

Impact of E-Service Quality on Online Store Loyalty towards Sri Lankan Modern Trade Outlets: with Special Reference to the Mediating Effect of Online Store Trust

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Continuously Sri Lankan modern trade Retail outlets are performing better in offering products to the customer. But during the covid-19 pandemic situation, modern trade Retail outlets could not provide good service Quality through online platforms. Therefore, the purpose of this study is to determine whether the customers of modern trade Retail Outlets online store loyalty depended on E-Service quality and online store trust. This study employed a quantitative research design to conduct this research. This study's population was the people who recently buy online Grocery item on Modern Trade Retail Outlets Sri Lanka with covid-19 pandemic Situation. The convenience sampling method was used to select this study sample, and 247 respondents were selected as the sample. The results suggest a significant impact of E-Service quality on the Online Store Trust and Online Store loyalty. Further, the results state that the retail outlet managers should pay attention to the website's loading time, allocate separate sections to each outlet to manage online delivery, and use different payment methods. Thus, as per the research findings, more weight is given for the order management. Strategic decision-makers should be aware of this when developing an online platform.

Keywords: *E-Service Quality, Modern Trade Outlets, Online Store Loyalty, Online Store Trust*