

Assessing Customer Satisfaction and Loyalty: A Comprehensive Analysis of Kongas Online Logistics Services

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Abstract: *This research paper evaluates Konga's online services in terms of satisfaction and loyalty of their customers in the provision of logistics services. Statistical methods and surveys are used to conduct an examination of customer's perceptions and opinions on the quality of Konga's services. In addition, the paper evaluates the satisfaction of customers from different socio - economic backgrounds in order to determine potential variations in service quality satisfaction. Results indicate that Konga is seen positively in terms of its customer service, with customers being more satisfied with the pricing, delivery speed and convenience when compared to other services. With the use of well - designed structured questionnaire as google form, responses were solicited from target respondents. The results also demonstrate that customers are more inclined to be loyal to Konga due to its perceived reputation and customer service. Moreover, customers from different socio - economic backgrounds do not vary significantly in terms of satisfaction with Konga's services, indicating that the services provided by Konga are of a high quality regardless of customer's socio - economic background. Ultimately, this research paper highlights Konga's high customer satisfaction and loyalty, suggesting that the services provided by Konga are dependable and of excellent quality.*

Keywords: Customer Satisfaction, Loyalty, Logistics, Online Services and Analysis

1. Introduction

In the logistics service concept, customer satisfaction is the crucial factor in providing service quality. Burity (2021) argued that logistics service providers must provide services under customer expectations for logistics service providers. In the logistics sector, humans need to develop proactive plans that including procurement, storage, transportation, and other activities (Odiwuor & Juma, 2020). Businesses become more customer - centered to survive in the market or to have a competitive advantage over others. The customer's concentration is on maintaining market share via strong customer satisfaction (Thai, 2016). The level of satisfaction plays an important role in identifying the customer's perception of the products or services offered by a given company and helps to take corrective measures for customer satisfaction and loyalty at the highest level. Organizations are always looking for innovative ways to maintain and increase their competitiveness and gain market share. One of the most significant initiatives in recent times +` - - is the contribution of logistics service levels that aid customers to attain their goals (Thai, 2016). The development of internet has transformed the business landscape with evolution of online resulting which has now become the latest way of buying items by some shoppers in Nigeria there escalating in advance prominence. Irrespective of its relatively burgeoning stage, Nigeria online retail business industry is already fiercely competitive with several players coming into action whilst offering a full range of products, from mobile phones to fashion, household appliances, groceries etc. The Internet not only had a major effect on the ordering procedures of customers, making it cheaper and quicker, transcending time and geographical limitations, but also had a major effect on the physical retail business model

(Adamkolo, Hassan, & Pate, 2018). The establishment of the internet has, developed enormous potential company possibilities for e - commerce. In our vibrant globe, the way company processes are altered from moment to time and the implementation of fresh technologies is making the greatest contribution to this evolution (David - West, 2016).

Now, companies are more customer - oriented and attempt to meet their customer demand before their competitors, otherwise, they will be out of the market as customers have the choices to get what they want. The delivery of products to clients is a critical activity in any company (Casadesus - Masanell & Arora, 2017). In fact, people are looking for more convenience and comfort in their shopping experience, and market strategies are constantly evolving to meet these client requirements. Digital technology has created a fresh paradigm for our society and changed our lives interaction with the Internet (Badran, 2018). Online shopping is much more convenient for shoppers than the traditional manner, as there is a chance to order what they need at their office or home. Online shoppers anticipate faster delivery than offline purchases and timely delivery at convenient moments (Politis, Giovanis, & Binioris, 2014). Several factors lead to a favourable internet procurement experience from an e - shop: comfort, accessibility and variety of products, conditions of processing and payment, reimbursement strategies in the event of non - conformity (Salome, Odock, Wainaina & Kinoti, 2021). Effective logistics service is needed to meet the customer's needs and satisfy the customers.

Consumers can buy products or services by using their smartphones, tablets or computers. Consumers can find full information and others' reviews about the product. Online

shopping has much more ease in product accessibility, timeless, perceived risk, product varieties which impact buying intention (Selvaraju & Karthikeyan, 2016). Online consumers can compare the products' prices and quality, and can purchase products at a reduced rate in comparison to the traditional shops. Online shops have lower operation costs, operational hours, physical space and geography than the physical shops. Minimizing costs is reflected on the products prices. Online retailers started to find improved ways to attract customers and support their online operation. Different studies were conducted on the impact of website effectiveness towards online satisfaction and repurchase intention (Hong, Farha, Zulkifli, & Hamsani, 2017).

1.2 Statement of the Problem

In our dynamic world, way of business making process is being changed from time to time and the introduction of new technologies takes the largest contribution for this evolution. Now, businesses are more of customer oriented and try to fulfill their customer demand before their competitors do, otherwise, they will be out of market as customers have options to get what they want. However, delivering goods to customers is a critical activity in any business (Salome, Odock, Wainaina & Kinoti, 2021). And the way of performing this core activity matters for the customer. In now a days, people are seeking for more convenience and comfort in their shopping experience, and market strategies are continuously changing to cop up with this customer needs. Online shopping in Nigeria has started over the years and it is not being used like before. There are bottlenecks like payment system, the society comprehension for online shopping to find potential market and others (Verkijika, 2018). Regardless of this, some companies like Konga Shopping, the alike have begun to engage in this market. Therefore, it is worth studying this novel stream of shopping experience to define the contribution of logistical service quality to enhancing the level of satisfaction of customers. The research will concentrate primarily on determining the customer's satisfaction level of Konga Market online shoppers by using standard measurement of logistics service quality and it also identifies the logistics service quality dimensions that affect the customer satisfaction most. Low logistic service, in term of payment, transporting and delivery may has brought low level of customers satisfaction and loyalty to the companies. The study will solely focus on examine customer satisfaction and loyalty in logistic service (a study of Konga online services). The scope of the study will be limited to the customers of Konga online Market with the logistics service they are providing for the customer. The research will not cover other retailers who are engaged in the same business which is also worthy to be assessed since it significantly helps to determine the impact of logistics service on customer satisfaction in the online shopping in Sub - saharan Africa.

2. Materials & Method

2.1 Conceptual Review

2.1.1 Concept of Logistics

Logistics has traditionally been considered as a necessity for connecting production and consumption (Gil, Servera,

Berengue, & Fuentes, 2008). The simple explanation of logistics service quality bases on time, place, and utility, its core is that the enterprise can deliver the goods to exact location at the right time, right goods status and proper prices with accurate product information. From this perspective, a company's logistics function was seen only as a generator of costs with no capacity for differentiation. This began to change in the mid - 1990s as logistics research based on marketing principles began to analyse the capacity of logistics to deliver quality and thus generate greater customer satisfaction and loyalty (Zailani, Jafarzadeh, Iranmanesh, Nikbin, & Selim, 2018). In this cut control competition, there is keen business competition. For online company, service quality is an imperative discussion, so business determined to achieve maximum customer's satisfaction by providing quality services. Politis et al. (2014) documented that, service quality is the life blood for business organizations. Moreover, it is linked with customer satisfaction being studied by Verkijika (2018) and the other one, customer satisfaction is related with customer loyalty.

2.1.2 Service Quality Dimensions

Jamal, Ali, and Azmi (2018) from their path breaking exploratory research, developed the SERVQUAL instrument and laid down a conceptual framework for the measurement of service quality. The SERVQUAL instrument has become the most dominant instrument for measuring service quality, initially comprising 10 dimensions with 97 items, but later reduced to 5 dimensions with 22 items in 1991. The five dimensions are Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Tangibility

Tangibles are the physical proof of the service. The details of the service provider's physical facilities, the appearance of personnel, materials related to the service (credit and debit sheets, cheques, etc.), decorations and business hours, tools and equipment used to provide the service, including other customers in the service facility. Businesses striving to satisfy their customers and keep them loyal need to pay attention to attributes associated with tangibles (Priporas, Kamenidou, Kapoulas, & Papadopoulou, 2015; Wang & Nicolau, 2017). These are the attributes that customers can immediately lay their hands on evaluate the quality of service they receive. Tangibles are used by firms to convey images and signal quality (Zeithaml, Bitner, Gremler, & Pandit, 2006).

Reliability

Reliability is the performance, without negligence and failure, of the services promised in a reliable, precise and completely accountable way (Williams, Boso, Shaw, & Allen, 2016). According to Zeithaml et al. (2006), reliability is "the ability to deliver the promised service in a reliable and accurate manner" or "the ability to deliver on its promises. "Is the company doing the service right at the first moment? These are some of the issues that service suppliers need to answer if they are to attain reliability. This dimension of service quality according to P. Wang et al. (2016) is how the service provider is able to provide service to a customer as promised, dependable in handling customers' service problems, performs service right the first

time, provide service at promised time and keep customers informed about when services will be performed.

Assurance

Assurance entails the knowledge and courtesy of employees and their ability to convey trust and confidence. It also includes competence, courtesy, credibility and security. Zervas, Davide, and John (2017) noted that transactions on online platforms is boosted when the customer trusts the system to be effective and the customer is assured of getting the standard demanded, a view supported by Liang, Choi, and Joppe (2017). Tripathi and Gaurav (2016) noted that assurance may not be so important relative to other industries where the risk is higher and the outcome of using the service is uncertain. In the medical and health care sector, for example, insurance is a significant dimension that clients have used as criteria for evaluating a hospital or a surgeon for a procedure. Trust and trust may be depicted in staff who link the client to the organisation (Burity, 2021).

Responsiveness

Responsiveness is the willingness to help customers, provide prompt service, and respond quickly and immediately to their requests Hussain, Al Nasser, and Hussain (2015). Responsiveness concerns the willingness or readiness of employees to provide service. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively. A company is known to be responsive when it communicates to its clients how long it would take to get responses or to deal with their issues. To be effective, businesses need to look at responsiveness from the point of view of the client rather than the point of view of the company.

Empathy

Empathy entails caring and provision of individualized attention to customers by personnel of the firm Asperen, Pieter, and Dijkmans (2017) found that empathy towards customers promotes customer satisfaction. Several authors in different concur in this direction, and argue that where customers feel their needs have been understood and attended to, they in turn become loyal since they are satisfied with the service (Aryee, Walumbwa, Seidu, & Otaye 2012). In this respect, the customer feels unique and special. In an attempt to develop empathy, personnel should endeavour to know the names of their customers, their preferences and needs and take steps to satisfy them. Small scale enterprises, through the provision of tailored services to customers, are in a better place to obtain sympathy than big companies.

2.1.3 Online Logistics Service Quality

The generalized use of information and communication technologies (ICT) has brought far reaching transformations to different business areas including logistics activities. The use of ICT in logistics has been truly revolutionary, especially in terms of improving LSQ for the customer Gil et al. (2008). Internet has not only had an important impact on consumers' ordering processes, making it cheaper and faster and transcending time and geographical constraints, but has also had a significant impact on the business model of physical retail stores. Establishment of the Internet has created enormous potential business opportunities for e -

commerce Chen and Chen (2014). With the rapid development of e - commerce, customer demand for diversity and timeliness has also increased, in fact, B2C e - commerce business lead higher requirement for logistics service (Wang, 2015). When we discuss about logistics service under B2C e - commerce, the concern is no longer only making a movement from the supplier to the buyer, but also pursuit logistics service in a short time, with flexible service, and high value - added services. Therefore, the quality of logistics distribution has become more and more important to the development of B2C electronic commerce L. Wang (2015).

2.1.4 Customer Satisfaction

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by a company have been met. Customer satisfaction is an abstract concept and involves factors such as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. When assessing drivers of customer satisfaction in a business - to - business context, two different kinds of drivers of customer satisfaction can be identified: factors that affect customers directly and factors that affect employees and therefore affect customer satisfaction (Evanschitzky, Sharma, & Prykop, 2012). The lack of close attention to internal supplier-customer relationships can jeopardize external customer satisfaction. Companies must ensure that all customers are satisfied—both within and outside of the firm (Salome, Odock, Wainaina & Kinoti, 2021).

Although logistics service entails enhancing services and reducing costs, understanding logistics from the customer's perspective can enhance the service offerings and be a tool for differentiation (Burity, 2021). In understanding customer's expectations of service, firms can focus on those elements of service that will make the most significant impact in terms of influencing future behavior.

2.1.5 Internal Customers and External Customers

Novikova (2006) affirmed that the customers' perceptions of the service quality and their satisfaction with the service mainly depend on the interaction with the employee. Bernhard et al., Koys, and Tornow & Wiley proved a positive association between employee and customer satisfaction. Wangeheim, Evanschitzky and Wunderlich (2019) perceived quality and the perceived price had the most considerable effect on customer satisfaction. Still, employee job satisfaction was also proven to be a statistically significant factor (as cited in Novikova, 2006).

The basic assumption is that if everybody strives to provide their "internal customer "with better service, then the end customer will receive higher quality service. (Farner, Luthans, & Sommer, 2001). External customers are essential to any business as they provide a revenue stream, make repeat purchases and refer your products to other people (External Customer, n. d). According to Muhlemann et al. (as cited in Croom & Johnston, 20, 03), for an organization to be truly effective, every single part of it, each department, each activity, and each person and each level, must work properly together because every person and every

activity affects and in turn is affected by others. Cook (as cited in Ullah, 2013) noted that the value of service distributed to the external customer is often established by the value of service that internal customers – employees – provide each other. It is essential to keep in mind that every person within a firm offers a service (Ullah, 2013).

2.1.6 Importance of Logistic Efficiency on Customer Satisfaction

Efficiency is a very important indicator of the analysis of companies' operations (Andrejić, 2013). Competitive advantage can be gained by a company that finds ways of performing strategically logistics activities, or ensuring that these activities are performed, more efficiently than its competitors. Effective and efficient logistics management can provide a significant source of competitive advantage to a company.

Ways to enhance logistic efficiency and improve customer experience/relations include having information management systems, logistics service quality and capabilities, logistics reliability, staff training programs, and learning from the competition. Customers have expectations of logistics service performance before they buy the product (prepurchase expectations), and logistics managers should determine customers' initial (precontact) logistics performance expectations and monitor their own service levels as well as those of competitors (Sharma, Grewal, & Levy, 1995).

2.1.7 Logistics Efficiency and Customer Satisfaction Measurements

Efficiency is the ratio of resources utilized against the results derived (Mentzer & Konrad, 1991). According to Andrejić (2013), measuring efficiency in logistics is a complex process that requires consideration of all subsystems, processes, and activities as well as the impact of various financial, operational, environmental, quality, and other factors. From the point of time and the significance of the decision - making, there are three hierarchical levels of efficiency measurement: strategic, tactical, and operational level. Following the mentioned aspects, it is possible to differentiate the following efficiency measurement aspects in logistics: activities efficiency, processes efficiency, subsystems efficiency, systems efficiency, and supply chain efficiency.

2.1.8 Customer Loyalty

In addition to the repeated procurement of the service, the consumer loyalty corresponds to a friendly disposition to an individual and conduct of repeat patronage (Dick & Basu, 1994); a condition in which repeat transactions are followed by a relational association and repeated purchasing expectations and actions corresponding to a constructive attitude towards the brander. Consumer loyalty was often introduced as a behavioral mechanism and often as a mental attitude. In order to boost its sustainable practices, globalization stresses on various sectors were applied. Besides, the rise in legislation applicable to a significant number of manufacturing facilities, including social restrictions on environmental protection, highlights the value of environmental policies as a strategic gain. Furthermore, a product or company customer loyalty system must be built,

which will help goods, facilities, and marketing efforts for sales and transactions regularly and word of mouth for the retention of the customer base and continual growth. The previous study has shown that perceived quality and customer loyalty have relationships (Aydin & Özer, 2005), which justify this research hypothesis of the impact of service quality on customer and brand loyalty.

Marketing research has been developed as behavior or attitudinal tests of consumer satisfaction (Oliver, 1999) acknowledged that the buying habits (compliance) would no longer differentiate between real loyalty and artificial loyalty, resulting in a lack of preference or pure convenience. They first presented these two aspects of loyalty. From this argument in the literature, what appears to have prevailed is that behavioral and commitment interventions are both important and significant.

Both attitudinal and behavioral tests have been used in recent research to gather relevant consumer satisfaction signals (McMullan, 2005). Such two dimensions of loyalty as present interpersonal loyalty and future expectations have been conceptualized from a new angle by (Baumann et al., 2011), and this research reflects this line of reasoning. The two dimensions of allegiance are modeled independently for this article's purposes, as the goal is to analyze the implications of predictors on both dimensions (Zeithaml et al., 1996).

The loyalty construct, has also greatly studied in the literature, presents not only the behavioral loyalty dimension, characterized by the repetition of the purchase, but also the attitudinal loyalty dimension, that makes reference to the emotional and positive feelings about their supplier (Oliver, 1999). "According to this view, is not correct to make any inference about loyalty only based on buying patterns repeated, since the true loyalty also includes the behavior, an attitudinal response, consisting of cognitive and affective components" (Dik & Espinoza, 2004). In some cases, customers may be forced to buy due to sheer lack of options, however, can switch suppliers at any time at a more favorable time (Kumar et al., 2003).

Therefore, there is a consensus that the loyalty construct has two dimensions: attitudinal and behavioral (Reynolds and Arnold, 2000). Kandampully (1998) argues that the loyal and true relationship between companies and customers is created by the organization's ability to connect emotionally and establish long - term relationship with customers. For this reason, true loyalty should be determined not only by behavior but by feeling and emotion from the relationship (CHANDHURI and Holbrook, 2001). Dick and Basu (1994); Sramek - Davis, et al. (2008) define loyalty as the causal relationship between behavioral loyalty and attitudinal loyalty.

Once analyzed the dimensions of attitudinal loyalty and behavioral loyalty, you can better understand the relationship between them. Several researchers have shown that attitudinal loyalty has a positive influence on behavioral loyalty (Ruyter et al., 2001; Wetzels et al., 1998; Sramek - Davis et al., 2008).

2.1.9 Relationship between Logistics Service Quality and Customer satisfaction

Customers are the lifeblood of any business and “Service quality can win and keep customers” and it can be measured the extent to which the service provided to the satisfaction of the customer’s expectations (Monferrer - Tirado, Estrada - Guillén, Fandos - Roig, Moliner - Tena, & Sanchez Garcia 2016). Different literature reviewed that service quality impacts customer satisfaction. Keiningham, Aksoy, and Bejou (2006) describes that the ultimate determinant of customer satisfaction or dissatisfaction, is the ability of service provider to meet the customer expectation with different aspects of service quality. Cronin (2016) also found an empirical support for notion which states “perceived service quality in fact leads to satisfaction”.

Providers are looking for better ways to comprehend how clients view service quality and how the perception of service quality translates into customer satisfaction and customer loyalty (Cheng et al.2019). This is because customer satisfaction is the state of mind that clients have a business when their expectations are met or surpassed over the lifetime of the product or service. Satisfying clients is the way to hold on to our clients and attract fresh ones (Barshan et al.2017).

2.2 Theoretical Review

2.2.1 Relationship Marketing Theory

The term relationship marketing (RM) was coined by Berry (1983) as attracting, maintaining, and enhancing customer relationships. Similarly, Morgan and Hunt (1994) define it as all the marketing activities that establish, develop, and maintain successful relational exchanges. RM has been extensively discussed in the marketing literature, and has been an area of interest for many marketing researchers (Kumara, Bohling &Laddac 2003). Loyalty is a central concept to the relationship marketing paradigm because retaining customers over their life contributes to enhanced profitability (McIlroy & Barnett 2000) due to lower costs resulting from acquiring new customers. RM theory began to emerge when there was a shift from viewing market exchange as a transactional phenomenon to viewing it as on - going relationships. Subsequently, the emphasis focused on the external relationships of a company, particularly customer relationships. Within the marketing discipline, the four traditions that have contributed most to understanding RM include business - to - business marketing, marketing channels, services marketing, and database and direct marketing (Möller and Halinen 2000). The scope of RM includes a firm’s relationships within the firm, with its customers, suppliers, other stakeholders, and sometimes even competitors (Webster 1992). Constructs associated with RM include dependence; trust and commitment, communication, cooperation, (Morgan and Hunt 1994), and equity (Evans and Laskins 1994). Other RM inputs include understanding customer expectations, building service partnerships, total quality management, and empowering employees (Evans and Laskins 1994).

2.2.2. Game Theory

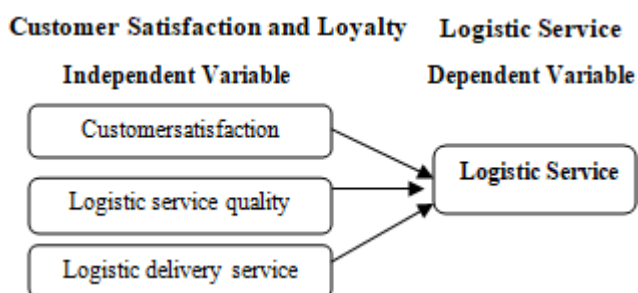
According to Brickley, Smith and Zimmermann (2000) this theory is concerned with general analysis of strategic interactions. It is concerned with optimal decision making when all decisions are considered to be rational with each anticipating the likely actions and reactions of its opponents. This theory is being used in the study of a wide range of interactions in both the political and competitive strategy. Game theory involves three elements. The first of the three is players. These are the people who are involved in business. They often include business managers, companies and individual business owners. The second element is the strategies that are available for use by the players at specific points during the game. This element also includes the rules of the game which are created in order to specify the sequences of all possible moves and actions. The last element is the outcome of each possible strategy and the anticipated payoffs based on these outcomes. This theory is a formal study of decision - making where several players have to make choices that majorly affect the interest of other players. According to Xu, Pan Ballot (2013) it is also regarded as the official study of conflict and cooperation. This theory applies to situations where actions of several agents, who may be either individuals, groups, companies or a combination of all of these, are interdependent. These researchers also state that this theory is divided into two approaches: the non - cooperative theory and the cooperative theory. The former applies in situations whereby the players can achieve more benefit by cooperating than staying alone. This theory is applicable in this situation because transport and customer satisfaction, which are variables in this study, require a lot of cooperation cutting across all players in the supply chain globally. Drechsel and Kimms (2010) observe that cooperation is becoming more and more crucial to improve the global logistics performance. They further observe that a new cooperation model has proven efficient to reduce global cost and improve service rates in logistics. This theory is applicable, more so the cooperative approach, because a properly managed transport system is bound to enhance customer satisfaction through timely delivery of medical supplies.

2.3 Empirical review

Yen, Trang and Anh (2022) assessed service quality and customer loyalty among logistics service providers, with customer satisfaction acting as a moderator between these factors. The survey questionnaire was used to acquire 401 data points from Vietnamese consumers. Least - squares technique was used to examine the data (PLS - SEM). According to the findings, service quality characteristics such as customer service, product quality, information quality, delivery service, perceived pricing, and reverse logistics all have a beneficial impact on customer loyalty via customer satisfaction. According to the findings, customer pleasure is directly related to client loyalty. According to the report, service providers should modernize and improve the quality of their services. Burity (2021) examined and assessed the importance of logistics efficiency on customer satisfaction. Key research findings in logistics efficiency and performance, service quality, customer service, and satisfaction are noted. Views and research outcomes of field leaders are identified and assessed. The research confirmed a

relationship between logistics efficiency, customer's perceived quality, and the level of customer satisfaction and a relationship between customer satisfaction, customer loyalty and profitability. Restuputri, Indriani and Masudin (2021) identified the influence of logistics service quality in Indonesia on customer satisfaction and loyalty during the COVID - 19 pandemic and customer trust as a moderating variable. In this study, the service quality consists of three variables: the quality of staff service, quality of operational service, and technical service quality. In this study, a conceptual model was generated by providing four other variables: customer satisfaction, customer trust, customer loyalty, and customer commitment. The 300 respondents were selected to fill out the formal questionnaire, while 30 respondents were as a trial for the formal questionnaire. The questionnaire trial analysis was assisted by SPSS 23, while the formal questionnaire analysis was carried out with Smart PLS 3.0. This study resulted in four hypotheses accepted from the ten proposed hypotheses. The results show that the quality of staff service and technical service quality significantly affects customer satisfaction. It is also found that customer satisfaction and customer trust have.

2.4 Conceptual Framework



Source: Researcher's Construct, 2023

2.5 Research Design

The research design used was descriptive research method. The research design is desirable since the study is not experimental research method. The principal objectives of the work are achieved through quantitative methods, as inferential statistics were used to measure the level of precision and certify responses from the respondent in accordance to the objectives of the research. The target population of the study was online customer (shoppers) who have visited and ordered products from Konga Market online shopping website. The students of Joseph Ayo Babalola University, Ikeji - Arakeji from one of the sub - Saharan Africa states was considered as customers of Konga Market online shopping with the population of 3, 150 students. This study adopted a random sampling to select respondents. The simple random sampling was technique where sampling was drawn that each and every unit of the sample unit has an equal and independent chance of being included in the sample. This was achieved with the aid of well designed Google form to solicit responses to be analyzed for this study.

2.5.1 Instruments for Data Collection

Structured questionnaire was developed for the purpose of collecting data for the study. The questionnaire was designed using Google form to know the impact of customer

satisfaction and loyalty in logistics services. The instrument consists of two sections.

Section A: This section focused on demographic information of the respondents which include the, Age, Gender, Religion, Academic qualification, Years of patronage

Section B contains relevant information questions related to research questions.

This section responses will be rated as: Strongly Agree (SA) = 4, Agree (A) = 3, Disagree (D) = 2 and Strongly Disagree (SD) = 1

2.5.2 Data Analysis Technique

The study adopted descriptive statistics in analyzing the data to be collected. The descriptive statistics tools used to present the data collected included; frequency counts, members. The responses were analyzed using percentage of tables to test the hypotheses of study.

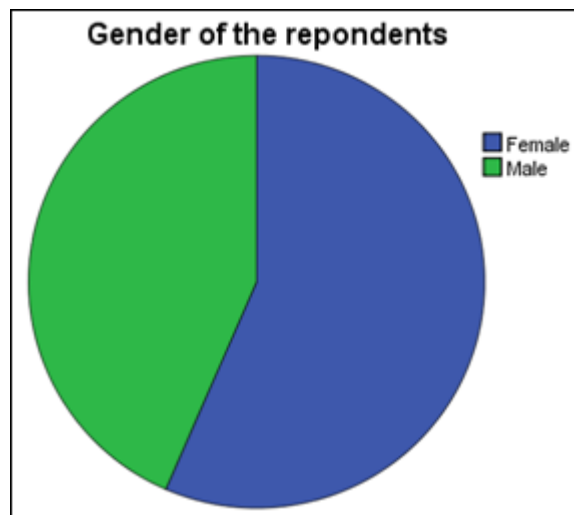
3. Result and Discussion

3.1 Data Presentation/Demographic Data

Table 3.1: Gender of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	182	56.5	56.5	56.5
	Male	140	43.5	43.5	100.0
	Total	322	100.0	100.0	

Source: field survey, 2023

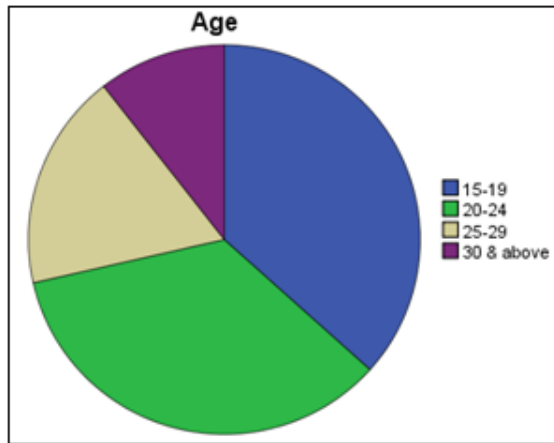


From the table 3.1 above, 56.5% of the respondents are female students while 43.5% of the respondents are male. This indicates that most of the students were female and this may due to dominance of female students in the university

Table 3.2: Age of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 19	118	36.6	36.6	36.6
	20 - 24	112	34.8	34.8	70.8
	25 - 29	58	18.0	18.0	88.8
	30 & above	34	10.6	10.6	99.4
	Total	322	100.0	100.0	

Source: field survey, 2023

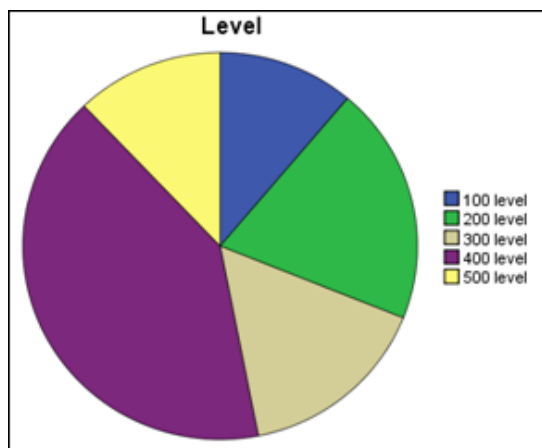


From the able table 3.2, 36.6% of the respondents are between the age of 15 – 19 years, 34.8% of the respondents are between the age of 20 – 24 years of age, 18.0% of the respondents are between the age of 25 – 29 years while 10.6% of the respondents are between the age of 30 years of age and above. This means that majority of the students were between the age of 15 and 24 years.

Table 3.3: Level of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100 level	36	11.2	11.2
	200 level	64	19.9	31.1
	300 level	51	15.8	46.9
	400 level	132	41.0	87.9
	500 level	39	12.1	100.0
	Total	322	100.0	100.0

Source: field survey, 2023

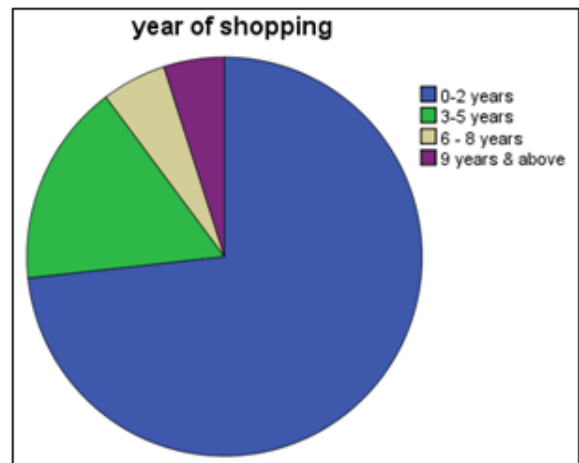


From the able table 3.3, 11.2% of the respondents are in 100 level, 19.9% of the respondents are in 200, 15.8% of the respondents are 300 level, 41.0% of the respondents are in 400 level while 12.1% of the respondents are in 500 level. This indicates that most of the students responding to this questionnaire were in 400 level who fully understand this logistic services

Table 3.4: Years of shopping Online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 2 years	236	73.3	73.3
	3 - 5 years	53	16.5	89.8
	6 - 8 years	17	5.3	95.0
	9 years & above	16	5.0	100.0
	Total	322	100.0	100.0

Source: field survey, 2023

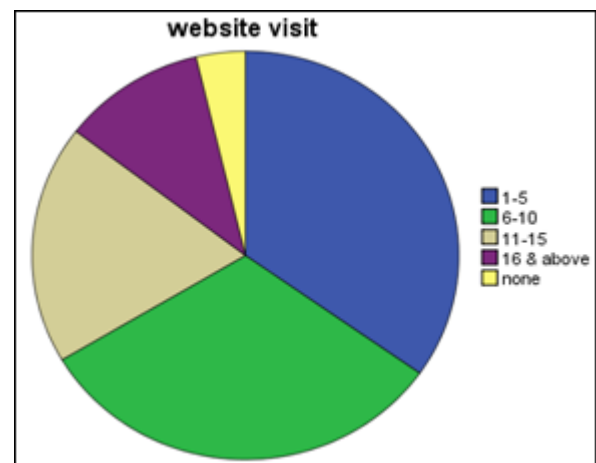


From the able table 3.4, 73.3% of the respondents are involve in shopping online for 2 years, 16.5% of the respondents are involve in shopping online between 3 - 5 years, 5.3% of the respondents are involve in shopping online between 6 - 8 years, while 5.0% of the respondents involve in shopping online for 9 and above years. This indicates that most of the students have being involve in shopping online for 2 years.

Table 3.5: Numbers of times visit Konga Website in a month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5	112	34.8	34.8
	6 - 10	102	31.7	66.5
	11 - 15	61	18.9	85.4
	16 & above	35	10.9	96.3
	None	12	3.7	100.0
	Total	322	100.0	100.0

Source: field survey, 2023

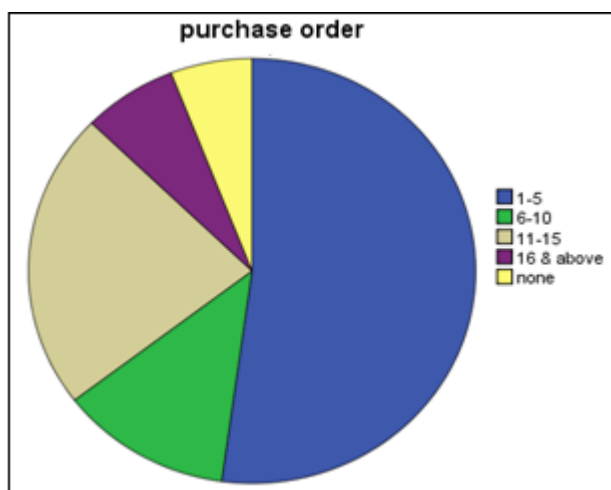


From the able table 3.5, 34.8% of the respondents usually visited Konga website in a month for 1 - 5 times, 31.7% of the respondents usually visited Konga website in a month for 6 - 10 times, 18.9% of the respondents usually visited Konga website in a month for 11 - 15 times, 10.9% of the respondents usually visited Konga website in a month for more than 16 times, while 3.7% of the respondents do not visit Konga website in a month. This indicates that most of the students visited Konga website for more between 1 - 10 times in a month

Table 3.6: Numbers of times order purchase on Konga Website in a month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5	168	52.2	52.2	52.2
	6 - 10	40	12.4	12.4	64.6
	11 - 15	73	22.7	22.7	87.3
	16 & above	22	6.8	6.8	94.1
	None	19	5.9	5.9	100.0
	Total	322	100.0	100.0	

Source: field survey, 2023



From the able table 3.6, 52.2% of the respondent's order purchase on Konga website between 1 - 5 times in a month, 12.4% of the respondent's order purchase on Konga website between 6 - 10 times in a month, 22.7% of the respondent's order purchase on Konga website between 11 - 15 times in a month, 6.8% of the respondent's order purchase on Konga website 16 & above times in a month while 5.9% of the respondents do not order purchase on Konga website.

3.7 Test of Hypotheses

Hypothesis One

H_{01} : level of customer satisfaction has no significant relationship on loyalty towards logistic

From the foregoing result from generated tables, thus attested to the fact that the null hypothesis H_{01} above is rejected but accept the alternate hypothesis which states that level of customer satisfaction has significant relationship on loyalty towards logistic service of Konga online shopping.

Hypothesis Two

H_{02} : logistic service quality has no significant relationship on customer satisfaction of Konga online shopping

From the foregoing result from generated tables, thus attested to the fact that the null hypothesis H_{02} above is rejected but accept the alternate hypothesis which states logistic service quality has significant relationship on customer satisfaction of Konga online shopping

Hypothesis Three

H_{03} : logistic delivery service has no significant relationship on customer loyalty of Konga online shopping.

From the foregoing result from generated tables, thus attested to the fact that the null hypothesis H_{03} above is rejected but accept the alternate hypothesis which states logistic service quality has significant relationship on customer satisfaction of Konga online shopping

4. Conclusion and Recommendations

4.1 Conclusion

From the findings of this study, it can be concluded that level of customer satisfaction is very high and this led to loyalty of customers towards logistic service of Konga online shopping. The study also conclude that availability of logistic service quality contribute positively to customer satisfaction of Konga online shopping as well as logistic delivery service contribute positively to customer loyalty of Konga online shopping in sub - Saharan Africa.

4.2 Recommendations

Based on the findings of this research the following recommendations were made:

- 1) The company should try as much as possible to reduce their delivery days of goods to their customers
- 2) The process and mode of payment should be made easier and interactive with customers
- 3) The logistic service company should improve their network service in order to avoid delay in sending and receive of payment from customers and vice visa

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