**Customer Satisafaction toward Quick Commerce**

**ABSTRACT:-**

This study investigates customer satisfaction and behavioral trends associated with Quick Commerce (Q-commerce) platforms in urban India. As instant delivery services such as Blinkit, Zepto, and Swiggy Instamart grow rapidly, understanding user interaction, preferences, and satisfaction levels becomes essential. A structured survey was conducted among 100 respondents in Anand, focusing on three core objectives: demographic influences on Q-commerce usage, platform preferences and order frequency, and satisfaction with service quality aspects like order accuracy, delivery professionalism, and customer support. The findings reveal that young adults, particularly students and professionals, are the most frequent users, with 74% placing six or more orders per month. Blinkit and Swiggy Instamart emerged as preferred platforms, driven by convenience, discounts, and speed. Respondents expressed high satisfaction regarding order accuracy (72% agreement), delivery professionalism (65%), and customer support (72%). However, minor gaps in service consistency and delivery behavior were noted. The study emphasizes the importance of maintaining reliability, user-friendly platforms, and prompt support systems to sustain customer trust and engagement. Overall, Q-commerce is reshaping urban consumption behavior, offering critical insights for businesses to enhance service quality, user experience, and long-term loyalty in a highly competitive digital marketplace.

**Keywords:** Quick commerce, Customer satisfaction, Delivery experience, E-commerce behavior, Urban consumers, Digital convenience, Real-time services, India, Service quality, Consumer loyalty.

 **(1) INTRODUCTION**

In today’s fast-paced digital economy, the convenience and immediacy of services have become defining features of consumer behavior. One of the most transformative developments in this landscape is Quick Commerce (Q-commerce), a digital retail model that offers ultra-fast delivery of groceries, daily essentials, and other products, often within 10 to 30 minutes. As urban lifestyles grow more time-constrained and digitally integrated, Q-commerce platforms are emerging as vital tools that reshape how consumers shop, engage with brands, and evaluate service quality.

This study seeks to explore the multi-dimensional experience of users on Q-commerce platforms, focusing on customer satisfaction, service perception, and usage behavior. Much like how traditional dairy products hold cultural and nutritional importance in Indian households, Q-commerce services are rapidly becoming integral to urban living, driven by the desire for speed, flexibility, and seamless user experiences.

India’s e-commerce market is undergoing a significant evolution, with Q-commerce representing one of its fastest-growing sub-segments. Platforms such as Blinkit, Zepto, Swiggy Instamart, and BB Now have rapidly expanded their presence in metro and tier-1 cities, leveraging hyperlocal delivery networks, real-time tracking, and personalized recommendations to meet consumer expectations. While early adopters include tech-savvy youth and working professionals, the accessibility and appeal of these services are extending across a broader demographic base.

The primary motivation behind Q-commerce usage is not merely convenience, but also speed, product availability, promotional offers, and trust in delivery efficiency. This behavioral trend draws parallels to traditional consumer habits where daily household needs are often fulfilled through habitual, reliable, and socially influenced choices. Yet, despite its growing popularity, Q-commerce faces critical challenges such as order inaccuracies, delivery fees, service inconsistency, and customer support limitations, which affect overall satisfaction and retention.

This research evaluates consumer satisfaction levels through a structured questionnaire distributed to 100 respondents. The sample reflects a cross-section of urban digital consumers, primarily young adults, students, and professionals, who frequently engage with online delivery platforms. Their insights serve as a barometer for understanding the efficacy and consumer acceptance of Q-commerce services.

Much like studies that analyze nutritional and cultural perceptions in food choices, this research dissects consumer experiences in Q-commerce through multiple lenses: frequency of use, platform preference, reasons for adoption, perceived service quality, app usability, and pricing perceptions. Special attention is given to real-time order tracking, delivery personnel professionalism, and customer support effectiveness, which are crucial touchpoints influencing brand trust and user satisfaction.

Additionally, the study explores loyalty indicators such as likelihood of repeat usage and recommendations to others, factors that reflect deeper engagement and satisfaction beyond one-time transactions. The findings aim to uncover patterns, gaps, and actionable insights that can inform platform strategies and policy development in India’s digital commerce space.

In conclusion, Q-commerce is more than a technological advancement; it represents a shift in consumer lifestyle, expectations, and interaction with retail services. Understanding satisfaction determinants in this rapidly evolving model is essential to ensuring sustainable growth, competitive differentiation, and enhanced customer loyalty. This study provides timely insight into the current state of Q-commerce user satisfaction, offering direction for future innovations and consumer engagement strategies.

**(II) REVIEW OF LITERATURE**

Luhukay et al. (2023) investigated the relationship between system quality, information quality, and service quality and their effects on customer satisfaction in quick commerce (Q-commerce) applications in Indonesia, addressing a research gap in the current literature, which has largely focused on business models rather than user experience. Their study found that system quality—relating to application performance, usability, and reliability—and service quality—encompassing customer support and delivery efficiency—significantly influence users’ intention to use Q-commerce platforms, which subsequently impacts customer satisfaction. Conversely, information quality, including the accuracy and clarity of product details and updates, did not significantly affect user intention or satisfaction, indicating that Q-commerce users may prioritize speed and functionality over informational content. These findings are consistent with the DeLone and McLean Information Systems Success Model, which emphasizes the importance of system and service quality in shaping user satisfaction. Luhukay et al.’s (2023) research provides valuable insights for developers and businesses seeking to enhance Q-commerce platforms, and it also suggests directions for future studies to explore more diverse user populations and examine individual quality indicators in greater detail.

Singh and Tomar (n.d.) examined the influence of Quick Commerce (Q-commerce) on consumer purchase decisions and satisfaction in Thane City, highlighting its role as a disruptive force in the evolving retail environment. Their study emphasizes how Q-commerce—defined by rapid delivery, typically within an hour—has reshaped consumer expectations, especially in the post-pandemic era where convenience and speed have become top priorities. Based on a survey of 100 residents, the findings show that 58% of respondents preferred Q-commerce for its convenience and 69% for its faster delivery compared to traditional retail channels. The study found higher satisfaction levels among Q-commerce users, suggesting that delivery speed and overall shopping experience are critical drivers of consumer preference. However, areas like customer service and pricing still need improvement. This localized research contributes significantly to the limited body of literature on Q-commerce in the Indian context, offering practical insights for businesses seeking to refine their customer engagement strategies and enhance satisfaction in urban markets.

Goswami and Kumari (n.d.) explored the psychological and behavioral implications of quick commerce on the consumer decision-making process, with a particular focus on rural areas where ultrafast delivery services are becoming increasingly influential. Their research highlights how the immediacy and convenience offered by quick commerce not only accelerate the speed of decision-making but also increase impulsive buying behavior and alter traditional consumer engagement indicators, such as brand loyalty and satisfaction. This shift reflects a deeper psychological transformation in consumer habits, driven by the expectations of instant gratification facilitated by technological advancements. The study provides novel insights into how quick commerce affects cognitive and emotional responses across demographic segments, revealing that age and digital familiarity play critical roles in shaping this evolving behavior. By identifying how immediate delivery influences consumer impulsivity and reduces deliberation in purchase decisions, the study offers valuable implications for businesses seeking to design responsive and psychologically informed quick commerce strategies, and for policymakers aiming to adapt regulatory frameworks to the demands of the digital marketplace.

Olawale, Salman, and Ishola (2022) investigated the impact of e-commerce on customer satisfaction using Konga.com, a leading Nigerian e-commerce platform, as a case study within Ilorin metropolis. Their study examined how factors such as website design, ease of navigation, convenience in usage and payment, data security, competitive advantage, and timeliness influence customer satisfaction. Using a purposive sampling method and multiple regression analysis with 384 respondents, the findings revealed that customer satisfaction is significantly influenced by a user-friendly interface, the reliability of fulfilling orders and specifications, and a secure and timely payment process. While security and efficiency were important, the study emphasized that customer confidence is more closely tied to how consistently the platform meets customer expectations. These results underscore the importance of functionality and reliability in e-commerce platforms, reinforcing the broader understanding that digital customer satisfaction is shaped not only by technological features but also by the platform’s ability to deliver on its promises. The authors recommended enhancements in payment security and interface design to improve user experience and boost customer loyalty.

Harter, Stich, and Spann (2025) investigated the influence of delivery time deviations on repurchase behavior within the quick commerce sector, using a combination of customer-level transaction data from a Western European food delivery platform and a controlled online experiment. Their findings revealed that late deliveries significantly increase the time between purchases (interpurchase times), while early deliveries have the opposite effect—though both effects weaken as the size of the deviation grows. Notably, late deliveries exert a stronger negative influence on repurchase behavior than the positive influence of early deliveries of equal magnitude. The study further demonstrated that customer satisfaction serves as a key psychological mechanism mediating these effects. By identifying this causal pathway, the research contributes to a deeper understanding of how time-sensitive service expectations influence consumer loyalty and behavior in quick commerce. These insights are particularly relevant for practitioners seeking to refine delivery algorithms, manage customer expectations, and improve post-service recovery strategies in ultrafast delivery models.

Kurt and Kırcova (n.d.) examined the complex relationship between customer satisfaction, service experience, and loyalty in the context of online quick grocery shopping, highlighting the evolving nature of customer expectations in fast-paced digital environments. Their study emphasizes that while customer satisfaction has traditionally been seen as a direct predictor of loyalty, recent findings suggest the relationship is mediated by factors such as service experience consciousness—a customer’s sensitivity to service quality and fulfillment. The research found that consumers with high levels of service experience consciousness are more strongly influenced by their service experiences, which significantly impacts their continuance intentions and electronic word-of-mouth (eWOM) behaviors. This highlights a precarious loyalty-satisfaction dynamic, where failure to meet expectations in quick commerce—especially regarding order condition, delivery timeliness, and service recovery—can rapidly lead to dissatisfaction and churn. The study contributes to literature by introducing psychological mediators that clarify how modern consumers perceive and react to rapid fulfillment services, providing practical implications for service design and customer retention in the competitive quick commerce landscape.

Mitchev and Nuangjamnong (2021) examined the effects of e-commerce on customer satisfaction and loyalty in Thailand during the COVID-19 pandemic, focusing on critical platform attributes such as user interface quality, information quality, and perceived privacy. Through a quantitative analysis of 400 respondents, the study found that all three factors significantly and positively influenced both customer satisfaction and loyalty. The results suggest that well-designed, user-friendly interfaces and trustworthy information can foster a sense of reliability and satisfaction among online shoppers, which in turn drives repeat purchasing and loyalty behaviors. Additionally, perceived security was found to be an essential determinant of trust, reinforcing prior research that highlights the role of privacy in digital commerce. The authors noted that while their findings are context-specific to Thailand, they underscore the global relevance of enhancing trust and satisfaction through technology design and privacy assurance. This study contributes to the broader literature by reaffirming the role of trust, usability, and data protection in maintaining customer loyalty, particularly in uncertain times like the pandemic.

Eid (2011) explored the determinants of customer satisfaction, trust, and loyalty within Business-to-Customer (B2C) e-commerce in Saudi Arabia, addressing a gap in empirical research focused on developing Arab countries. Through a structured survey conducted in the eastern province, the study revealed that customer satisfaction has a strong positive influence on e-commerce loyalty, whereas customer trust, surprisingly, showed a weaker effect. These findings suggest that while trust remains an important component of online consumer behavior, satisfaction derived from actual service experience plays a more decisive role in fostering loyalty within this context. The research underscores the need for e-retailers in emerging markets to prioritize enhancing customer satisfaction through quality service delivery to achieve sustained loyalty. Additionally, Eid’s study highlights cultural and regional factors that may shape consumer attitudes differently compared to Western contexts, offering valuable insights for e-commerce strategies tailored to developing markets.

**(III) RESEARCH OBJECTIVE**

1. To examine the demographic profile of respondents and its influence on the usage patterns of quick commerce platforms.
2. To identify consumer preferences, frequency of usage, and platform choices within the Q-commerce ecosystem.
3. To assess customer satisfaction regarding service quality aspects such as order accuracy, delivery experience, usability of platforms, and issue resolution.

**(IV) RESEARCH METHODOLOGY**

The study employed a descriptive research design using primary data collected via structured questionnaires. The sample size consisted of 100 respondents residing in Anand, primarily students and professionals. Data was gathered through both online and offline methods during March 2025. Statistical tools such as percentage analysis, graphical representation, and Likert scale evaluation were used to interpret the findings.

**(V) RESULT AND DISCUSSION**

**5.1:- To examine the demographic profile of respondents and its influence on the usage patterns of quick commerce platforms.**

Understanding the demographic profile of consumers is critical to analyzing their interaction with quick commerce (Q-commerce) platforms. This section aims to explore how variables such as gender, age, occupation, and educational background shape the adoption and usage behavior of consumers toward Q-commerce services. By examining the socio-demographic characteristics of the respondents, this study seeks to identify patterns in usage frequency, platform preference, and the key motivations driving engagement with Q-commerce services.

Table 1: - Demographic Profile of Respondents ( n=100)

|  |
| --- |
| (a) Gender wise distribution |
| Sr. No. | Factor | Frequency | Percentage |
| 1 | Male | 62 | 62 |
| 2 | Female | 36 | 36 |
|  | Total | 100 | 100 |
| (b) Age wise distribution |
| 1 | Below 18 | 9 | 9 |
| 2 | 18 – 25 | 44 | 44 |
| 3 | 26 – 35 | 40 | 40 |
| 5 | Above 35 | 7 | 7 |
|  | Total | 100 | 100 |
| (c) Occupation wise distribution |
| 1 | Student | 25 | 25 |
| 2 | Self-employed | 20 | 20 |
| 3 | Employed (full-/part-time) | 30 | 30 |
| 4 | Unemployed | 10 | 10 |
| 5 | Other (e.g., homemaker) | 15 | 15 |
|  | Total | 100 | 100 |
| (d) Education wise distribution |
| 1 | Under Graduate | 62 | 62 |
| 2 | Post Graduates | 32 | 32 |
| 3 | PHD | 6 | 6 |
|  | Total | 100 | 100 |

**(a) Gender-wise Distribution**: The gender-wise distribution of respondents indicates that the majority of participants in the study were male, accounting for 62% of the total sample. Female respondents made up 36%, while the remaining 2% might not have been specified or included in the table. This shows a significant male dominance in the participant pool, which may influence the findings, particularly if gender plays a role in preferences or consumer behavior. Ensuring gender balance in future studies could help achieve more generalizable insights.

**(b) Age-wise Distribution**: The age-wise distribution reveals that the largest group of respondents falls within the 18–25 age range, comprising 44% of the sample. This is closely followed by the 26–35 age group at 40%. Younger individuals below 18 make up 9%, while those above 35 account for just 7%. The data suggests that the survey largely reflects the views of young adults, which could be significant in understanding trends or preferences related to products like yoghurt that are popular among this demographic.

**(c) Occupation-wise Distribution**: When examining occupation, the majority of respondents are employed either full- or part-time (30%), followed by students (25%) and self-employed individuals (20%). Other categories include homemakers or others (15%) and unemployed individuals (10%). The presence of a working population as a majority suggests a consumer base with some level of purchasing power and regular income, which may influence product choice, brand loyalty, and spending behavior.

**(d) Education-wise Distribution**: The education-level data shows that most respondents (62%) are undergraduates, while postgraduates make up 32% of the sample. A small portion (6%) have earned a PhD. This high representation of educated individuals suggests that the respondents are likely to be more informed and aware of nutritional aspects, brand differences, and marketing tactics, which can impact their consumption patterns and preferences.

**5.2):- To identify consumer preferences, frequency of usage, and platform choices within the Q-commerce ecosystem.**

Understanding consumer behavior becomes essential for gauging platform success and future growth. This section focuses on identifying consumer preferences, their frequency of usage, and the platforms they favor within the Q-commerce ecosystem. It delves into how often users engage with services like Blinkit, Zepto, and Swiggy Instamart, the types of products commonly ordered, and the factors that influence their choice of platform—such as speed, pricing, app interface, and promotions. By capturing these usage trends and preferences, the study provides valuable insights into consumer expectations and behaviors in a fast-paced, convenience-driven market.

Table 2. Respodent Usage Patterns, Platform Preferences ( n = 100)

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Factor | Frequency | Percentage |
| (a) Usage Frequency |
| 1 | Daily | 32 | 32 |
| 2 | 2–3 times a week | 38 | 38 |
| 3 | Once a week | 12 | 12 |
| 4 | Occasionally | 10 | 10 |
| 5 | Rarely | 8 | 8 |
|  | Total | 100 | 100 |
| (b) Preferred Platform |
| 1 | Blinkit | 28 | 28 |
| 2 | Swiggy Instamart | 25 | 25 |
| 3 | Zepto | 20 | 20 |
| 4 | BigBasket  | 15 | 15 |
| 5 | Dunzo | 7 | 7 |
|  | Total | 100 | 100 |
| (c) Primary Reason for Usage |
| 1 | Convenience (24/7 availability) | 38 | 38 |
| 2 | Discounts/cashback offers | 30 | 30 |
| 3 | Faster than traditional shopping | 28 | 28 |
| 4 | Better product variety | 22 | 22 |
| 5 | Full-fill emergency needs | 20 | 20 |
| 6 | Other | 7 | 7 |
|  | Total | 100 | 100 |

**(a) Usage Frequency**: The data on usage frequency reveals that the majority of respondents use Q-commerce platforms either 2–3 times a week (38%) or daily (32%), indicating a high dependency on these services for regular needs. A smaller portion of the population uses these platforms once a week (12%), occasionally (10%), or rarely (8%). This highlights a strong consumer reliance on Q-commerce for routine purchases, especially among urban users with busy lifestyles who prioritize speed and convenience. The data suggests that Q-commerce platforms have successfully positioned themselves as everyday solutions for groceries and essential items.

**(b) Preferred Platform**: When examining platform preferences, Blinkit emerges as the most favored Q-commerce service, preferred by 28% of respondents, followed closely by Swiggy Instamart at 25% and Zepto at 20%. BigBasket, though a well-established player, is chosen by 15%, while Dunzo lags behind with 7%. This distribution indicates a competitive but slightly fragmented market, where user loyalty is distributed across several major players. Blinkit's popularity could be attributed to its speed, widespread availability, and user-friendly interface, while others like Swiggy Instamart and Zepto appeal to users through integrated food and grocery delivery or localized fulfillment models.

**(c) Primary Reason for Usage**: The primary reasons for using Q-commerce platforms reflect diverse consumer motivations. The most cited reason is convenience, particularly 24/7 availability, which was selected by 38% of users. Discounts and cashback offers are another major driver (30%), followed by the speed advantage over traditional shopping methods (28%). A notable portion of users also value better product variety (22%) and the ability to fulfill emergency needs (20%). These insights reveal that consumers are drawn not just by practicality but also by value-added incentives and time-saving features. The importance of convenience and promotional benefits underscores the need for platforms to maintain service reliability while continuing to offer competitive deals.

**5.3:- To assess** **customer satisfaction regarding service quality aspects such as order accuracy, delivery experience, usability of platforms, and issue resolution.**

Customer satisfaction is a vital indicator of the performance and sustainability of quick commerce (Q-commerce) platforms. This section evaluates key service quality dimensions—order accuracy, delivery professionalism, ease of use of the platform, and the effectiveness of customer support or issue resolution mechanisms. These factors collectively influence the overall user experience and loyalty toward Q-commerce services. Accurate and timely delivery, courteous delivery personnel, a user-friendly interface, and prompt resolution of concerns are essential to meet consumer expectations in this highly competitive and fast-paced market. By analyzing consumer feedback across these service touchpoints, the study aims to provide a comprehensive understanding of how well current Q-commerce platforms are meeting the demands of their users and where potential improvements are needed.

Table 3. Respodent customer satisfaction regarding service quality ( n = 100)

|  |  |  |  |
| --- | --- | --- | --- |
| Sr. No. | Particular | Frequency | Percentage |
| (a) Order Frequency Per Month |
| 1 | 1–2 times | 8 | 8 |
| 2 | 3–5 times | 18 | 18 |
| 3 | 6–10 times  | 42 | 42 |
| 4 | More than 10 times | 32 | 32 |
|  | Total | 100 | 100 |
| (b) Order Accuracy |
| 1 | Strongly Agree | 34 | 34 |
| 2 | Agree | 38 | 38 |
| 3 | Neutral | 16 | 16 |
| 4 | Disagree | 7 | 7 |
| 5 | Strongly Disagree | 5 | 5 |
|  | Total | 100 | 100 |
| (c) Delivery Professionalism |
| 1 | Strongly Agree | 28 | 28 |
| 2 | Agree | 37 | 37 |
| 3 | Neutral | 18 | 18 |
| 4 | Disagree | 12 | 12 |
| 5 | Strongly Disagree | 5 | 5 |
|  | Total | 100 | 100 |
| (d) Customer Support |
| 1 | Strongly Agree | 30 | 30 |
| 2 | Agree | 42 | 42 |
| 3 | Neutral | 16 | 16 |
| 4 | Disagree | 7 | 7 |
| 5 | Strongly Disagree | 5 | 5 |
|  | Total | 100 | 100 |

**(a) Order Frequency Per Month**: The order frequency data shows that a significant portion of users are highly active on Q-commerce platforms, with 42% placing 6–10 orders per month and 32% ordering more than 10 times. This indicates that nearly three-fourths of the users (74%) rely on Q-commerce platforms multiple times monthly, demonstrating the platforms' deep integration into consumers' regular shopping routines. Only 8% of respondents place orders 1–2 times a month, suggesting that occasional users form a small minority. These findings highlight strong engagement levels and suggest that Q-commerce platforms are being used as a primary channel for frequent, perhaps even weekly, purchases.

**(b) Order Accuracy**: Regarding order accuracy, the responses are largely positive, with 34% of participants strongly agreeing and 38% agreeing that their orders are accurate—totaling 72% of satisfied users. A neutral stance is held by 16%, while only a small portion (12%) expressed dissatisfaction (7% disagree and 5% strongly disagree). This implies that most users find the platforms reliable in terms of delivering correct items, which is a critical component of overall customer satisfaction. However, the presence of some dissatisfaction indicates room for improvement, particularly in ensuring consistent order fulfillment.

**(c) Delivery Professionalism**: In terms of delivery professionalism, a majority of respondents again reported positively, with 28% strongly agreeing and 37% agreeing, forming a combined 65% satisfaction rate. Neutral responses accounted for 18%, while 17% were dissatisfied (12% disagree and 5% strongly disagree). This suggests that while the overall perception of delivery agents is favorable, nearly one-fifth of users either remain indifferent or unsatisfied, pointing to the need for improved training and professional standards in last-mile delivery operations to enhance customer experience further.

**(d) Customer Support**: Customer support received the highest approval among service quality indicators, with 30% of respondents strongly agreeing and 42% agreeing that they are satisfied with the support received—totaling 72%. Neutral responses (16%) and dissatisfaction levels (12%) were comparable to other service parameters. These findings indicate that most users find customer support systems efficient and responsive. However, maintaining consistency in service quality and offering quick resolutions to complaints will be essential to sustain trust and ensure positive word-of-mouth.

**VII) MAJOR FINDINGS:**

1. **Demographic Profile**:

The majority of users were young adults aged 18–35, with males (62%) and undergraduates (62%) making up the dominant user base. Occupations were largely split between students (25%) and employed individuals (30%), indicating tech-savvy and income-capable consumers.

1. **Usage Patterns**:
High engagement was evident—74% of users placed 6 or more orders per month. Daily and 2–3 times per week usage patterns were most common, showing Q-commerce has become an integral part of urban lifestyle.
2. **Platform Preferences**:
Blinkit (28%), Swiggy Instamart (25%), and Zepto (20%) were the leading platforms. Users were primarily driven by 24/7 convenience (38%), discounts (30%), and fast service (28%).
3. **Customer Satisfaction**:
* **Order Accuracy**: 72% expressed satisfaction.
* **Delivery Professionalism**: 65% satisfied, though 17% were dissatisfied.
* **Customer Support**:72% positive responses.

Overall satisfaction is high, though slight gaps in delivery and consistency remain.

**VI) CONCLUSION**

This study provides valuable insights into the evolving landscape of urban consumer behavior in India’s fast-paced digital economy, focusing specifically on the quick commerce (Q-commerce) segment. The findings clearly reveal that Q-commerce platforms such as Blinkit, Swiggy Instamart, and Zepto have successfully embedded themselves into the daily routines of urban consumers, particularly among young, educated, and digitally aware populations. These platforms cater effectively to the growing demand for speed, convenience, and round-the-clock accessibility in grocery and essential item delivery. Data shows a marked dependency on Q-commerce platforms, with a majority of respondents placing six or more orders per month. This consistent usage reflects both consumer trust and a shift in shopping preferences from traditional retail to on-demand digital services. Among the most valued aspects were the accuracy of orders, professionalism of delivery staff, and promptness of customer support, with over 70% of users expressing satisfaction in these areas. These indicators point to high service reliability and user-friendly experiences that reinforce customer loyalty. Study also uncovers areas needing improvement. Despite overall positive feedback, there remains a minority of users who experienced lapses in delivery professionalism and inconsistent customer support. Addressing these service quality gaps through better personnel training, enhanced logistics, and proactive feedback mechanisms will be critical in maintaining and expanding the customer base. Another key takeaway is the motivation behind platform choice convenience, promotional offers, and faster-than-retail shopping all significantly influence consumer decisions. This implies that continued investment in app usability, pricing strategies, and delivery speed will be essential for platforms to remain competitive.

In conclusion, Q-commerce is more than a transactional service—it's a lifestyle enabler in modern urban settings. To sustain momentum, platforms must focus on consistency, trust-building, and innovation in user experience. The study serves as a timely guide for stakeholders aiming to strengthen service quality and deepen customer engagement in the rapidly evolving digital commerce space.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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