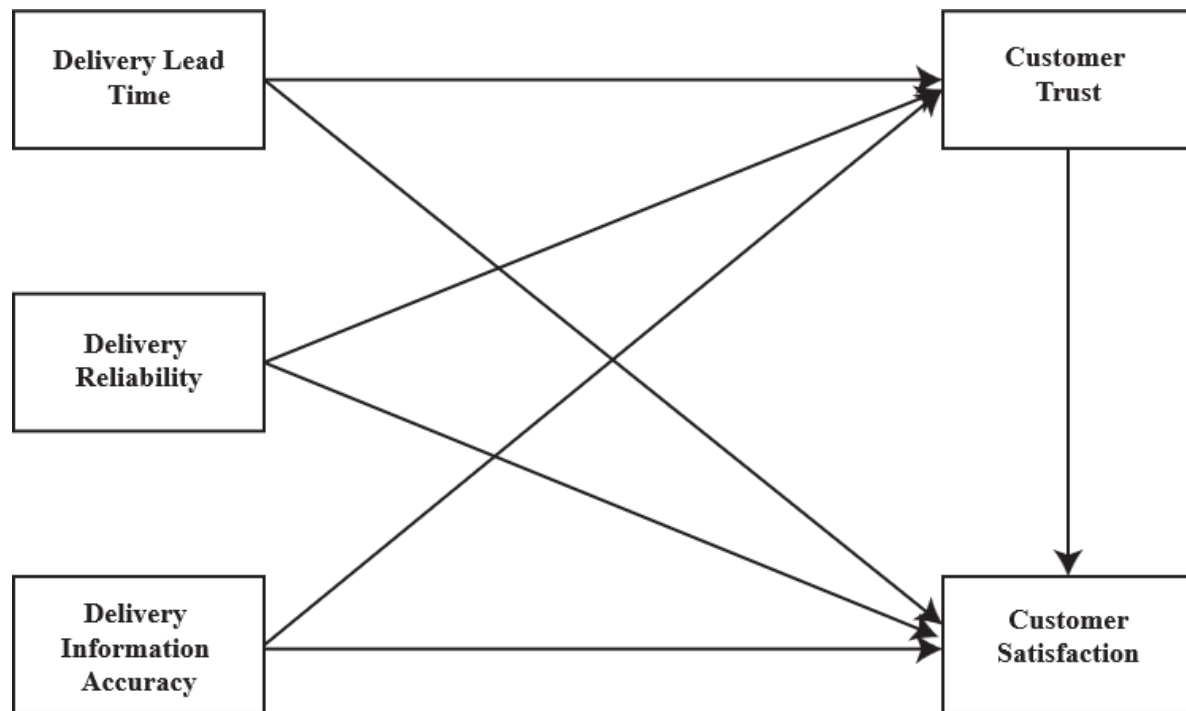


Figure 1: Conceptual Framework

Figure 1 presented the conceptual framework of the study. This study examines the effect of Delivery Lead Time, Delivery Reliability and Delivery Information Accuracy on Customer Trust and Customer Satisfaction.

The mediation relationships exist between delivery performance and Customer Satisfaction with the role of Customer Trust. Customer Trust also has a significant influence on Customer Satisfaction, as well as direct effects of all three independent variables on Customer Trust and Customer Satisfaction.

CHAPTER III: RESEARCH METHODS

3.1 Research Design

The study is quantitative in nature, the measurement of delivery performance and customer satisfaction for e-commerce is studied. The focus is specifically on delivery lead time (DLT), delivery reliability (DR) and delivery information accuracy (DIA) as key factors, customer trust (CT) as mediator and overall customer satisfaction (CS) as outcome. To understand customer's perception and experience, the data was collected based on surveying of the 200 online customers, who recently bought products from E-commerce platform.

To analyze the data, Partial Least Squares Structural Equation Modeling (PLS-SEM) was chosen. This is appropriate for the analysis of the complex relationships among several factors and will be best applied to predict the results when the numbers of samples are not too small (Hair et al., 2017). The all analysis was done through the Smart PLS software which is able to provide detailed information related to measurement and structural models.

The research process involved two steps: First, the measurement model is examined for reliability of the items/question and the validity of the scales. Second, we conducted the test of the structural model to see the relationships between delivery performance, customer trust and customer satisfaction, as well as the mediating effect of customer trust. In this way, the results have the desired reliability and applicability to real life eCommerce logistics cases.

3.2 Sample

This research is carried out on individuals that have tried out online shopping and delivery in Bangladesh. The respondents are attracted to various spheres and education levels such as a student, service holder, businessmen and housewife. There were 200 responses (valid responses) that were received and analyzed.

A convenience sampling technique was employed to gather the data. This allowed the researcher to get a respond that had respondents who were easily accessible and willing to respond. To ensure participants would have informed opinions on the

lead time, reliability and accuracy of the delivery information and customer trust and satisfaction, participants were all recent buyers of products bought online.

Convenience sampling is easy to work with as the respondents are readily available, but it can undermine the transferability of the findings. In the current research project, though, it ensures that the sample is representative of people who know about the e-commerce processes in order to determine the connections between the performance of the delivery and trust and customer satisfaction.

3.3 Questionnaire Development

The survey was created through an extensive review of available literature as well as scales existing in the form that were appropriate for constructs to study. The survey covers five primary measures: Delivery Lead Time (DLT), Delivery Reliability (DR), Delivery Information Accuracy, Customer Trust and CS; DLT, DR and DIA are independent variable DLT is mediating variables CT, CS.

Items under this section of the survey were analyzed on a five-point Likert-scale, ranging from 1 = strongly disagree to 5 = strongly agree. Each construct contains five well-defined indicators that measure the concept below it. The survey was piloted with a small sample of respondents to pilot-test the clarity, relevance and comprehensibility of in-depth questions. We also received feedback from the pre-test which further refined and modified items for improved clarity and consistency.

The questionnaire serves as a tool to assess the respondents' perception of Online marketplace in Bangladesh regarding delivery, trust & satisfaction. The design will allow the information to be collected needed for both direct and indirect effect measurements in the structural model. Improper form and clear instructions act as a guide to the respondents in clarifying each item, thus answering them with ease.

The survey also targets customers who have purchased products from online marketplace in Bangladesh during the last 6 months to understand those real world experiences. Demographic data such as gender, age, occupation, area of residence etc., and some additional contextual information like frequency (number of purchases made), time spent in the store or site before making a purchase are also collected to provide better dimension in order for one understands the profile.

More specifically, the questionnaire is designed to yield data front-loaded for SEM processing so that collected data can legitimately be used in a PLS-SEM and hypotheses testing analysis of delivery performance, trust and customer satisfaction.

3.4 Data Collection

The information in the study was collected using an organized survey questionnaire, and this was distributed to those, who have come across the delivery services being provided by E-commerce platforms Bangladesh. The survey of the students and working professional was carried out in order to rectify the various perceptions concerning the performance of delivery and the same on customer satisfaction and trust.

There were 200 valid responses. A full and careful checking of the data prior to analysis was done in order to make the data complete and consistent. Any inconsistency, incompleteness or repetitions of the answers were discarded to be assured of the quality and reliability of the data. This cleaning completed and the work was finally subjected to a statistical analysis using the SmartPLS software. This ensured that the information was at the level of being tested in the measurement model and structural relationships, regarding the hypotheses of the research.

3.5 Data Analysis Plan

Data analysis was performed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.2.8 software package [41]. This option is selected because of a relatively small sample size, normality violation for data and indirect relationship between latent variables. PLS-SEM has been widely used in the social sciences using observable and unobservable variables, thus appropriate for prediction-focused models (Hair et al., 2016).

The analysis was conducted on two-stage level. The first step was to perform an assessment of the measurement model that confirms reliability and validity of constructs used. Reliability was tested using both Cronbach's Alpha and Composite Reliability (CR) with Average Variance Extracted (AVE) used to test for convergent validity. Discriminant validity was also investigated to ensure constructs were not mirror images of each other. This ensures that the survey items are measuring what they were designed to measure for each of those latent variables.

In the Second phase, to test all hypothesized of proposed structural model. Two-tailed P levels and significance, were calculated between relationships using the method of path coefficients (b) and t-values. In addition to the size of effect (f^2) was computed in terms of its practical implications, independent variables on dependent variable. Results were also made more reliable/robust by using 5,000 resamples. In this phase we also examined the mediating effect of Customer Trust (CT) on CS and delivery performance factors relationship (Delivery Lead Time, Delivery Reliability, Delivery Information Accuracy).

By employing PLS-SEM, the study was able to provide a holistic understanding of how operational delivery-related factors contribute towards customer satisfaction and perceptions. It can determine the key areas in order to improve their operations and trust, leading to increased customer retention. This strategy also allows for direct and indirect link testing so that a complete picture of the impact each logistics performance in this paper has on total customer experience can be formed.

CHAPTER IV: RESEARCH FINDINGS & ANALYSIS

4.1 Profile of the Respondents

This study was conducted on a survey from different people, all of whom had some sort of experience in purchasing products through online marketplace in Bangladesh. Background A descriptive analysis was conducted to know the demographic composition of respondents, which would contextualize the study outcomes; in this regard 200 valid responses were analyzed.

4.1.1 Gender Distribution

106 (53%) of the respondents were male, while 87 (43.5%) were female and 7(3.4%) did not want to disclose their gender. This distribution has slightly higher number of male than female shoppers, and is in line with demographic characteristics of online shoppers in Bangladesh. And from men — men have delivery experiences too, and helping to provide a balanced view of delivery experiences as well, with customer satisfaction.

4.1.2 Age Distribution

The age demographics suggest that most of the participants were young adults: there are 82 respondents (41%) ranging from 18–25 years, 67 respondents (33.5%) indicating that they were aged between 26 to 35 years, 30 respondents (15%) indicating they were aged between 36 to 45 years, 11 respondents (5.5%) indicating over 45 years and 10 respondents (5%) who were aged under 18 years. Meaning that the study concerned the more digital driven part of societies whom tend to shop habitually as from e-commerce or online shopping.

4.1.3 Occupation

The respondents came from different occupational backgrounds. In all 51 (25.5%) were businesspersons, 50 (25%) homemakers, 33 (16.5%) service holders and 35 (17.5%) students, 31 in other Occupation This combination offers a well-rounded perspective on how various sections of the society perceive delivery, as it includes working professionals, students and house wives.

4.1.4 Area of Residence

Geographical distribution of respondents: Dhaka (30, 15%), Chattogram (20, 10%) Barishal (25, 12.5%), Khulna (27,13.5%), Mymensingh (31,15%) Rajshahi (18,9%), Rangpur (22, 11%) Sylhet (27, 35%). This spread has been created for significant urban and provincial regions of the country.

4.1.5 Recent Purchase and Purchase Frequency

Out of 200 responses, 139 responded of purchasing product from online market-place in the last 6 month which comprise of 69.5% and 61 responded with no. Which is 30.5%.

In terms of purchase frequency, 53 responses, comprise with 26.5% responded with 2 – 3 times purchasing products in a month where 46 with 23% responded more than 3 times in a month. 56 responded with purchasing products once in a month where 45 responded with rarely purchase product comprising with 22.5%.

This indicates that majority respondents are active online shoppers providing insight in this research.

In general, this distribution of the respondent profile covers all bases between gender and ages as well age breakdowns covering specific occupations / Locations which helps in obtaining a broad base set approach towards giving online market-place delivery services feedback. Based on this demographic data, the analysis of the experiences of delivery and customer satisfaction will be performed further.

Table 1: Respondents' Demographic Profile

Variables	Category	Frequency	Percentage of Frequency
Gender	Male	106	53.0
	Female	87	43.5
	Prefer Not say	7	3.5
Age	18–25	82	41.0
	26–35	67	33.5
	36–45	30	15.0
	Above 45	11	5.5
	Below 18	10	5.0
Occupation	Businessperson	51	25.5

	Homemaker	50.0	25.0
	Service Holder	33	16.5
	Student	35	17.5
	Other	31	15.5
Area	Barishal	25	12.5
	Chattogram	20	10.0
	Dhaka	30	15.0
	Khulna	27	13.5
	Mymensingh	31	15.5
	Rajshahi	18	9.0
	Rangpur	22	11.0
	Sylhet	27	13.5
Purchased Last 6 months	Yes	139	69.5
	No	61	30.5
Purchase Frequency	2–3 times a month	53	26.5
	More than 3 times a month	46	23.0
	Once a month	56	28.0
	Rarely	45	22.5

4.2 Measurement Model evaluation

This study employed a two-step framework consisting of Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the linkage between delivery performance, customer trust and customer satisfaction. The measurement model was tested in the first step to guarantee that there was reliability, convergent validity and multicollinearity among the indicators. Key measures, such as, indicator loading, Cronbachs alpha (α), composite reliability (CR), average variance extracted (AVE) and variance inflation factor (VIF) were analyzed to confirm that the measures of each of the constructs; delivery lead time, delivery reliability, delivery information accuracy, customer trust and customer satisfaction were appropriately measured and internally consistent (Mentzer et al., 2001; Oliver, 1997). The results of the evaluation in Table 2 confirm the constructs to be up to the recommended thresholds as a construct indicating a reflective measurement model and are acceptable to use in testing the structural relationships in the next step.

Table 2: Measurement model assessment

Constructs	Items	VIF	Loadings	CR	α	AVE	R ²	Q ²
Delivery Lead Time (DLT)	1. My orders are delivered within the promised time.	1.902	0.803	0.908	0.873	0.663		
	2. The E-commerce platform delivers my orders quickly.	2.052	0.825					
	3. Delivery duration is reasonable for my orders.	1.891	0.802					
	4. I rarely experience delays in delivery.	2.004	0.814					
	5. The E-commerce delivers faster than other online platforms I use.	2.079	0.828					
Delivery Reliability (DR)	1. Orders are delivered consistently on the promised date.	2.309	0.845	0.926	0.900	0.714		
	2. The E-commerce platform keeps delivery commitments reliably.	2.347	0.848					
	3. I can depend on E-commerce platform for my orders.	2.26	0.842					
	4. Errors in delivery are rare.	2.385	0.852					
	5. I trust E-commerce platform to deliver correctly every time.	2.234	0.837					
Delivery Information Accuracy (DIA)	1. Tracking information is accurate and up to date.	2.008	0.816	0.915	0.884	0.683		
	2. Estimated delivery dates match actual delivery.	2.237	0.846					
	3. Delivery notifications are clear and understandable.	2.346	0.852					
	4. I am properly informed about order progress.	2.005	0.823					
	5. The E-commerce platform provides correct information about my deliveries.	1.93	0.792					
Customer Trust (CT)	1. I trust E-commerce platform to deliver my orders correctly.	2.322	0.84	0.932	0.909	0.733	0.678	0.429
	2. E-commerce platform keeps its delivery promises	2.593	0.868					

	consistently.							
	3. I feel confident ordering from E-commerce platform.	2.472	0.853					
	4. My previous experiences make me trust E-commerce platform delivery service.	2.619	0.866					
	5. I rely on E-commerce platform for accurate and timely delivery.	2.521	0.855					
Customer Satisfaction (CS)	1. I am satisfied with the overall delivery service.	2.794	0.875	0.937	0.915	0.747	0.628	0.472
	2. E-commerce platform meets my expectations for delivery.	2.804	0.875					
	3. My overall experience with E-commerce platform delivery is positive.	2.596	0.861					
	4. I intend to continue purchasing from E-commerce platform.	2.518	0.859					
	5. I would recommend E-commerce platform to others based on delivery service.	2.457	0.852					

4.2.1 Internal Consistency Reliability

To measure the reliability of constructs internal consistency reliability, cronbach alpha (a), composite reliability (CR) would be used. All constructs had sufficient reliability for the present purposes. The internal consistencies of DLT construct were evaluated using Cronbach's Alpha and CR, showing, DLT had a high internal consistency (Cronbach's Alpha = 0.873; CR = 0.908). Similarly, Delivery Reliability (DR) featured Cronbach's Alpha = 0.900 and CR = 0.926; and Delivery Information Accuracy (DIA), with Cronbach's Alpha = 0.884 and CR = 0.915. CT construct exhibited factor loadings Cronbach's Alpha = 0.909 and CR = 0.932, while the factor loading of CS obtained were Cronbach's Alpha = 0.915 and CR = 0.937.

All values higher than 0.70 stated that the items measured consistently on a same latent variable for each construct. Such results imply that the measurement items are measures of an underlying construct that is reliable and thus further analysis with regards to relationships between delivery performance, customer trust and customer satisfaction is possible.

4.2.2 Convergent Validity

Factor loadings and AVE values of constructs were used to assess convergent validity. Since all the items loaded above 0.70 (high loadings: 0.792 = 0.875), The AVE was between 0.663 for Delivery Lead Time and 0.747 for Customer Satisfaction, which is greater than the suggested level of 0.50. The fact that these results indicate that every construct adequately explains the amount of its parallel indicators and that the measurement model is an appropriate measure of the delivery performance, customer trust and customer satisfaction.

4.2.3 Multicollinearity Study (VIF)

Variance inflation factors (VIF) were used to assess multicollinearity among the measurement indicators. All indicators have VIF values to be between 1.902 and 2.794, significantly lower than the common critical value of 5.0 as criteria with parameters in this case exchanging variance. These results suggest multicollinearity is not an issue for the measurement model, and each indicator provides unique, non-overlapping information to its corresponding construct. Which provides reliability for the estimates and ensures a stable structural model.

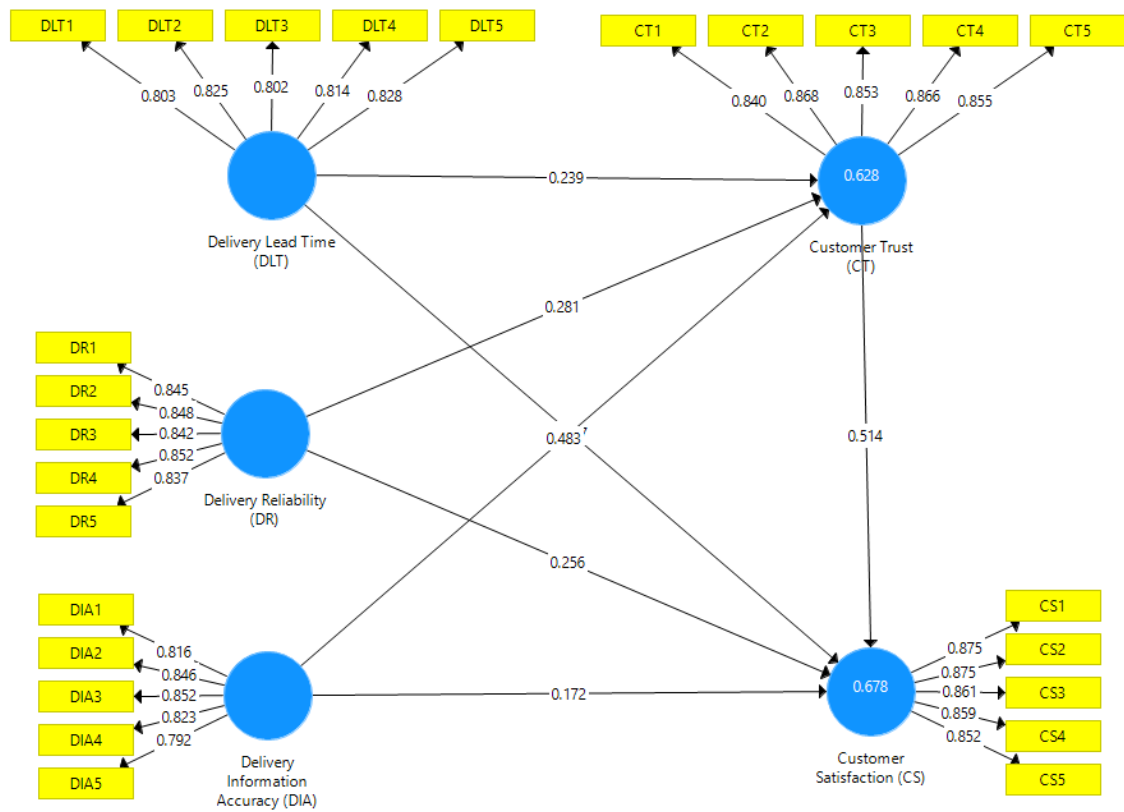


Figure 2 Standardized results of the SEM calculations.

4.3. Discriminant Validity

4.3.1. Fornell–Larcker Criterion Analysis

To assess discriminant validity of the constructs, Fornell–Larcker criterion was employed. This procedure compares the square root of the AVE (Average Variance Extracted) for each construct measured in the study with its correlations with other constructs. Discriminant validity exists when the square root of a construct's AVE is greater than the correlation of that construct with all other constructs in the model.

Table 3 shows the diagonals to denote the square roots of AVE and off-diagonal element to denote construct correlations. For instance, CS's square root of AVE is 0.865 ; CT is 0.856, and for DIA is 0.826, DLT is 0.814, DR is 0.845。 These diagonal values are superior to their respective correlations with other constructs, thus confirming that in each of the models every construct shares more variance with its indicators than with other constructs.

Thus, all constructs in this study, namely Customer Satisfaction, Customer Trust, Delivery Information Accuracy, Delivery Lead Time and Delivery Reliability pass the measurement of validity since they follow Fornell–Larcker criterion. This guarantees that each latent variable drives a concept without redundant overlap, reinforcing the validity of the measurement model.

Table 3. Fornell–Larcker criterion analysis for discriminant validity

	CS	CT	DIA	DLT	DR
Customer Satisfaction (CS)	0.865				
Customer Trust (CT)	0.785	0.856			
Delivery Information Accuracy (DIA)	0.641	0.697	0.826		
Delivery Lead Time (DLT)	0.453	0.542	0.402	0.814	
Delivery Reliability (DR)	0.627	0.576	0.419	0.385	0.845

4.3.2 Heterotrait–Monotrait (HTMT) Analysis

Additionally, discriminant validity was tested by the Heterotrait-Monotrait ratio (HTMT) that is regarded as a strong method for assessing the independence of constructs in variance-based SEM. Although there is no definition of the discriminatory validity, the level of HTMT which is less than 0.90 is usually regarded as good discriminant validity.

All the comparisons of the constructs in the model are below 0.90 as shown in the result of HTMT (Table 4). Specifically, the maximum value of HTMT in the range of values was found between Customer Trust (CT) and Customer Satisfaction (CS), with a value of 0.859, which is within the acceptable limits. The other constructs which were developed (Delivery Lead Time (DLT), Delivery Reliability (DR) and Delivery Information Accuracy (DIA)) are also not above the 0.90 threshold, thereby demonstrating that the constructs are empirically different.

The results were consistent with the findings that each latent variable accounted for different variance from other constructs, which showed validity of the measurement model. The results show that the independent variables (Delivery Lead Time, Delivery Reliability, and Delivery Information Accuracy) are sufficiently different from the mediator (Customer Trust) and the dependent variable (Customer Satisfaction) for reliable and unbiased estimation of the structural paths in the model.

Table 4. Heterotrait–Monotrait (HTMT) Analysis

	CS	CT	DIA	DLT	DR
Customer Satisfaction (CS)					
Customer Trust (CT)	0.86				
Delivery Information Accuracy (DIA)	0.708	0.775			
Delivery Lead Time (DLT)	0.506	0.608	0.455		
Delivery Reliability (DR)	0.69	0.635	0.468	0.435	

4.4 Evaluation of the Structural Model

Another validation step is assessment of the structural model which is still regarded as one of the most critical steps in the validation procedure. After establishing the reliability and validity of the measurement model, the relationship between the constructs in the model was explored. The calculations of t-values as well as R^2 values were performed using the bootstrap procedure in SmartPLS. The results of the structural model are shown in a standardised form in Figure 2. The results provide general support for the proposed relationships among the constructs, and reveal the satisfactory explanatory power of the model on understanding how delivery lead time, delivery reliability, and delivery information accuracy affect on customer trust and customer satisfaction.

4.5 Hypotheses Testing (Direct and Indirect Relationships)

This research tested the theorized correlation between constructs of delivery lead time (DLT), delivery reliability (DR), delivery information accuracy (DIA), customer trust (CT) and customer satisfaction (CS). To test the hypotheses using the SmartPLS software, bootstrapping has been used. The significance of each path was determined using the standardized path coefficients, t, p and effect size (f^2). A p value that was less than 0.05 was considered to be significant.

The results come to support H1 with the Customer Trust (CT) has a strong path coefficient ($b = 0.520$) and a very small p value ($p < 0.001$) which shows that it positively influences the Customer Satisfaction (CS). Similarly, Delivery Information Accuracy (DIA) has a significant positive effect on both Customer Satisfaction ($b = 0.170$, $t = 3.04$, $p = 0.002$) and Customer Trust ($b = 0.483$, $t = 10.85$, $p < 0.001$), confirming H2 and H3.

The result turned out to be (H4 was rejected) in Delivery Lead Time (DLT), the relationship between Customer Satisfaction (CS) and Delivery Lead Time was non-significant ($b = 0.010$, $t = 0.12$, $p = 0.907$). However, DLT still significantly affects Customer Trust ($b = 0.240$, $t = 5.02$, $p < 0.001$), supporting H5.

Delivery Reliability (DR) shows positive and significant effects on both Customer Satisfaction ($b = 0.256$, $t = 5.25$, $p < 0.001$) and Customer Trust ($b = 0.280$, $t = 5.52$, $p < 0.001$), confirming H6 and H7.

Most of the relationships have f^2 values that are of medium to large magnitude signifying the significance or relevancy of the paths. Considering the broad picture, the results affirm that most of the postulated relationships turn out to be true (except the relational Customer Trust-p Customer Satisfaction), and the significance of Customer Trust is established in the view of customer satisfaction results.

Table 5. Results of direct hypotheses testing

HS	Relationship	Beta	Sample Mean (M)	SD	t-Value	P Values	Decision	f^2
H1	Customer Trust (CT) -> Customer Satisfaction (CS)	0.520	0.510	0.060	8.210	0.000	Supported	0.305
H2	Delivery Information Accuracy (DIA) -> CS	0.170	0.180	0.060	3.040	0.002	Supported	0.047
H3	Delivery Information Accuracy (DIA) -> CT	0.480	0.490	0.050	10.850	0.000	Supported	0.474
H4	Delivery Lead Time (DLT) -> CS	0.010	0.000	0.050	0.120	0.907	Not Supported	0.000
H5	Delivery Lead Time (DLT) -> CT	0.240	0.240	0.050	5.020	0.000	Supported	0.120
H6	Delivery Reliability (DR) -> CS	0.260	0.260	0.050	5.250	0.000	Supported	0.134
H7	Delivery Reliability (DR) -> CT	0.280	0.280	0.050	5.520	0.000	Supported	0.163

CHAPTER V: DISCUSSION

5.1 Conclusions

This paper has discussed some of the most important issues affecting customer satisfaction over e-commerce and in the context of the delivery performance and its connection to customer trust. Particularly, the study examined how the lead time in delivery (DLT), reliability in delivery (DR), and accuracy in delivery information (DIA) affect customer satisfaction (CS), with customer trust (CT) being one of its mediators. The results are very informative on how the factors affecting operational delivery influence customer perceptions and satisfaction.

First, the analysis indicated that delivery lead time did not significantly and directly affect customer satisfaction. This implies that though there are customers who might feel delays, they do not necessarily lower satisfaction provided other delivery factors such as reliability or accurate information are upheld.

Second, customer trust was significantly affected by the delivery lead time positively. The timely deliveries lead to greater satisfaction with the service provider due to their effectiveness and reliability.

Third, customer satisfaction and customer trust had a strong positive impact due to the reliability of the delivery. Stability of the customer in deliveries, correct completion is appreciated by the customers and contributes directly, to the customer satisfaction and building the confidence of the customer towards the platform.

Fourth, both customer trust and the satisfaction were also positively correlated with the accuracy of the information about the delivery. Up-to-date tracking takes away the sense of dissimilarity and promotes a sense of professionalism, which can additionally lead to increased confidence and favorable service experiences.

Lastly, customer trust was established as a strong mediating variable between the performance of delivery and customer satisfaction. Even when there is deficiency in one of the dimensions of deliveries, high degree of trust may sustain satisfactory levels of satisfaction, which underlines the role of transparency, reliability, and communication in service operations.

In general, these findings highlight that better delivery procedures, keeping data and information accurate and timely, and development of customer trust is crucial in improving satisfaction. The results of this study offer effective insights to e-commerce groups such as Daraz Bangladesh, Pickaboo, Chaldaal and others on how to enhance logistical strategies and customer experiences to achieve customer loyalty and favorable impressions of service quality.

5.2 Scope for Future Study

This study is also suggested for further examination.

This study contributes some insight into the relationships between delivery lead time, delivery reliability, delivery information accuracy and customer trust and customer satisfaction but there are still possibilities for future research. Moreover, due to the rapidly growing e-commerce and logistics landscape in Bangladesh, the linkages between operational performance and service quality with customers perception and behavior needs careful examination.

First, the other determinants of customer satisfaction and trust like service responsiveness, product quality and perceived price can be included in future studies. These elements could give possible broaden a complete picture with regards to the customers decision making process through online retailing. These variables also exist to enable researchers to comprehend the wider role that logistics performance and service management play in driving customer loyalty and retention.

Second, researcher would provide longitudinal evidence into how changing customer expectations affect satisfaction over time. A cross-sectional study (see: customer perspectives on trust and satisfaction are only analyzed after one occasion, whilst future studies would measure customer perceptions of trust and satisfaction when a number of transactions and service improvements occur). These designs are a great way to get an idea of ways that an e-commerce can improve long-term customer loyalty,

At the same time, researchers may examine the connection between demographic traits and behavioral attitudes with delivery expectations and satisfaction across different deliveries. Moderators such as age, occupation, and level of online purchases

may have between delivery performance and trust in customers. You are taught to identify these moderating factors so that services can be better focused on different segments of customers.

Fourth, cross-platform studies would serve to better determine best practices in logistics and customer service. An analysis of the speed and reliability of various delivery service providers, as well as the accuracy of the information presented on different platforms might provide competitive advantages at this early stage (and guidance for newly-enterprising e-commerce players both in Bangladesh and beyond).

Finally, future research could conduct cross culture or regional studies to determine the influence of geographic and infrastructural differences on logistics performance and consumer attitude. A discussion from an urban and rural perspective, or different cities, reveals the challenges and opportunities to service delivery in order to improve its sustained delivery and what can be done in relation to customer satisfaction beyond the service delivery sphere.

5.3 Recommendation

Based on the outcome of this study on the performance of delivery service of E-commerce Bangladesh and the outcome of their customers, the following recommendations can be made:

- **The enhancement of Customer Awareness and Digital Literacy**

The delivery tracking system should be explained to customers, and also taught how to use the system to best effect. This can help to reduce the chances of customer confusion over the status of an order and help customers to make informed decisions.

- **Improving Logistics Efficiency**

The things that companies have to do is to streamline the operational processes so that they can ensure that the deliveries will be made on time and with a minimum of delay. Streamlined workflows, inventory management and enhanced partnership with delivery partners can help to enhance customer satisfaction.

- **Enhancing the Customer Support Services.**

Customer support should give real-time support and update on delivery related issues. Proactive and transparent with customers means there is less customer order uncertainty and more trust.

- **Ensure that deliveries are being made accurately and make improvements.**

Delivery information should be accurate and reliable, such as delivery tracking, estimated delivery times and delivery notifications. Even with a little of the delay, if there's clear and consistent communication, it helps maintain the trust level and satisfaction level as well.

- **Building trust with the customer in the long-term.**

In order to create trust, companies need to fulfill their promises of delivery, have a good track record, and be honest. The link between operational efficiency and satisfaction is through the lens of trust.

- **Encouraging Customer Feedback**

Customer feedback should be taken on a regular basis to gain insight into most frequent issues and ways of improving offerings. Feedback loops are tools to support continuous development and customer retention.

- **Employee Training**

The delivery or logistics personnel can benefit from training to improve reliability, reduce mistakes and help meet order deadlines, which can all impact the customer experience.

In conclusion, prioritizing fast and secure delivery, as well as the precision of the information shared can help enhance customer satisfaction and trust. The development of these policies can help to reduce some of the confusion that customers may experience, foster customer goodwill and thus enhance the customer experience in online environments.

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Appendix A

Survey Questionnaires

Have you purchased any product from E-Commerce platform in the last 6 months?

- Yes
- No

Section A: Demographic Information

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- Below 18
- 18–25
- 26–35
- 36–45
- Above 45

3. Occupation

- Student
- Service Holder
- Businessperson
- Homemaker
- Other

4. Area of Residence

- Dhaka
- Chattogram

- Rajshahi
 - Khulna
 - Sylhet
 - Barishal
 - Rangpur
 - Mymensingh
5. How often do you purchase from Daraz?
- Rarely
 - Once a month
 - 2–3 times a month
 - More than 3 times a month

Section B: Study Variables

Scale:

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

Independent Variables:

1. Delivery Lead Time (DLT)

- 1. My orders are delivered within the promised time.
- 2. The E-commerce platform delivers my orders quickly.
- 3. Delivery duration is reasonable for my orders.
- 4. I rarely experience delays in delivery.
- 5. The E-commerce delivers faster than other online platforms I use.

2. Delivery Reliability (DR)

- 1. Orders are delivered consistently on the promised date.
- 2. The E-commerce keeps delivery commitments reliably.
- 3. I can depend on E-commerce platform for my orders.

4. Errors in delivery are rare.
5. I trust E-commerce platform to deliver correctly every time.

3. Delivery Information Accuracy (DIA)

1. Tracking information is accurate and up to date.
2. Estimated delivery dates match actual delivery.
3. Delivery notifications are clear and understandable.
4. I am properly informed about order progress.
5. The E-commerce platform provides correct information about my deliveries.

Mediating variable:

4. Customer Trust (CT)

1. I trust E-commerce platform to deliver my orders correctly.
2. E-commerce platform keeps its delivery promises consistently.
3. I feel confident ordering from E-commerce platform.
4. My previous experiences make me trust E-commerce delivery service.
5. I rely on E-commerce platform for accurate and timely delivery.

Dependent variable:

5. Customer Satisfaction (CS)

1. I am satisfied with the overall delivery service.
2. E-commerce platform meets my expectations for delivery.
3. My overall experience with E-commerce platform delivery is positive.
4. I intend to continue purchasing from E-commerce platform.
5. I would recommend E-commerce platform to others based on delivery service.

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