

**Service Quality of Online Sellers in Iloilo City
during Covid-19 Pandemic**

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by

Maria Rosa T. Banderado

Phebe R. Caoyonan

Alen Mae N. Guzman

John David L. Lee

Mckayla A. Macayan

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Abstract

Global pandemic prompted the e-commerce to be relevant in the business industry. The study aims to determine the level of service quality of online sellers in Iloilo City during the COVID-19 pandemic for the year 2022. Descriptive research design is used to describe service quality of online sellers in Iloilo City. Non-probability selection technique known as purposive sampling is used in order to come up with 100 active online shoppers as the respondents. Instrument used in collecting the data is a researcher-made questionnaire. Statistical tools used were percentage, mean, standard deviation, Mann-Whitney U Test, and Kruskal-Wallis Test. Chiefly, the service quality provided by the online sellers in terms of reliability is likely to be higher in quality compared to responsiveness, assurance, and empathy as evaluated by online shoppers. This will help online sellers to gain knowledge about the importance of service quality in selling online so they will know what aspects of service quality they need to improve. There are no significant differences in the service quality of online sellers in terms of reliability, responsiveness, assurance, and empathy when respondents are taken as an entire group and when classified according to their age, sex, educational attainment, gross monthly income and location.

Keywords: service quality, online sellers, online shoppers

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