

E-Service Quality and Customer Satisfaction in Nepal: A Youth Perspective

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Abstract

This study examines the relationship between e-service quality and customer satisfaction among young consumers in Nepal within the context of rapid digitalization and expanding online commerce. As young people constitute the largest group of internet users and online shoppers, the research focuses on how different dimensions of e-service quality influence their satisfaction with online shopping experiences. The study evaluates key factors of e-service quality, including ease of use, information quality, security/privacy, economic value, delivery guarantee, and promotional offers. Primary data were collected through a structured questionnaire based on a five-point Likert scale from 380 higher secondary, undergraduate, and graduate students in the Kathmandu valley using purposive sampling. Guided by a post-positivist research approach, the data were analyzed using SPSS and MS Excel through descriptive statistics, correlation analysis, and multiple regression techniques. Findings indicate that most respondents are active online shoppers purchasing diverse product categories, with clothing being the most frequently bought item. Correlation analysis reveals significant positive relationships between all e-service quality dimensions and customer satisfaction. Regression results show that security/privacy, economic value, and delivery guarantee exert the strongest influence on satisfaction, while ease of use, information quality, and promotional offers have comparatively weaker effects. The study highlights secure transactions, competitive pricing, and reliable delivery as critical drivers of customer satisfaction in Nepal's growing online marketplace.

: e-service quality, customer satisfaction, online shopping, youth consumers, e-commerce

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Introduction

The way people shop and get services has changed a lot in the last ten years. The internet, cell phones, and online payment have allowed buyers to receive items, place orders, send

remittances, and have fun in the comfort of their homes. This transformation has given rise to a novel and rapidly expanding e-services world, also popular under the alias of online platforms that connect businesses and customers without

the need to meet in person (Bhat & Darzi, 2020). With the introduction of these digital services into everyday life, the quality of the services has become one of the most significant aspects in determining whether customers are satisfied or not. Once a platform is user-friendly, trustworthy, secure, and responsive, customers are confident, feel appreciated, and continue to be attracted. When it is not, they run away and usually never return (Ayuni, 2019).

Nepal is no exception when it comes to this huge and rapid world trend. The nation has experienced phenomenal growth in online platforms in recent years in fields such as e-commerce, online banking, online food delivery, ride-hailing, and online streaming. Shopping platforms such as Daraz, SastoDeal, eSewa, and Foodmandu are now household names, with many young people as customers (Sharma, 2025). Such an increase indicates an increasing demand for convenience and speed among the connected population in Nepal. However, with this development, there have also emerged some deep concerns regarding the quality of e-services. Slow websites, broken transactions, unhelpful customer service, vague product details, and concerns about personal and financial information being stolen are some of the common complaints made by users. Young users are particularly irritated by these problems who are highly tech-savvy, high-expectation users and are not afraid to switch to another service (Khadka & Maharjan, 2017).

The biggest, most active, and most valuable group of digital buyers in Nepal is young people. They are mostly students and early users who use e-services on a daily basis. Their experiences, perceptions, and level of satisfaction are highly crucial not only to individual businesses but also to the well-being of the entire Nepalese digital

economy (Lama, 2021). Unless young users have confidence in digital platforms, adoption will remain low and slow. When they experience negative experiences, they will demoralize others around them. Knowing what makes them happy and what makes them stay that way is both a business focus and a policy issue (Mou et al., 2017).

E-service quality means how well an online platform provides its services to users. According to researchers Parasuraman et al. (1988), it is characterized by such dimensions as reliability, responsiveness, ease of use, security, privacy, and personalization. Blut et al. (2015) also revealed four major dimensions, namely website design, customer service, security and privacy, as well as fulfillment. All these contribute to users' perceptions regarding a platform. In his Technology Acceptance Model, Davis (1989) demonstrated that perceived ease of use has a bearing on people's willingness to use a technology, a point that continues to be highly applicable to the way Nepali youth interact with local digital platforms.

Several studies conducted in Nepal have pointed out the dimensions that are of the greatest importance to young users. Regarding user-friendliness, studies by Khadka et al. (2025) and Shrestha et al. (2025) discovered that Nepalese youths are highly satisfied with ease of use through simple navigation of e-commerce websites, easy registration, searching, and checkout. They are accustomed to the experience provided by international companies such as Amazon and Alibaba and want the same from local services. Quality of information is also important. Bhat and Darzi (2020) discovered that young Nepali consumers feel frustrated when product descriptions are unclear, reviews are unavailable, or return policies are unclear. Clear,

precise, and complete information develops trust and assists users in making informed decisions.

Some of the most severe and frequently discussed issues among young digital users in Nepal are safety and privacy. Bressolles et al. (2015) discovered that young people do not trust local sites that fail to display security elements such as SSL certificates, one-time verification, and information privacy policies. They tend to rank domestic platforms negatively compared to international ones that have stronger protections. This problem is exacerbated by the lack of digital literacy, since not all young users are aware of how to detect and handle security risks independently. Price and perceived value also play an important role. The majority of young people in Nepal are students or young employees with low incomes. In this study, Upadhyay and Adhikari (2024) established that websites providing transparent pricing, fee structures, and regular promotions registered much higher satisfaction and repeat purchase rates among young consumers.

Another important aspect is delivery. Adhikari et al. (2025) identified that the lack of real-time tracking and delays during delivery are still chronic issues in the e-commerce environment in Nepal. Young people want to know the location of their orders and when they will arrive. Platforms that have collaborated with trusted logistics companies and provide after-order services, such as Daraz and eSewa Pasal, are more likely to be successful in this aspect. Hoo et al. (2026) further observed that young people react favorably to promotional messages such as flash sales and referral codes, but they must be truthful and convenient to claim. False advertisements, on the contrary, destroy trust within a short period.

The final result of all these dimensions is customer satisfaction, which, as defined by Kotler and Keller (2016), is the level to which a product or service surpasses or falls short of expectations. When customers are satisfied, they come back, refer friends to the site, and contribute to creating true followers. Studies by Blut et al. (2015), Wolfenbarger and Gilly (2003), and Pham and Ahammad (2017) affirm that customer satisfaction is a key factor in repurchase intention and loyalty in online contexts. Gurung et al. (2024) and Paudel et al. (2025) found service quality, security, service guarantees, and tangibility to be major factors influencing online customer satisfaction, whereas Singh et al. (2023) emphasized responsiveness, price, and website security as especially relevant in online purchasing situations. Khadka and Maharjan (2017) discovered in Nepal that website failures during the checkout process and unmet delivery promises greatly reduce customer satisfaction and trust among youth.

In spite of this accumulating literature, the majority of research regarding customer satisfaction in Nepal has focused on traditional retail and service sectors. Few studies have specifically examined the impact of e-service quality on young consumers in the online arena. In Nepal, there is no set framework for assessing the quality of e-services, and thus, businesses or policymakers cannot be sure where to concentrate their attention. This is a significant gap that this study aims to fill.

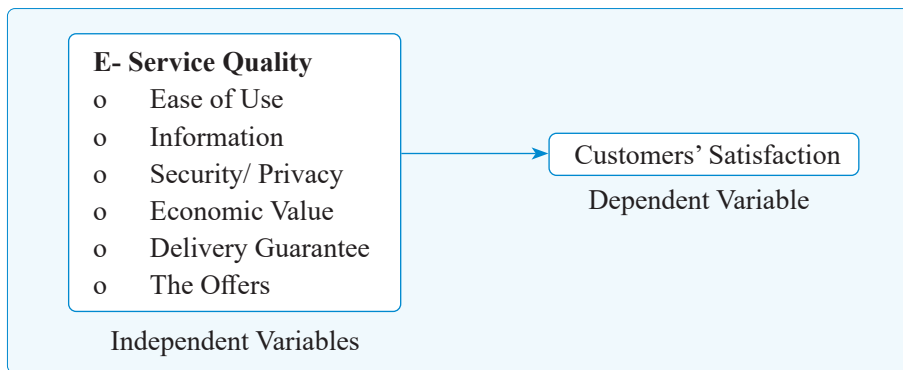
This research, therefore, explores the correlation between e-service quality and customer satisfaction among youth in Nepal. It aims to analyze the most important aspects of e-service quality influencing satisfaction, investigate the nature of the relationship between the two, and quantify the effects of e-service quality on satisfaction outcomes. Based on

the literature review and identified research gaps, the study presents two hypotheses: that there exists a positive relationship between e-service quality and customer satisfaction (H1); and that e-service quality is a significant determinant of customer satisfaction levels (H2). Through testing these hypotheses in the Nepali youth context, this research will offer practical

solutions to help digital service providers enhance user experience, trust, and customer retention. Finally, it is hoped that the findings will contribute to creating a healthier, stronger, and more inclusive digital economy in Nepal, where young consumers feel safe, secure, and satisfied using online platforms.

Figure 1

Conceptual Framework



Methodology

The population of the study consisted of higher secondary level, undergraduate, and some graduate-level students in the Kathmandu Valley. The higher secondary level students and undergraduates were born between 1997 and 2009. Gen Z, or Centennials, are the children of Gen X (Aryal et al., 2023). They have also witnessed the monetary challenges of their parents and older siblings and are more financially aware than Generation Y. They conserve finances and consider economic stability to be a key determinant in career choices. They are digital natives, having been born into the era of the internet and digital technology. They consider the internet and digital devices essential in their everyday lives and shop, entertain, and socialize online. Gen Z prefers real and raw images, as opposed to Gen Y, who upload refined and filtered images. They value personalized and

customized experiences and favor brands that address social and environmental issues. They also expect companies to continually renew their offerings and provide new ways of interaction at each touchpoint (Kotler et al., 2021). The research adopted a post-positivist approach that focuses on rigor, triangulation, and critical reflection on the research process.

The sample size of respondents was 384, based on the general rule of sampling when the population is not precisely defined (Krejcie & Morgan, 1970). The analysis was carried out on respondents selected from various private and public higher secondary schools and colleges in the Kathmandu Valley that offer university-level education in different streams. Purposive sampling was used to collect the data, in which only young individuals who purchase goods online were included as the study sample.

However, after cleaning the data according to the information provided by the respondents, only 380 valid responses were used for the study. Both primary and secondary sources were used. The secondary data contained information acquired primarily through various reports, bulletins, websites, and literature related to the study theme and were obtained from multiple sources to supplement the survey-based analysis. Secondary data were also used to frame the sample and determine the sample size. The primary data were gathered using a survey questionnaire, observation, and informal interviews.

The questionnaire survey was divided into three categories. In the first stage, data were gathered on the demographic variables of respondents, such as age, gender, education, occupation, annual family income, and purchasing mode (online or offline). The second phase of the questionnaire focused on online shopping behavior, including the types of products purchased online, the amount of money spent, purchase frequency, and related factors. The questionnaire was designed using a five-point Likert scale ranging from high levels of dissatisfaction to high levels of satisfaction.

The responses from the questionnaire survey were categorized, tabulated, processed, and analyzed with the help of SPSS and MS Excel. Appropriate statistical tools (descriptive and inferential) were used to fulfill the objectives of the study. Under descriptive analysis, frequency distributions, tables, and percentages were computed, while Pearson correlation and multiple regression analyses were conducted to describe and analyze the nature and numerical relationships of the data. To ensure the content validity of the instruments, previously developed and tested questionnaires were used. In addition, different sets of questionnaires were combined and adjusted to ensure contextual validity. Cronbach's alpha was used as a measure of the reliability of the instrument.

Results and Discussion

This section particularly states the result of the study analysed through the data collected during the survey and makes interpretations based on findings. It also compares the results with other studies having similar findings. The study assesses the association and impact of shopping through online mode and the levels of customers' satisfaction of the young generation, mostly comprising the students.

Table 1

Demographic Information

Variable	Category	Frequency (n= 380)	Percent (%)
Gender	Male	180	47.4
	Female	200	52.6
Age	15 – 21	272	72
	22 – 28	98	25.9
	29 – 35	2	0.5
	36 – 42	2	0.5
	43 – 49	6	1.6

Variable	Category	Frequency (n= 380)	Percent (%)
Education	Plus Two	30	7.9
	bachelor	310	81.6
	master	40	10.5
Family Income	<50000	188	49.5
	50000-100000	160	42.1
	>100000	32	8.4
Shop online or not	Yes	340	89.5
	No	40	10.5
Monthly Spend	<1000	180	47.4
	1000-5000	178	46.8
	>5000	22	5.8

Note. Data collected through the survey questionnaire was analyzed using SPSS software

According to the collected demographics, there is an indication that the educational levels of the respondents were high, with a significant proportion of the participants being well educated. In particular, a larger percentage (81.6%) had finished undergraduate (bachelor's) education, while 10.5% had a master's degree, representing graduate-level education. A very small fraction (7.9%) reported that they had completed their education at the Plus Two (intermediate) level. All of these figures indicate that more than 90% of those surveyed had at least a bachelor's degree, suggesting that the sample group was highly educated.

The gender distribution of the respondents was more or less even, with only slightly more women (52.6%) responding to the survey than their male counterparts (47.4%). This almost equal representation enables gender inclusivity in the dataset.

In terms of age, most of the participants were in the younger age group. Most respondents (72%) were between 15 and 21

years old, followed by 25.9% aged 22 to 28. The percentages in the 29–35, 36–42, and 43–49 age brackets were very small (about 2% each), and only 1.6% were in the 43–49 age range. This distribution clearly shows that the study mainly appealed to a younger audience, especially those in their late teens and early twenties.

In terms of the financial background of the respondents, nearly half (49.5%) belonged to families with monthly incomes of less than NPR 50,000. About 42.1% had a monthly family income of NPR 50,000–100,000. Only a small percentage (8.4%) reported household earnings of over NPR 100,000. These figures imply that the sample mostly consisted of individuals from low- and middle-income groups.

Regarding online shopping behavior, a major trend was identified: 89.5% of the respondents stated that they were involved in online shopping, while only 10.5% reported that they were not. This indicates extensive use of e-commerce among the respondents.

When asked about monthly spending on online shopping, most respondents stated that they spent less than NPR 1,000 (47.4%), followed closely by those spending NPR 1,000 to 5,000 (46.8%). Only 5.8% reported spending

over NPR 5,000 per month. These trends indicate that the majority of respondents are cautious or moderate in their online shopping behavior, suggesting that consumers are largely a price-sensitive group.

Table 2

Product Purchase Frequency Through Online

Product Category	Frequency	Percentage
Electronics	36	9.5
Clothing	80	21.1
Furniture	36	9.5
Cosmetics	16	4.2
Sports	10	2.6
Groceries	4	1.1
Multiple product categories	198	52.0
Total	380	100.0

Note. Data collected through the survey questionnaire was analyzed using SPSS software

The results in Table 2 demonstrate that trends in online purchasing vary between single-category and multi-category purchases, as there is a clear difference between the two. The number of people who bought items in more than one category was 52.0%, which means that online buyers often use digital platforms to satisfy various needs during a single shopping experience.

In single-category purchases, clothing items were the most desired products, accounting for 21.1% of the total respondents. This implies that clothing continues to be a major component of online shopping, perhaps because of its convenience, high demand, and the large number of choices available on e-commerce platforms. The next categories were electronics and furniture, each accounting for 9.5% of respondents, indicating that more consumers are gaining confidence in purchasing valuable and

durable products online. A smaller percentage of respondents bought other product categories separately. Cosmetics was the most purchased single category (4.2%), followed by sports items (2.6%) and groceries (1.1%). This may signify that these products are less frequently purchased online or are commonly bought together with other products.

The findings indicate a tendency toward diversified online shopping, with a majority of participants—more than half—reporting multi-category purchases. Although clothing remains the most popular individual product category, the popularity of multi-category purchases highlights the growing role of e-commerce websites as full-scale marketplaces. These results suggest that online retailers can utilize strategies such as cross-category offers, product bundling, and personalized recommendations to better align with changing consumer preferences.

Table 3*Correlation*

Variable	Customers' Satisfaction	Ease of Use	Information	Security/ Privacy	Economic Value	Delivery Guarantee	The Offers
Customers' Satisfaction							
Ease of Use	0.615**						
Information	0.536**	0.659**					
Security/Privacy	0.665**	0.609**	0.596**				
Economic Value	0.619**	0.687**	0.650**	0.530**			
Delivery Guarantee	0.677**	0.683**	0.588**	0.625**	0.615**		
The Offers	0.598**	0.676**	0.627**	0.618**	0.683**	0.651**	

Note. Correlation is significant at the 0.01 level (2-tailed); Data collected through a survey questionnaire analyzed using SPSS software

In order to answer the second research question and test Hypothesis H1, Pearson correlation analysis was conducted to determine the strength and direction of the relationships between the different dimensions of e-service quality and customer satisfaction. The analysis indicated that all the examined variables had a positive and significant correlation at the $p < .01$ level, which means that there is a strong overall relationship.

Among the evaluated factors, delivery guarantee was the most influential, exhibiting the highest correlation coefficient ($r = .677$). This implies that swift and reliable delivery plays a critical role in enhancing customer satisfaction in the online shopping experience. Security and privacy also showed a strong correlation ($r =$

$.665$), highlighting the importance of providing consumers with secure and reliable transaction environments.

Other influential dimensions, including economic value ($r = .619$), ease of use ($r = .615$), and offers ($r = .598$), were also moderately to strongly positively related to customer satisfaction. These findings indicate that customer satisfaction tends to be higher when platforms provide good value for money, are easy to use, and offer attractive deals. These results provide strong support for Hypothesis H1 and align with the second objective of the study. They confirm that improved e-service quality across various dimensions has a positive effect on customer satisfaction in online shopping.

Table 4*Regression Result*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.148	0.691		1.661	0.098
Ease of Use	0.058	0.048	0.067	1.217	0.224
Information	-0.052	0.063	-0.041	-0.822	0.411

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Security/Privacy	0.363	0.053	0.327	6.909	0
Economic Value	0.366	0.085	0.224	4.31	0
Delivery Guarantee	0.322	0.056	0.292	5.736	0
The Offers	0.036	0.057	0.034	0.632	0.528

Note. Dependent variable: Customers' satisfaction; Data collected through a survey questionnaire analyzed on SPSS software

To answer the third research question and Hypothesis H2, multiple linear regression analysis was conducted to examine the individual impact of the different dimensions of e-service quality on customer satisfaction. The findings indicated that three factors played a statistically significant and positive role in customer satisfaction at $p < .01$. Out of these, security ($=.363$), and economic value ($=.366$) proved to be the strongest predictors, indicating the importance of online platforms being able to offer a secure and trustworthy environment. This highlights the fact that as long as users are assured that their personal and financial details are safe, their satisfaction with the service will increase significantly.

Delivery guarantee was found to have a significant effect on customer satisfaction ($=.322$), highlighting the importance of timely and reliable delivery for young online shoppers in Nepal. However, ease of use, information, and offers were not significant predictors in the regression model, even though they were positively correlated with satisfaction. This suggests that these factors may improve the overall shopping experience but may not directly determine satisfaction. The results support Hypothesis H2 and fulfill Objective 3 by showing that platform security, reasonable pricing, and quality delivery are the most influential aspects of e-service quality in the Nepali youth online shopping context.

Table 5

Reliability Results of Study Variables

S.N.	Variable	Cronbach's Alpha
1	Ease of Use	0.839
2	Information	0.842
3	Security	0.812
4	Economic Value	0.797
5	Delivery Guarantee	0.813
6	Offers	0.842
7	Customer Satisfaction	0.868

Note. Data collected through a survey questionnaire was analyzed using SPSS software

A reliability test to determine the internal consistency of the constructs used in this research was performed through Cronbach's alpha, which is a well-established statistical test for determining scale reliability, and a value greater than 0.7 is considered acceptable (George & Malley, 2024). According to the findings, as presented in Table 5, all the measured variables show strong reliability, as the alpha coefficients are higher than the generally accepted value of 0.70. This implies that the measures used to assess each construct were reliable and stable.

Customer satisfaction was the most internally consistent ($\alpha = 0.868$) variable, demonstrating a high level of reliability among the items used to assess respondents' satisfaction. The offers and information constructs demonstrated a very high degree of reliability, with an alpha of 0.842, which means that the promotional deals and the quality of information offered by online platforms were measured consistently.

Ease of use also performed well, having a Cronbach's alpha of 0.839, which indicates that respondents provided consistent and reliable answers regarding the user-friendliness of online shopping sites. Security/privacy ($\alpha = 0.812$) and delivery guarantee ($\alpha = 0.813$) were also highly reliable, further supporting the consistency of perceived views on these key service quality aspects. Although the score for economic value was slightly lower ($\alpha = 0.797$), it was still within the acceptable range, confirming the validity of the measurement of cost-effectiveness and value perception. In general, the reliability test verifies that the measurement tools used in the present study were sound and suitable for assessing the dimensions of e-service quality and their relationship with customer satisfaction. These results confirm the validity of the research model

and directly support Objective 1, which aims to investigate the important variables affecting satisfaction in the online shopping experience.

The research found that a significant percentage of individuals (72%) are aged between 15 and 21, and only a small percentage (less than 20%) falls into the age bracket of 35 to 50, who purchase products via digital platforms. This finding is consistent with the findings of Lama (2021). It signifies that young people, particularly Gen Z, purchase their products online. In terms of the monthly family income of online shoppers in Nepal, nearly half (49.5%) belonged to families with incomes less than Rs. 50,000, about 42% fell within the income range of Rs. 50,000 to 100,000, and only a few (8.4%) had incomes above Rs. 100,000. The income level clearly indicates that people who purchase goods online belong mainly to low- to middle-income families in Nepal. This finding is also supported by Lama (2021). The reason is that they are able to compare prices and many other aspects when purchasing online. Having adapted to online purchasing, young people reported that 89.5% of them made purchases via online platforms, reflecting a high adoption of e-commerce among respondents. This finding is in line with Bauer et al. (2006), Chang et al. (2009), and Parasuraman et al. (2005). However, it was found that almost 95% of respondents spend only a small amount, in the range of Rs. 1,000 to 5,000, on monthly online purchases, while the remaining 10% spend more than Rs. 5,000. This reveals that young people browse extensively but purchase minimally online and that they still prefer physical shopping over online shopping.

According to the information gathered, it was found that most respondents purchase multiple product categories online. It also

demonstrated that young people mostly prefer clothing items when shopping through digital platforms, as they are influenced by models who present products attractively, which increases their willingness to purchase immediately.

In terms of correlation between dependent and independent variables, all independent variables—delivery guarantee, security/privacy, economic value, ease of use, and offers were positively correlated with customer satisfaction. This finding is aligned with studies conducted by Ayuni (2019) and Nittala (2015). However, the strongest positive correlation was found with delivery guarantee, followed by security/privacy, economic value, ease of use, and offers. This indicates that when delivery is guaranteed in online purchases, it significantly influences young people to purchase goods, especially clothing, electronics, and furniture. The regression results also showed that security/privacy has a strong influence on customer satisfaction, followed by economic value and delivery guarantee. These findings are in complete alignment with the studies of Lama (2021) and Zngang et al. (2006).

Conclusion

This study examined how different aspects of electronic service quality determine customer satisfaction among young online shoppers in Nepal. The study provides valuable information about the digital consumer behavior of the young population in Nepal based on a comprehensive review of demographics, buying trends, and the results of correlation, regression, and reliability tests.

The results clearly indicate that some elements of e-service quality, such as security and privacy, economic value, and delivery guarantee, are among the most influential and positive factors in determining customer satisfaction. Other factors showed positive

associations in the previous analysis but failed to appear as significant predictors in the regression model. This difference suggests that although these aspects play a role in facilitating a more enjoyable shopping experience, they may not be the primary drivers of satisfaction among the youth segment of the population.

The demographic analysis also revealed that most of the participants were educated, tech-savvy, and price-conscious, which likely affects their expectations and evaluations of online services. The most common product categories purchased by the respondents were clothing, electronics, and furniture, indicating a wide variety of online needs and interests among young buyers. These findings underscore the importance for e-commerce service providers in Nepal to focus on key service areas that ensure secure transactions, reliable product delivery, and high economic value. By focusing on these areas, online retailers can better meet the expectations of young customers, build greater satisfaction and loyalty, and achieve long-term success in an increasingly competitive digital landscape.

The results of the research affirm the multidimensional e-service quality model, which emphasizes constructs such as reliability, security, responsiveness, ease of use, delivery guarantee, and fulfillment. In the same vein, policymakers ought to implement regulations concerning digital privacy, payment security, and product information transparency to instill trust and consumer confidence. As young people are concentrated in urban areas, efforts should be made to improve internet accessibility, language localization, and digital literacy for broader populations. Furthermore, reliable last-mile delivery and clear tracking systems are essential.

However, the research primarily targeted urban Gen Z respondents, mainly students, which introduces demographic bias and limits generalizability (age, socioeconomic status, geographic coverage), particularly to rural Nepal. A cross-sectional survey design does not capture change over time and cannot establish causality, as it measures attitudes at a single point in time. The data are based on self-reports rather than observed behavior, which excludes important insights such as browsing patterns or checking behavior. Additionally, there is limited depth regarding how platforms implement security and privacy measures (e.g., PETs, blockchain, continuous authentication). Thus, the research is not exhaustive and requires further study.

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