

DELIVERY SERVICE QUALITY ASSESSMENT OF CROSS-BORDER E-COMMERCE BETWEEN CHINA AND UZBEKISTAN

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ABSTRACT

Cross-border e-commerce (CBEC) has become a major driver of global digital trade. Within the Belt and Road Initiative, the China–Uzbekistan trade corridor has emerged as an important route connecting East Asia and Central Asia. However, the success of CBEC in this corridor depends heavily on the quality of delivery services. Despite the growing importance of Central Asian markets, empirical evidence on delivery service quality in CBEC remains limited, particularly from the combined perspectives of customers and logistics employees. This study examined the development of CBEC and delivery services between China and Uzbekistan. Grounded in the SERVQUAL framework, the study assessed five service quality dimensions: reliability, responsiveness, assurance, empathy, and tangibility. A cross-sectional quantitative design was employed using survey data collected from 189 respondents, comprising 67 logistics employees and 122 customers. The Analytic Hierarchy Process (AHP) was used to determine the relative importance of service quality dimensions, while Fuzzy Comprehensive Evaluation (FCE) was applied to assess overall service performance. The findings revealed that reliability was the most important service quality dimension, followed by assurance and responsiveness. Reliability also achieved the highest performance scores among both customers and employees, whereas empathy consistently recorded the weakest performance. The overall customer and employee satisfaction scores were 3.57 and 3.70, respectively, indicating satisfactory but improvable service quality. Both stakeholder groups highlighted challenges related to service accessibility and stress-free delivery experiences. This study extends SERVQUAL research to the underexplored China–Uzbekistan CBEC corridor, integrates customer and employee perspectives in logistics service quality assessment, and demonstrates the applicability of combining AHP and FCE in evaluating CBEC delivery performance. The findings suggest that logistics providers should strengthen delivery reliability, real-time tracking, customs coordination, and customer communication, while policymakers should enhance trade facilitation and logistics infrastructure.

Keywords: Cross-border e-commerce, delivery service quality, SERVQUAL, China–Uzbekistan corridor; customer satisfaction.