



ICSRR – M095

DETERMINANTS OF PERCEIVED SERVICE QUALITY IN ONLINE MARKETPLACES: A CONSUMER-CENTRIC STUDY

Bharathi M.P^a, G.Kalpana^{a*}

^aResearch Scholar, Department of Commerce, Vels Institute of Science, Technology & Advanced Studies, Chennai

^bAssistant Professor, Department of Commerce, Vels Institute of Science, Technology & Advanced Studies, Chennai

** Corresponding Author: kalpanagskp@gmail.com*

Abstract:

Online marketplaces have transformed retail by shifting consumers' evaluations from product-centered attributes to holistic assessments of platform service quality. This consumer-centric study examines the determinants of perceived service quality in online marketplaces and how those determinants shape trust, satisfaction, and repurchase intentions. Drawing on established service-quality frameworks (SERVQUAL, e-SERVQUAL) and recent empirical work, the study identifies five core dimensions as central to consumers' perceptions: website/app usability, information quality, fulfilment/reliability (logistics & delivery), security/privacy, and customer support/responsiveness. Additional moderating influences such as perceived value, reviews/ratings, and personalization are also considered. Using a mixed-methods approach (survey of online shoppers combined with exploratory interviews), the study tests a conceptual model that links service-quality dimensions to perceived trust and satisfaction, and in turn to behavioural intentions. Findings indicate that fulfilment/reliability and security/privacy exert the strongest direct influence on perceived service quality, while usability and information quality contribute indirectly by shaping trust. Reviews and seller reputation strengthen the effects of information quality on perceived value. Practical implications suggest marketplaces should prioritise logistics performance and transparent security assurances, while investing in clearer product information and responsive customer service. The research contributes to theory by adapting e-SERVQUAL to marketplace ecosystems and offering a consumer-centric measurement battery suitable for platform evaluation and continuous improvement. Limitations and directions for longitudinal and cross-country validation are discussed.

Keywords: Perceived Service Quality, Online Marketplace, Consumer-Centric Approach, E-Service Quality.

