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THE EFFECT OF CUSTOMER TRUST ON REUSE INTENTION IN THE MONGOLIAN POSTAL DELIVERY SERVICE

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Abstract— Under the pressure of e-commerce, the delivery service is a fast-growing industry. In the long history of the postal sector, 2019 was a defining moment. As the sector's traffic, revenue, business models, and infrastructure continued to shift beyond recognition, trends that had been developing gradually for decades gained traction. The global economy has been reshaped by the fight against the COVID-19 epidemic. Governments took extreme measures in reaction to the fast increase in reported instances. In 2020, the pandemic had an unprecedented impact on the global economy, global trade, and cross-border supply networks, with a level of contraction not seen since World War II. ii. At the same time, because postal services have remained to work during most global lockdowns, their importance to people has grown. In addition, in several countries, e-commerce sales have surged, thus boosting demand for postal services. This paper determined Delone and McLean's Information system success model to measure the effect of system quality, e-trust on the reuse intention of the website-based delivery service in Mongolia. Data were collected by surveying 150 customers who had experience, using SPSS 21.0 and AMOS 20.0 statistic package program. The statistical results supported all four proposed hypotheses. The study confirmed that electronic service quality of system quality were significant predictors of e-trust.

Keywords— System Quality, Service Quality, E-Trust, E-Reuse-Intention

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1. INTRODUCTION

2019 was a pivotal point in the postal sector's long history. Trends that had been building slowly over decades picked up speed as the sector's traffic, revenue, business models, and infrastructure continued to transform beyond recognition. The struggle against the COVID-19 pandemic has changed the worldwide economy. Because of their combined impact on the public and private sectors, postal services are vital in every country [1]. The majority of postal offices have served the government, but due to e-commerce and Corona disease, business to consumer, business to business, direct to the customer, and other services have evolved in recent years. Every employee, including management, should be focused on providing excellent service to customers.

Manufacturers and customers, both domestic and international, have recently been paying more attention to e-commerce, especially during COVID-19 in Mongolia. Mongolia's e-commerce has improved substantially in the last two years. Mongolia's e-commerce infrastructure is relatively advanced. Mongolia's capital, Ulaanbaatar. Internet access is available to 2.6 million persons out of a population of three million. Regularly, 2 million individuals use cell phones, and 1.3 million people use Facebook and Twitter daily [2]. The postal industry has altered regularly during the fourth industrial revolution, especially in developed countries [3]. As a result of the Fourth Industrial Revolution, businesses have been undergoing a fundamental transition, which has been fueled by the acceptance and development of cutting-edge technologies such as big data and artificial intelligence. In developing economies, some successful postal business models have emerged, resulting in expanded reach and new prospects [4].

The demand for efficient and comprehensive postal services in developing nations is significant both internationally and domestically [5]. The following difficulties confront Mongol Post, a developing country. Infrastructure, customs costs, delays, limited shipments, no effective delivery solution, and a strong reliance on foot and manual operations are all factors to consider. The postal sector has evolved from a public and traditional organization to a mix of community and personal operators during the previous few decades. Attempts are being made by public businesses to modify their representation, which has been characterized by an e-SQ requirement (electron service quality).

Mongol Post JSC is Mongolia's national postal service. Mongol Post, which was previously state-owned, became a joint-stock corporation in 2016 after selling 34 percent of its total shares to the public. Postal services, delivery, and stamp issuance are all handled by Mongol Post JSC. This has resulted in a frenzied state of innovation in the postal services sector, as operators employ these technologies to improve their services and create new ones in response to client demand [6]. Based on postal market development, sector trends, and rapid technical development, the postal sector is undergoing reform and modernization. For Posts that want to stay relevant, digital transformation has become a strategic imperative. To meet customer demand for electronic services, postal operators around the world are deploying innovative technology (e-services). Other concerns in this category include the appearance of new

confidential competitors as a result of liberalization and repair modernization, particularly in Mongolia's postal sector, and customer satisfaction. Based on postal market development, sector trends, and rapid technical development, the postal sector is undergoing reform and modernization. However, no research has particularly looked into the dimensions of e-SQ and its implications in the Mongolian postal services industry. Mongol Post JSC is in charge of postal services, delivery, and distribution in Mongolia. Daily, Ulaanbaatar receives 4,000-4500 letters, 450-500 packages and parcels, 100-150 couriers, and 36,000 magazines. Currently, the sorting center takes 23.6 hours to deliver mail, which is then distributed to other branches. Currently, the sorting center takes 23.6 hours to deliver mail, which is then distributed to other branches. The post office and courier are open from 9 a.m. to 6 p.m. Modern consumers' needs, such as on-site delivery, partner organizations, urgent delivery, and accessibility difficulties, are not met by the courier.

The postal delivery service will be neither innovative nor responsive to satisfy customer needs. The relationships between both the three essential components of e-services success, e-SQ, satisfaction, and online reuse-intention, are still unclear. This study adds to the body of knowledge in the field of e-services by elucidating the links between e-service quality, e-trust, and reuse intention. To the best of our knowledge, no investigation of this topic has been conducted, particularly in the context of e-services in the Mongolian postal sector. This research offers and evaluates a scale for assessing e-SQ, online trust, and online reuse intent. A model of the interactions between the three constructs is developed and evaluated, with a focus on whether e-SQ in the postal services sector influences online trust positively and directly.

2. THEORETICAL BACKGROUND

2.1. E-SERVICE QUALITY AND E-TRUST

Parasuraman, Zeithaml, and Berry [7] define service quality as a customer's judgment of an entity's overall performance. Improvements in user honesty, as well as improvements in a company's operations, competence, and productivity, are all possible outcomes of service value [8]. As a result, it's critical to recognize service quality in the e-commerce industry, as well as what customers value in their online transactions. Zeithaml, parasuraman [9] define e-service quality as "the extent to which a website supports efficient and effective shopping, purchasing, and delivery of product and services." The previous study has concentrated on the many aspects of e-service quality. Technical adequacy, content quality, information quality, and efficiency are all aspects of e-service quality. The responsiveness, compensation, E-satisfaction, E-trust, and E-service quality of e-recovery services are all important [10].

Passengers' perceptions of a destination may be influenced by the navigation, content, and accessibility of a website. According to the data, awareness does not appear to have an impact on the relationship between e-service quality characteristics and consumer happiness. Finally, consistency somewhat mediates the relationship between the quality of e-services and consumer satisfaction [11]. Websites should address issues such as

accessibility, usability, and security, as well as provide information to all stakeholders fairly. As a result, this research paper offers web developers recommendations for improving the accessibility, usability, and security of university websites and prospective student web pages [12]. These findings strongly show that accessibility is associated with e-service satisfaction. The perceived friendliness and ability of the user are strongly influenced by usability [13].

Usability, as defined by Pina, Torres, and Royo (2010) [14], is the ease with which something may be used and navigated. Due to the nature of information technology, e-government promotes not only freedom but also the advantages of online applications, such as ease. The ability of a client to interact in a multimedia-based interactive environment is referred to as interactivity. Interactivity is exemplified through feedback systems and multiple-choice purchasing options [15]. This study provides information to marketing managers on how customers perceive social commerce and how it affects them, as well as practical and theoretical implications [16].

Localization, website quality, product information, perceived interactivity, price and promotion, e-security, customer value, service quality, electronic word of mouth (eWOM), marketing, and brand promotion were all explored as influences on travelers' hotel choices. Usability, as defined by Pina, Torres, and Royo (2010) [14], is the ease with which something may be used and navigated. Due to the nature of information technology, e-government promotes not only freedom but also the advantages of online applications, such as ease. The ability of a client to interact in a multimedia-based interactive environment is referred to as interactivity. Interactivity is exemplified through feedback systems and multiple-choice purchasing options [17]. This study provides information to marketing managers on how customers perceive social commerce and how it affects them, as well as practical and theoretical implications [18]. e-security, customer value, service quality, electronic word of mouth (eWOM), marketing, and brand promotion were all explored as influences on travelers' hotel choices.

The factors that influence passengers' hotel booking intents include localization, website quality, product information, perceived interactivity, price and promotion, e-security, customer value, service quality, electronic word of mouth (eWOM), marketing, and brand promotion. Platform interaction, such as rating and feedback, forums and groups, recommendations and referrals, and interactivity, has been the focus of previous platform success studies [19]. Interaction between online and offline channels had a detrimental influence on brand engagement, but a non-significant beneficial impact on high brand involvement [20]. According to the data, customer trust is positively correlated with TAM variables (perceived ease of use and perceived usefulness), M-SEQUAL components (interface quality, interaction quality, and information quality), and personalization [21]. The Smart City program, according to the study's findings, includes the use of E-Government in public services or an integrated citizen administration service system to improve service quality, allowing citizens to receive faster, easier service and maintaining and updating the citizen database [22]. According to the findings, there is no link between perceived engagement and customer satisfaction with online purchases [23]. The link between website interaction characteristics, brand knowledge, and brand value was investigated using a model established to analyze website interactivity as a tool for internet marketing branding [24]. According to website interactivity theory [25], the following characteristics help to determine platform

interaction, which is a first-order formative construct. The evaluation's results indicate some beneficial characteristics of the websites under consideration, as well as significant flaws, particularly in terms of work technique and instructional assistance, as well as interactivity [26]. Interactivity is a crucial component of science education visualizations, according to the findings, and building interactive tools for students to learn geoscience processes and concepts has value. More research is needed to determine the influence of visualization on student topic knowledge learning and its relevance to a more varied student group [27]. In this study, four components of information architecture are used to develop a teaching website for the early warning technical support specialty: content structure, identification, navigation, and interaction.

This strategy achieves the integration of information processing and information requirements [28]. Interactivity showed enhanced positive interface assessments and website attitudes only for those experiencing good emotions, which indirectly improved their message attitudes and behavioral intentions toward the anti-drug-driving message, according to the findings. Negative emotions, on the other hand, aided recognition memory of the website's interactive section. The findings suggest how user emotions can be used as a design strategy to improve positive attitudes toward websites [29], bridging the human-computer interaction and cognitive psychology literature. Interactivity resulted in an inconsistent mediation (suppressor) process with a small overall influence on purchase intention, whereas reputation resulted in a consistent mediation process with a large overall effect on buy intention. The indirect approach through trust had the biggest effect size for the reputation component, whereas the indirect way through perceived value had the smallest effect size [30].

The results suggest that the parameters had a positive impact on increasing E-consumer loyalty. Cultivation, Cultivation, Cultivation, Cultivation, Cultivation, Cultivation, Convenience, Convenience, Convenience, Convenience In general, e-commerce is seen as a forerunner in today's commercial world, as evidenced by its increasing and growing earnings and market share, thanks to its concentration on E-loyalty customers. In general, e-commerce is now seen as a forerunner in commercial organizations, as evidenced by its increasing and growing earnings and market share, thanks to its concentration on the E-loyalty consumer [30]. Conceptual research was designed by Kootenaie and Kootenaie [31] to assess the links between site quality and client trust. According to the research, consumer trust has a big influence on loyalty. The brand's innovativeness plays a role in online products. In Ghana, Amoako et al. [32] looked at how better service boosts Uber customers' confidence and how confidence mediates the relationship between repair and client loyalty. There is a link between procedural justice and trust, according to the findings. According to Beerli et al. [33], consumer loyalty is influenced directly. Service expectations are projected to rise as client loyalty increases. Customer satisfaction and loyalty are indicators of whether a company's trust, service, and value meet the needs and expectations of its customers. All aspects of platform interactivity had a significant impact on purchase intent [34], [Table 1].

H1-1: Customization should be relatively significant to e-trust.

H1-2: Accessibility should be relatively significant on e-trust

H1-3: Interaction will be relatively significant on e-trust

[Table 1] Review of the relationship between Interactivity, Accessibility, and Customization

Constructs		Quality (Hendrayati, 2020)	(Rita, 2019)	(Salameh, 2015)	(Çelik, 2011)	(Jung, 2010)	(Carlson, 2010)	(Gorla, 2010)	(Kuo, 2009)	Smith, T.J. (2008).	(Yang, 2005)	(Kuo, 2005)	(Klopping, 2004)	(Ribbink, 2004)	(Cox, 2002)
E - S E R V I C E	Interactivity														
	Accessibility														
	Customization														

2.2. E-TRUST AND E-REUSE INTENTION

For online businesses, trust has the greatest impact on overall service quality and consumer satisfaction [35]. The elements that influence a customer's purchasing intent, which is an excellent predictor of future purchases, have been investigated by researchers. In the context of expanding online purchase intents, a previous study looked at social commerce structures, content quality behaviors, and collective capacities.

Trust is a theoretical concept that is commonly interchanged with concepts such as credibility, reliability, and calmness. Trust is a complex concept comprising perceptual, emotional, and behavioral components [36]. According to the current literature on the topic of e-service quality, there are three components to e-service quality: (1) user-focused; (2) user happiness; and (3) outcomes. Profit orientation, homogeneous consumer groups, identifiable tasks, and measurable outcomes are the assumptions underpinning these three metrics [37]. The E-SQ is a major worry since it is so closely linked to the success or failure of an internal firm, such as a delivery service. Website quality, or E-SQ, is a critical factor in determining a customer's web experience [38].

The criteria of usability, communication, trust in the seller, and context familiarity all had a favorable effect on e-satisfaction, according to the findings. E-satisfaction is unaffected by social presence, product presence, interaction, or value for money. Repurchase intentions are influenced by e-satisfaction, either directly or indirectly. Further research will be oriented toward developing a research model with a more detailed object focus to gain more comprehensive knowledge, such as comparing the types of experience and search products [39]. The role of service quality and trust in good word-of-mouth marketing was examined by Gogoi [40]. The study's main finding demonstrated a substantial link between improved consumer service and greater customer

contentment. Customer happiness encourages positive word-of-mouth, which leads to increased customer loyalty [41]. Customer satisfaction is a crucial marketing term since it is associated with repeat purchases, word-of-mouth marketing, and customer loyalty. For online shops, trust has the biggest impact on overall service quality and consumer satisfaction. Customers' intention to purchase from an online website after weighing all of the elements that are significant to them is referred to as purchase intention. It's critical to study customer intent because it's usually possible to predict their behavior based on their intentions [42]. According to Ali (2016) [42], pleased customers have a major impact on purchase intent. It looks at how well customers understand the many types of postal services available in Greece, as well as which ones they prefer. Consumer trust is always important in maintaining company relationships, particularly when e-commerce businesses need customers to pay before getting purchases, even though customers cannot feel or touch the actual items delivered except through images [43], [Table 2].

H3: E-Trust should be relatively significant on the reuse-intention

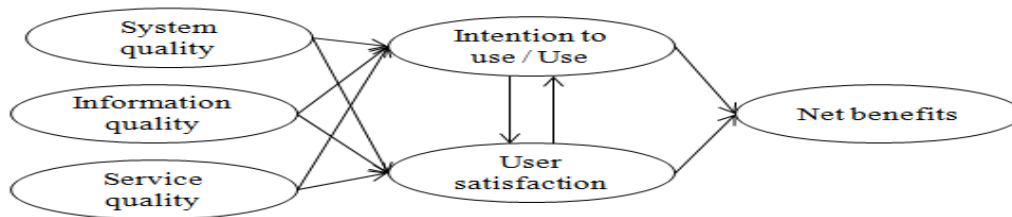
[Table 2] Review of the relationship between E-Customer Trust and Reuse-intention

Constructs	Quality	(Santika, 2020)	(Shankar, 2020)	(Hendrayati, 2020)	(Rita, 2019)	(Salameh, 2015)	(Çelik, 2011)	(Jung, 2010)	(Carlson, 2010)	(Gorla, 2010)	(Kuo, 2009)	Smith, T.J. (2008).	(Yang, 2005)	(Kuo, 2005)	(Klopping, 2004)
		E-Customer Trust													
Reuse Intention															

3. RESEARCH DESIGN

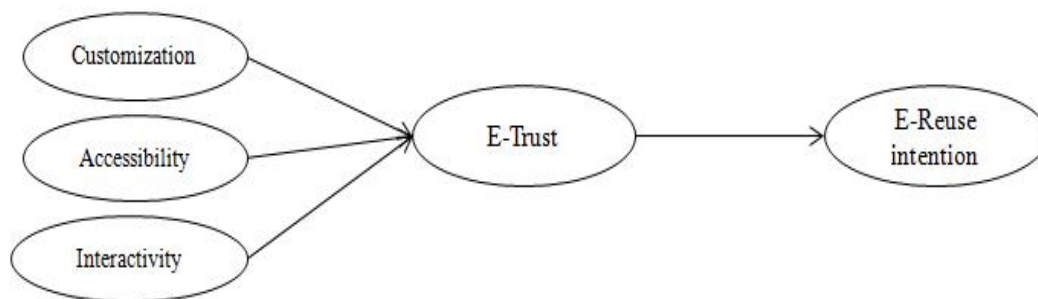
3.1 RESEARCH MODEL AND MEASURES

The original DeLone & McLean [44] Success Model provided a comprehensive method for analyzing the success of information systems. The new, updated model is built on empirical and theoretical contributions from researchers who have investigated or argued the creative model. Figure 1 shows an updated model using six interrelated indicators of information system success. System quality, information quality, service quality, usability, user satisfaction, and net benefits are all factors to consider.



[Figure 1] Conceptual model

The primary improvements to the original model include (a) the addition of service quality to reflect the importance of service and support in successful IS systems, and (b) the collapsing of individual impacts and organizational impacts into a more parsimonious net benefits construct [44].



[Figure 2] Research Model

Measures in this study were supplemented and modified based on previous research. First, for this measurement items for characteristics of service quality have been adopted from Parasuraman et. al.[9], Shi et. al.[45].

And each component has been adapted to prepare the purpose of the study. Second, measures for customer satisfaction have been hired from Panagiotis Lykogiannis et al [46], Sang Suk Lee[48]

All structures are measured on a seven-point Likert. Several 188 surveys were used to collect 150 respondents were used for final analysis. Expect 38 questionnaires with irrelevant data and missing values, using SPSS 21.0 and AMOS 20.0 statistic package program. [Table 3] shows the measurement items and related sources.

[Table 3] Measurement scales

Construct.	Items
Customization (CU)	CT1. I feel that my personal needs have been met when using this site.
	CT2. This site provides me with information according to my preferences.
	CT3. I feel that the site has the same norms and values as I have.
	CT4. I feel secure when providing private information to this site.
Accessibility (AC)	AC1. This postal company system's high speed of page loading.
	AC2. This postal company system's accessibility to the site
	AC3. This postal company system's accessibility to the site
	AC4. This postal company system's logical layout.
Interactivity (IT)	IT9. This postal company provides interactive feedback between customers and the company
	IT10. This postal company provides follow-up services to customers.
	IT9. This postal company provides a message board forum for customers-to-customers.
	IT10. When promise to do something by a certain time, they should do it
E-Trust (ET)	CT1. I trust the website to keep my personal information safe
	CT2. I trust the website administrators will not misuse my personal information
	CT3. I am happy with the standards by which this company is operating.
	CT4. This company operates scrupulously.
E-Re (CA)	SI1. I will make more services through this company in the future
	SI2. I will increase services through this company.
	SI3. I will intensify services through this company
	SI4. I will recommend this company to other people.

3.2 DATA COLLECTION

The demographic characteristics of respondents on the various parameters like gender, education, time of stay, postal services, and country are represented as follows: characteristics of service quality of consumer satisfaction in the postal service and to confirm the relative for of consumer satisfaction. Regarding the gender of the respondents, two-thirds of the respondents were female (77.5%) and one-third of the respondents were male (19.80%). The fact that women are being served requires that appropriate services be provided to female clients. Table 4 shows that the greater part of respondents matured 30 to 39 years accounted for 43% of the full amount participants. People in a group are the age at which they engage in many prolific activities in their daily lives.

In particular, the needs of women aged 30-39 need to be studied and services improved. However, this study only shows selected customers. International parcels (EMS) used 47.77 percent of all customers, 33.56 percent used domestic delivery services, and 10 percent used newspaper subscription services. In recent years, the company's business has grown a certain percentage of the consumer.

[Table 4] Respondents

Division	Item	Frequency	Rate
Gender	Male	59	39.3
	Female	91	60.7
Age	20's	36	24
	30-39	62	41.3
	40-49	31	20.7
	50-59	21	14.0
Education	High school	30	20
	Technical college (some)	11	7.3
	Bachelor's Degree	66	44.0
	Master's degree and over	41	27.3
	Other	2	1.3
Postal services (Which have used)	Newspaper	25	16.7
	EMS	50	33.3
	Mark	12	8.0
	Logistics	13	8.7
	Other delivery	50	33.3

4. ANALYSIS

4.1 RELIABILITY ANALYSIS

Reliability analysis examines the relationship between each group of questions. This measurement is consistent with the inside compatibility of acceptable structures when the rate of Cronbach's Alpha is above .70. As be able to be seen from [Table 5], the Cronbach Alpha coefficients are upper than the recommended values (.839 -.955). From these figures, it can be seen that our objects have high-quality internal densities in each dimension, in short, our statistics are significant and have the required reliability.

[Table 5] Reliability analysis

Constructs	Items	Cronbach's Alpha
Service Quality	Customzation	.847
	Interactivity	.954
	Accessibility	.839
Customer Satisfaction	4	.903
E-Trust	3	.955
Reuse intention	4	.844

4.2 CONFIRMATORY FACTOR ANALYSIS

To evaluate the measurement model, we performed a covariance matrix validation factor analysis using AMOS 20.0. To improve the applicability of the model, the EM5, EM6, AC4 metrics with a standard load value equal to or less than 0.6 have been deleted.

For well-matched models, with the goodness of fit data $\chi^2=495.68$ (p-value=.000), (the degree of freedom-df)=328, (the goodness-of-fit index)=.920($\geq .90$), (AGFI)=.870($\geq .80$), (the root mean square residual)=.092($\leq .08$), (the root mean square approximation error)=.041($\leq .05$).

The model adjustment is acceptable, and the model we propose is tailored to our data after considering the sample size. The proposed threshold is greater than 0.70 for CR and 0.50 for AVE when examining the combined validity (CR) and the mean combined variance (AVE) followed by the combined validity. According to the analysis, CR values were found to be 0.70(0.846~0.955) and AVE values over 0.5(0.648~0.876) for all variables. Therefore, the analysis could be reflected to have reliability and convergent validity.

[Table 6] Confirmatory Factor analysis

Constructs	Item	Std.	S.E	t-Value	CR	AVE
Customization	CU4	0.979	0.944	15.785	0.978	0.918
	CU3	0.959	0.963	16.389		
	CU2	0.944	0.936	17.735		
	CU1	1	0.988			
Accessibility	AC4	0.975	0.921	20.51	0.954	0.838
	AC3	1	0.927			
	AC2	0.951	0.884	17.849		
	AC1	0.975	0.929	20.818		
Interactivity	IT4	0.984	0.955	17.575	0.963	0.868
	IT3	0.925	0.862	17.838		
	IT2	0.986	0.957	25.675		
	IT1	1	0.950			
E-Trust	ET1	0.937	0.895	26.101	0.960	0.856
	ET2	1	0.942			
	ET3	0.966	0.939	23.376		
	ET4	0.995	0.928	22.225		
Notes: $\chi^2= 188.298$, df=145, p=.000, GFI=.898, AGFI=.853, RMR=.077, RMSEA=.045						

4.3 CORRELATION ANALYSIS

The correlations among the variables were analyzed. As a result of comparing the correlation of all two variables and square the root value of AVE, the correlation value is lower than the square root value of all AVE. In addition, no pair of measures was found with a correlation that exceeds 0.9, indicating no multi collinearity exists among the construct.

The correlation matrix shown in [Table 7] supports a predictable positive relationship between the studied variables with high statistical significance.

[Table 7] Correlation analysis

	Customization	Accessibility	Interactivity	E-Trust	E-Reuse intention
Customization	.918				
Accessibility	.605	.838			
Interactivity	.501	.587	.868		
E-Trust	.578	.785	.745	.858	
E-Reuse	.508	.666	.585	.748	.856

4.4 PATH ANALYSIS

To test the hypothesis established in this research paper, covariance structural analysis was conducted and the results are shown in Table 8. For models with goodness of fit to results are: CMIN= 141.737, CMIN/df=140, p=.000, GFI=.920, AGFI=.879, RMR=0.80, RMSEA=.009. The majority of indices show that they are above the baseline. The hypothesis test results are as follows. Customization has a significant effect on the e-trust of postal service. The H1-1 hypothesis is accepted (Estimate=.126, p=.042). Accessibility has a significant positive effect on e-trust. The H1-2 hypothesis is accepted (Estimate=.484, p=.075). Interactivity has a significant positive effect on e-trust. The H1-3 hypothesis is accepted (Estimate=.380, p=.000). E-trust has a significant positive effect on reuse intention. The H2 hypothesis is accepted (Estimate=.923, p=.000).

[Table 8] Path analysis

Hyp.	Path	Std. Estimate	S.E	T-value	Sig	Result
H1-1	Customization → E-Trust	.126	.062	2.03	.042	Accepted
H1-2	Accessibility → E-Trust	.484	.084	5.75	.075	Accepted
H1-3	Interactivity → E-Trust	.380	.064	5.93	.000	Accepted
H2	E-Trust → Reuse-intention	.923	.065	14.22	.000	Accepted

Notes: $\chi^2 = 141.737$, d.f.=140, p=.000, GFI=.920, AGFI=.879, RMR=0.80, RMSEA=.009

5. CONCLUSION

The sample includes 188 survey participants from all over Mongolia. During this time, the survey was sent to respondents online and offline. As we know, the post office has a fairly conservative position in advertising, pointing out that retailing activity has not been administered perfectly.

This study is opening a new gateway to the postal service in Mongolia on how to submit in the future to retain its market share, even to get better profitability. This study is to identify how delivery service quality affects customer satisfaction and update the basic service quality model, then information to delivery service companies and foreign-invested companies in making strategic decisions. The result is the variable service quality, which consists of indicators, accessibility, and complaint handling creating an effect on customer satisfaction. The accessibility dimension promotes high satisfaction to the customers. Accessibility needs to be enhanced by investment in their digital platform to serve and pay for postal services. Receiving complaints has a relative significance on customer satisfaction.

The Mongol Postal Service must improve to settle topical issues, complaints within due time, to resolve the financial issues related to a lost parcel. Based on the conclusions of the analysis that has been performed, a brief as follows: First, there is an important perception of the excellence of repair in the Mongol Postal Service. Second, there is a significant and positive picture of customer satisfaction in Mongolia. This means that more customers are satisfied with Mongolia's postal service. Customer confidence is fully in line with customer satisfaction, which means you will feel better about customer satisfaction.

We need to understand the needs of our customers, which is becoming easier with the services we provide. Customer belief has a relative significance to customer loyalty, consumer pleasure has a relative significance to consumer truthfulness. The excellence of service is relatively significant in customer approval. The more advanced the quality of service, the higher the fulfillment of Mongolian postal service users.

This study, like many others, has its limitations. Several limitations suggested in this article may provide additional information. A limitation of participants in the current study is one of the factors that might have influenced the results negatively. Due to a shortage of time, we only had 150 people in Ulaanbaatar, Mongolia. Increasing the sample size and carefully testing this model, so that future research may be generalized. Data was collected from Mongolia's only capital city, which may not represent an entire country's population. It is highly suggested that future studies include a more different group of people. The Mongolian Postal Company should pay more attention, create greater access, and develop better regulations for managing e-service quality and consumer satisfaction, according to practical consequences.

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AUTHOR'S INTRODUCTION

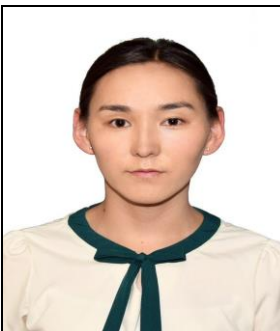
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