

# DOES CUSTOMER TRUST IMPACT ON E-SERVICE QUALITY DIMENSIONS DURING COVID-19 PANDEMIC?

**Gunawardana, P.K.A.T.D.R., Fernando, P.I.N**

*Uva Wellassa University of Sri Lanka*

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e-groceries is probably is an effective way to contain the current epidemic to avoid personal contacts and maintain the social distance within the face of the Covid-19 Pandemic. The purpose of this study is to gain insight on the impact of e-service quality dimensions and customer satisfaction of e-groceries with the role of customer trust as a mediating variable during the Covid-19 pandemic. Research adopted the quantitative approach where the empirical data gathered from 300 e-grocery shoppers in Western province, Sri Lanka, selected by adopting multi-stage sampling method. Data collected through a field survey conducted during the first wave of Covid-19 pandemic in year 2020. As analysis methods, Regression analysis adopted whereas the Barron and Kenny mediator analysis model and the Sobel test adopted for mediation impact. According to the findings, e-service quality dimensions strongly impact on the customer satisfaction of e-groceries during the Pandemic. Further, customer trust, partially mediates the e-service quality and customer satisfaction of e-groceries. The research indicates that e-grocery service providers have to distinct on revamp of customer trust parameters and e-service quality dimensions that mentioned throughout to enhance the customer satisfaction, customer trust and attract more customers for e-grocery shopping.

**Keywords:** *Customer satisfaction; Customer trust; E-groceries; E-service quality*

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