



Research Article

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Customer Satisfaction Based on User Perceptions in a Delivery Company in Peru

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Abstract

The aim of this research is to identify the factors impacting customer satisfaction, focusing on customer perceptions within one of the country's most prominent delivery companies, specifically centered in the city of Chiclayo, Peru. The study utilizes the SERVPERF model, which gauges customer perceptions across five dimensions: reliability, responsiveness, security, empathy, and tangibility. Interviews were conducted with the manager and several delivery drivers in the city to comprehend operational processes. To gather unbiased customer opinions, a survey was administered to 196 customers. The results indicate that customers assess the company's service quality as average. Despite the elevated demand, customers display a relatively low level of contentment with the service provided. Furthermore, the research explores the extent of customer satisfaction. Through Pearson's correlation analysis, it was ascertained that the dimensions exerting influence on satisfaction encompass reliability, security, and empathy. The study also establishes that the degree of satisfaction averages out and is intrinsically tied to the quality of service.

Keywords: SERVPERF, service quality, customer satisfaction, delivery service

1. Introduction and Justification

The delivery service is a worldwide trend that has been steadily gaining momentum. As stated by Etemad-sajadi et al. (2020), the current economic surge centers around the delivery service.

Nowadays, people seek not only prepared meal deliveries but also a wide array of supplies, medications, and even supermarket purchases brought to their doorstep. Economically speaking, the global delivery market was valued at 10 trillion USD in 2018, surged to 94 trillion USD in 2021, and is projected to reach 204 trillion USD by 2025 (Ponnaiyan et al., 2021). Given this context, companies must tailor their services to meet current market demands and drive innovation, particularly in times of confinement. During such periods, many families opted to remain indoors, relying heavily on delivery services (Altuntas & Kansu, 2019).

The business model of a delivery company involves offering users access to a technological platform (a mobile application), establishing agreements with suppliers referred to as "Partners," enlisting delivery drivers known as "riders," and satisfying the demands of platform users or "end consumers." These three components are regarded as the company's customer categories and collectively form what the company terms the "value trident" (Suhartanto et al., 2019). The user initiates an order with a specific partner using the application, and upon receipt, the partner confirms the order depending on product availability. Approximately 20 minutes are allotted to prepare the order, following which the nearest rider to the pickup location is notified to collect the order and subsequently deliver it to the user. (Ponnaiyan et al., 2021).

In Peru, numerous companies have incorporated their own delivery services as an extension of their regular commercial operations. Even international franchises with outlets in Peru have opted to provide home delivery options. Customers can access this service through the company's website or application, allowing them to select and purchase products. Subsequently, the web platform provides information about the expected service time and delivery schedule. (Akilimalissiga et al., 2017).

Chiclayo is a city and province situated in the northern region of Peru, boasting a promising macroeconomic landscape. By the end of 2019, it accounted for 2.2% of the national GDP, a notable percentage in comparison to other regions in the country. In terms of GDP per capita, it stands at 13,391 soles per individual. Commerce stands as one of its paramount economic sectors, contributing 18.7% to the State's Value Added Balance (VAB) as per INEI data in 2020. This sector has flourished primarily due to its strategic geographical location, acting as a nexus for economic entities from the coast, highlands, and jungle. This factor, in turn, elucidates the vibrant commercial activities, positioning Chiclayo as one of Peru's foremost trade-centric cities. (Carhuacho-Mendoza et al., 2021).

In Peru, delivery companies started their activities at the beginning of 2019, consolidating in the cities of Lima, Callao, Arequipa, Chiclayo, Piura, Trujillo, Cusco, Chimbote, Ica, and Huancayo. From there, they have been constantly expanding and have started operations in other cities and locations. In the city of Chiclayo, they became present in mid-2019, acquiring all their agreements with partners and riders. However, until August 2021, they had not achieved a significant increase in customers as expected (Miranda Fernández, 2019).

According to the supervisors' analysis, challenges arose during the implementation of this service, primarily stemming from inadequate communication between customers and frontline service personnel. Additionally, issues related to the mishandling and insufficient understanding of the ordering process were noted. These difficulties could potentially result from operational issues, including market rebranding, which impacted the primary delivery brands. (Banerjee et al., 2019).

In this context, Tontini et al. (2021) point out that companies providing this service recognize that the key critical success factor lies in efficiently and effectively transporting the products purchased and/or acquired by their customers, coupled with providing satisfactory customer service. As a result, maintaining effective communication between the company and the customer becomes crucial, enabling real-time updates on ongoing orders. Consequently, conducting a study to understand customer needs and demands becomes imperative (Ramos Farroñan et al., 2020).

In that sense, the current research aims to assess the perceived level of service quality by end customers within a delivery company located in the city of Chiclayo. The objective is to pinpoint the primary factors that influence customer satisfaction.

2. Literature Review

Saueressig et al. (2021) examined the potential impact of service quality on customer loyalty by considering factors like customer satisfaction and perceived value. The primary goal was to devise a methodology for Fly Emirates airline to discern the pivotal attributes necessary for attaining customer loyalty. To achieve this, they administered a self-administered questionnaire, primarily targeting customers who frequently travel with the airline. The study concluded that service quality directly influences the perceived value, which, in turn, has a significant association with customer satisfaction. Ultimately, this nexus of factors contributes to the establishment of customer loyalty.

On the other hand, Adriatico et al. (2022) examined the advantages presented by new delivery platforms and their impact on Spain's economy, alongside their potential in future projections and the acceptance levels of the *Glovo* application on Tenerife Island. The investigation encompassed the analysis of penetration indicators of digital platforms in Spain to gauge growth percentages for the years 2016, 2017, and 2018. Additionally, surveys were conducted to ascertain the demographic of individuals who resort to digital platforms for online food purchases and their frequency of use. The specific analysis focused on *Glovo*, aiming to identify its contributions to Tenerife's economy.

The research concluded that the emergence of digital platforms benefits restaurants and small enterprises by expanding their service reach and curbing costs associated with sales, marketing, and additional personnel required for home deliveries. It has also prompted shifts in consumer habits, nurturing the growth of companies operating through these platforms. Likewise, contemporary society's consumption patterns reflect a preference for time-saving options. Moreover, the use of digital platforms widens the range of offerings and streamlines the purchasing process, enhancing its flexibility and dynamism. Predominantly, the demographic most inclined to utilize these delivery applications comprises young individuals aged 19 to 29.

By the other side, in response to the COVID-19 pandemic, Joshi et al. (2022) conducted an analysis of the economic repercussions caused by this global crisis in the southeastern United States, particularly within the fresh food industry. To conduct this research, the author employed statistical tools including percentage data analysis to represent historical data, and histograms to illustrate shifts in consumer behavior due to the virus's spread.

The research identified the logistical ramifications brought about by COVID-19, encompassing issues like warehouse breakdowns in Miami, suspension of domestic inspections, changes in fresh food demand, and economic losses amounting to 1 billion dollars per week in sales, coupled with the furloughing of thousands of jobs. The findings revealed that 39% of the population plans to shift to online purchases, with 27% of the sample favoring restaurant home delivery, and 25% preferring to order fresh food through delivery applications. Among the most preferred online stores were Amazon with an 84% preference rate, Walmart at 66%, and Target with 45%.

In Peru, Valle Díaz & Huamán Romani (2022) undertook a study aimed at demonstrating the adaptability of e-commerce technological tools to meet a company's commercial needs and boost its sales. To accomplish this, they conducted a statistical analysis of e-commerce growth in Peru spanning the years 2015 to 2020. Moreover, they identified bottlenecks within the company to enhance their operational processes. A study focusing on digital marketing in Lima was also conducted to suggest potential sales channels and methods of strengthening client relationships.

In conclusion, the research established that any company aspiring to employ e-commerce as a marketing strategy is likely to experience a substantial increase in sales. The findings underscored that digital commerce simplifies consumer access to exploring new products and enhances communication between businesses and their clients.

3. Theoretical framework

3.1 Service Quality

When a company decides to provide a service to enhance its sales, it becomes imperative to channel all efforts towards guaranteeing that the service not only meets but surpasses all customer expectations (Izquierdo & Remigio, 2020). Discrepancies arise when comparing customer expectations and the actual service received, and these gaps can be categorized as follows: the contrast between what customers desire and what is assumed they desire; the difference between management's perception of customer desires and the actual service requirements; the divergence between the service offered and the level of service delivered; and the variance between the service provided and the customer's viewpoint (Solis Muñoz & García Alvarez, Florencio Iván Mantilla Crespo, 2019).

According to Choudhury (2021), precision holds significant importance when distinguishing the parameters mentioned earlier, as it forms the foundation for comparing what the company promises against what it effectively provides to the customer. For instance, if the company claims to adhere to all currently mandated protocols, it is imperative to ensure that the customer indeed perceives this adherence, thus fostering a sense of security and confidence.

3.2 SERVQUAL (Service Quality) Model.

Originating in the United States, this model establishes five gaps or dimensions for analysis: reliability, responsiveness, assurance, empathy, and tangibility. Figure 1 illustrates the model's schematic, with each gap aligned to a specific dimension. The initial gap (reliability) contrasts the company's perception of customer expectations with the customers' actual service expectations. The subsequent gap, tied to the dimension of empathy, assesses whether service design and standards are aligned with customer expectations. The third gap, related to responsiveness, examines whether the processes, systems, or personnel involved in the service ensure effective implementation. The fourth gap, assurance, evaluates the similarity between the company's offerings and customers' actual experiences. Lastly, the fifth gap, tangibility, highlights the divergence between customer expectations and perception (Obiunu & Yalaju, 2020).

In practice, the model involves conducting two distinct studies—one centered on expectations and the other on the actual perception of the rendered service. Once the necessary data is gathered, the Service Quality Index (SQI) is computed, serving as a quantification of the service quality. A negative value indicates that expectations surpass perception, whereas a positive number signifies that the customer's experience surpasses their initial expectations (Hossain et al., 2021).

3.3 SERVPERF model.

It stems from the intention to validate a more precise method for gauging service quality. This method relies on assessing the identical dimensions present in the SERVQUAL model. However, it exclusively measures customers' perceptions regarding service performance, that is, after they have received it (Dzisi et al., 2021).

The authors disregard customer expectations, contending that quality is an inherent aspect of the company and exhibits significant variability during each instance of service provision. Consequently, they assert that this model is the most suitable for assessing service quality, as it centers exclusively on the service experienced by the customer, avoiding assumptions that could potentially arise (Nasir & Adil, 2020).

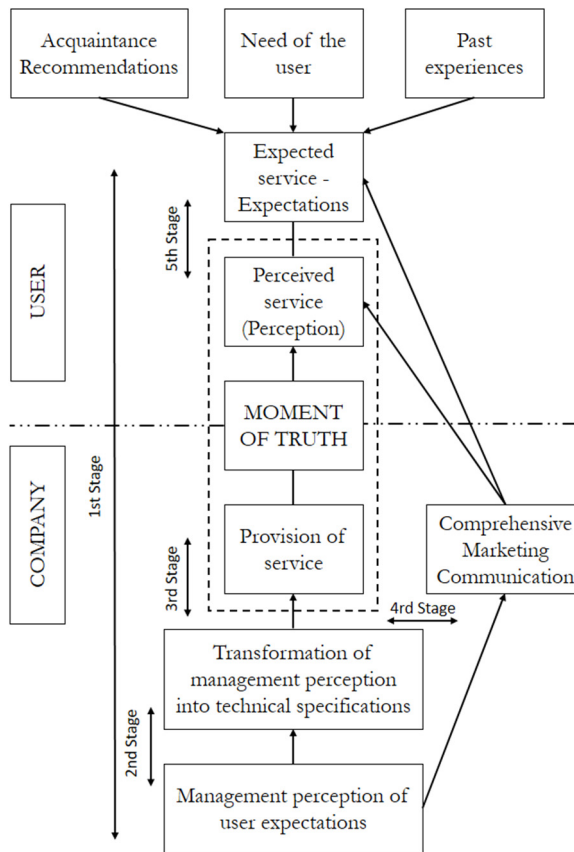


Figure 1. SERVQUAL Model.

Note: Scheme of the SERVQUAL model, obtained from (Altuntas & Kansu, 2019).

4. Methodology

Based on the information presented earlier, there exist two underlying models that assess service quality from distinct perspectives. Firstly, both models recommend utilizing a maximum of 22 questions, with only 16 questions allocated for the analysis of service quality. These comprise 4 questions pertaining to reliability, 2 concerning responsiveness, 2 addressing safety, 4 focused on empathy, and 4 related to tangibility. In addition, 3 supplementary questions pertain to satisfaction. Conversely, adhering to the SERVQUAL model necessitates the administration of two surveys—one concentrating on expectations and the other on perceptions. A study was conducted to evaluate the company's behavior in the examined locale, revealing aggressive and frequently misleading advertising practices. Such conduct is not consistently regulated in Peru (Hossain et al., 2021). Considering the extensive volume of advertising by the company, it is plausible that customer expectations might be excessively elevated in contrast to their actual experiences (perceptions). According to the model, the process entails subtracting the average expectation outcomes from the average perception outcomes, which doesn't yield the net service result. Instead, this process reveals the disparity between what is promised and what is actually delivered. (Oyeyipo et al., 2020). Hence, since the research centers on customers' perceptions of the company's provided service, the

SERVPERF model will be employed. Table 1 displays a comparison of various models for evaluating service quality.

Table 1. Comparison of Quality Measurement Models

Model	Valuation		Dimensions / Factors									
	Expectation	Perception	Marketing	Characteristics	Prices	Image	Tangible	Empathy	Reliability	Security	Response	Service
SERVQUAL	ok	ok					ok	ok	ok	ok	ok	
SERVPERF		ok					ok	ok	ok	ok	ok	

Note. Identification of dimensions considered in each evaluation model.

After finalizing the model selection, a survey was tailored, encompassing the variables of Service Quality and Customer Satisfaction, as depicted in Tables 2 and 3.(Banerjee et al., 2019).

Table 2. Survey for Service Quality

Variable	Dimensions	Questions
Service Quality	Reliability	Is the handling of your data (email, credit card number, cellphone number) secure?
		Is the price requested by the delivery person the same as indicated in the app?
		Are promotions and discount coupons applied smoothly?
		Are you informed of the location of the assigned delivery person in real-time?
	Responsiveness	Is the delivery time indicated in the app met for your orders?
		Once the order is placed, is it accepted quickly?
	Security	Is the information provided about the assigned delivery person sufficient?
		Does the app inform you about the current status of your order?
	Empathy	Do you consider that the delivery person provides good service when delivering your order?
		Does the app allow you to customize your order according to your preferences?
		Is the mobile app design dynamic and easy to navigate?
		When an issue arises, does the online help service resolve your problem promptly?
	Tangible goods	Do you consider that the cleanliness conditions of the delivery person are appropriate?
		Upon receiving your order, are biosecurity protocols properly applied?
		Does the order arrive complete as specified in the app?
Does the order arrive properly packaged and in good condition?		

Note. Adapted from (Banerjee et al., 2019).

Table 3. Survey for Satisfaction

Variable	Dimensions	Questions
Customer Satisfaction	Loyalty	Do you place orders at least once a month through the app?
		Do you only place orders when there are promotions or discount coupons?
		Overall, are you satisfied with the <i>Pedidos Ya!</i> service?

Note. Adapted from (Anaya-aguilar & Gemar, 2021).

The Likert scale (Anaya-aguilar & Gemar, 2021), spanning values from 1 to 5, with 1 representing the lowest rating and 5 indicating the highest, was employed to rate the questions. While the instrument was formulated based on the SERVPERF criteria, it underwent validation through expert assessment to fulfill validity requirements. In terms of reliability, a pilot test was conducted involving 30 customers, yielding a Cronbach's Alpha value of 0.901.

For the survey administration, the entire active customer population using the mobile application in the city of Chiclayo as of August 2021 (25,800 customers) was considered the target population. A simple random sampling technique was employed, resulting in a sample size of 196 customers. This sample size was chosen to establish service quality with a 95% confidence level.

Regarding the final rating, the following criteria were employed: if the obtained value falls between 1.00 and 1.50, the service is classified as terrible; ranging from 1.51 to 2.50, it is deemed poor; between 2.51 and 3.50, it is considered fair; from 3.51 to 4.50, it is classified as good; and any value exceeding 4.50 is labeled as excellent.

To ascertain the dimensions of service quality that exert the most significant influence on customer satisfaction, the Spearman's Rank Correlation Coefficient (Mosimanegape, 2020) was employed. This choice was made due to the non-normality observed in one of the variables during the normality test.

5. Results

Table 4 presents the average values of each question aligned with its respective dimension of analysis, which are then multiplied by their respective positions on the Likert scale. The cumulative values were subsequently divided by the sample size to derive the mean. The resulting average value signifies customers' service quality ratings.

Table 4. Application of the Servperf Model in Service Quality

	Dimensions				
	Reliability	Responsiveness	Security	Empathy	Tangible goods
Very dissatisfied	6	36	7	29	26
1	6	36	7	29	26
Dissatisfied	9	42	8	34	37
2	18	84	16	68	74
Regular	24	38	20	38	36
3	72	114	60	114	108
Satisfied	89	52	103	57	58
4	356	208	412	228	232
Very satisfied	68	29	59	39	39
5	340	145	295	195	195
TOTAL	792	587	790	634	635
AVERAGE	4.04	2.99	4.03	3.23	3.24
AVERAGE RATING	3.50				

Note. Data obtained from the survey applied to customers in the city of Chiclayo during September 2021.

The attained values for each dimension are displayed in Figure 2, highlighting that the reliability and security dimensions garnered the highest ratings.

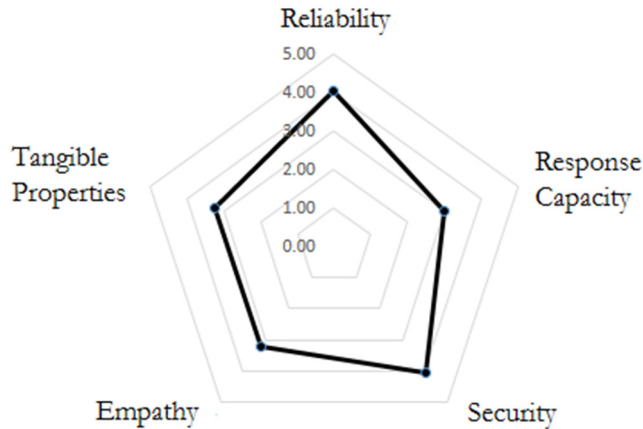


Figure 2. Dimensions of the Service Quality Variable

Regarding customer satisfaction, the acquired results are displayed in Table 5. This table is examined using cumulative frequency analysis to establish that both customer satisfaction and service quality are at a regular level. Additionally, to gauge the extent of customer satisfaction, an evaluation was conducted solely on the dimension of loyalty. To accomplish this, averages were computed based on the rating scale, yielding the information presented in Table 5. The research findings indicate that customer perception of service quality is at a regular level, aligning with the identified issue.

Table 5. Frequency of Responses - Loyalty Dimension

N°	Scale	Quantity	Frequency	Cumulative
1	Very dissatisfied	22	11%	11%
2	Dissatisfied	30	16%	27%
3	Regular	58	29%	56%
4	Satisfied	44	23%	79%
5	Very satisfied	42	21%	100%

The dimensions within the quality of service variable delineate the factors that directly impact the overall satisfaction of *Pedidos Ya!*'s end customers. This assessment aims to identify which dimensions exert a stronger influence on the dependent variable. This determination is achieved through the computation of the correlation coefficient or the application of Spearman's test.

Table 6. Correlation of the customer satisfaction variable with the dimensions of the quality of service variable.

Correlation	Customer satisfaction
Reliability	0.812*
Responsiveness	0.384
Security	0.701
Empathy	0.713
Tangible goods	0.456

- * The relationship is highly significant at 1% significance.

As indicated in Table 6, a notable correlation ($r > 0.5$) is evident between reliability and customer satisfaction. In contrast, the connection between responsiveness and satisfaction exhibits a lower

correlation ($r < 0.5$). The dimensions of security and empathy similarly display a strong correlation with customer satisfaction ($r > 0.5$). However, tangibility reveals a weaker correlation with satisfaction ($r < 0.5$). Consequently, it is established that customers regard reliability, security, and empathy as the primary influencing factors for their satisfaction. In an overarching context, it is concluded that service quality directly impacts satisfaction due to their substantial correlation ($r > 0.5$).

6. Discussion

This research presents valuable insights into customer satisfaction within the context of a delivery company operating in Peru, specifically focusing on the *Pedidos Ya!* mobile application in Chiclayo city. The study employed the SERVPERF model to assess service quality dimensions and their impact on user satisfaction. The findings indicate that customer satisfaction level is assessed as moderate, attributed to the variables of service quality and consumer satisfaction.

Utilizing the SERVPERF model, which evaluates service quality dimensions, the study underscores the significance of several factors that contribute to customer satisfaction. The analysis has identified three primary factors significantly influencing user satisfaction: trustworthiness, safety, and empathy. Furthermore, the study has established a strong correlation between service quality and customer satisfaction, emphasizing the direct impact of service quality on user perception of satisfaction.

To contextualize these findings, the results can be juxtaposed with those of Saueressig et al. (2021). Saueressig et al. concentrated on the airline industry and delved into the influence of service quality on customer loyalty via customer satisfaction and perceived value. Their study yielded the conclusion that service quality exerts a direct impact on perceived value, subsequently significantly affecting customer satisfaction, thereby fostering customer loyalty. This concurs with the present research's outcomes, highlighting the direct influence of service quality on customer satisfaction.

Conversely, Valle Díaz & Huamán Romani (2022) investigated the potential of electronic commerce as a tool to address commercial requirements and enhance companies' sales. Their research deduced that businesses embracing e-commerce strategies witness sales growth attributed to improved consumer access to products and enhanced communication between companies and customers.

Regarding this, Firdous & Farooqi (2019) and Carvalho & Medeiros (2020), based on a similar analysis in Lima city, determined that service quality is associated with a high degree of correlation to customer satisfaction. However, the dimensions that have the most impact are tangibility, reliability, and responsiveness. This difference can be explained by the fact that customer characteristics vary depending on their geographic location, as indicated by Andrade et al. (2020) and Endeshaw (2019), in their study on market selection. People adapt to the conditions of the environment in which they live and make decisions according to their lifestyle.

In summary, the investigation into customer satisfaction within the delivery company using the *Pedidos Ya!* mobile application underscores the significance of service quality dimensions, such as reliability, security, and empathy, in influencing client satisfaction. These findings align with the outcomes of studies by Saueressig et al. and Firdous & Farooqi in different industries, highlighting the overall importance of service quality in fostering customer satisfaction. Furthermore, the correlation between service quality and satisfaction aligns with the conclusions drawn by Valle Díaz and Huamán Romani, Endeshaw, and Carvalho & Medeiros in their exploration of the advantages of electronic commerce for businesses. Collectively, these studies underscore the crucial role of service quality and customer-centric strategies in enhancing customer satisfaction and propelling business success.

7. Conclusion

The satisfaction level of *Pedidos Ya!* end-customers, a mobile app-driven delivery service operating in Chiclayo city, has been evaluated using the SERVPERF model, selected as the most suitable method through a prioritization matrix.

Based on survey data gathered from *Pedidos Ya!* customers, it can be inferred that the level of satisfaction is moderate, as evidenced by a SERVPERF score of 3.50, corresponding to a regular rating.

The Spearman test was employed to identify the key factors impacting customer satisfaction, revealing that reliability, security, and empathy are the primary influencers, each with a correlation of 0.812, 0.701 and 0.713 respectively. The study also uncovered a direct correlation between service quality and customer satisfaction, indicating a strong relationship between the variables.

Given that the company already maintains a feedback system allowing customers to voice their opinions about the service received, it is recommended that the company adopts a data collection method specifically tailored to acquiring information about the dimensions most influential in customer satisfaction, such as reliability, security, and empathy. This approach will enable the company to implement operational enhancements and elevate service quality.

Considering the relatively modest level of dissatisfaction, one avenue for decreasing this metric is through process improvements rather than overhauls. It has been demonstrated that customers are not greatly affected by the manner in which their orders are delivered or the duration it takes. Instead, they highly value the company's provision of peace of mind and confidence in conducting secure purchases through the app for subsequent delivery.

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