

Study on Service Quality Specification for Home Delivery System in Malaysia Special Reference Lazada

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This research is examined the service specification for the Home Delivery system in Malaysia as a modification of SERVQUAL Parasuraman 1985. The primary goals are to build up a healthy and loyal relationship between the service provider or the company and the customers who connect with Home Delivery systems. To assess the primary goals, the suggested Service Specification, Personalized Home Delivery Service, is offering to LAZADA Malaysia, as it is the pioneer e-commerce company in Malaysia. The research was conducted as a survey method using a questionnaire, and the survey is being done among one hundred twenty-five (125) participants. The data has been collected in Kelana Jaya and around Kuala Lumpur, Malaysia, as random sampling and convenient sampling from some universities. The analysis was not adhering to one specific group but different demographic levels. The SPSS version 22.0 is used as the software for the data analysis. The study was able to find out the relationship between perceived service quality and customer satisfaction of LAZADA HDS with four dimensions wrapped by personalized service specification (communication, delivery, technology, interest, and discounts). All the service quality dimensions were significantly correlated to customer satisfaction except personalized technology.

Keywords: *Communication, Customer Satisfaction, Delivery, Home Delivery, Interest and Discount, Perceived Service Quality, Personalization/ed, Service Specification, Technology*