

IMPACT OF A SUPERMARKET WEBSITE'S QUALITY ON CUSTOMER SATISFACTION; WITH SPECIAL REFERENCE TO UNDERGRADUATES AT THE RAJARATA UNIVERSITY OF SRI LANKA

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ABSTRACT

The effectiveness of e-commerce websites is critical for shaping consumer satisfaction and influencing purchasing behavior in an increasingly digital world. This study focuses on undergraduate students at Rajarata University in Sri Lanka to examine the impact of supermarket website quality on customer satisfaction. A quantitative research approach was adopted to gather both primary and secondary data. A pre-tested structured questionnaire was distributed among the sample respondents to collect primary data. Data were analyzed using descriptive and inferential statistics to meet the research objectives and test the hypotheses using the SPSS software package. The study population comprised 7,814 undergraduate students at Rajarata University of Sri Lanka, who were selected for their diverse backgrounds and demographic relevance to online consumers. The Morgan table was used to determine the sample size of 367. Preliminary research findings indicate that undergraduate students' satisfaction with supermarket websites is significantly influenced by factors such as website design, information quality, transaction and payment capabilities, and service quality. This study also underscores the importance of convenient online shopping for undergraduates. This study provides insights into the preferences and expectations of undergraduates as online consumers, contributing to a better understanding of the e-commerce landscape in Sri Lanka. These findings have practical applications for supermarket store owners and e-commerce platforms seeking to enhance customer satisfaction and loyalty. Overall, this study highlights the importance of continuous improvements to supermarket website quality to meet the evolving needs and expectations of the digitally engaged consumer base. However, convenience sampling may introduce a sample bias, potentially limiting the generalizability of the results. Self-reported questionnaires may introduce social desirability bias, affecting response accuracy, and the focus on Rajarata University students limits the applicability of the findings to other populations. Future research should explore additional aspects of website quality, employ a broader sample for wider generalizability, and address the social desirability bias in self-reporting to improve accuracy. Combining qualitative approaches with quantitative data can provide nuanced insights.

Keywords: Customer satisfaction, e-commerce, information quality, service quality, transaction and payment capability, undergraduates, website quality, web design