

Customer Satisfaction Role on the Relationship between E-Service Quality and Repurchase Intention of Online Shoppers

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Abstract: *Advance development in information technology and communication have contributed to a great economic efficiency. Companies that can take advantage and operate more efficiently tend to lower product prices and increase delivery time. This is expected to increase customer satisfaction and repurchase intention. The research paper seeks to identify the mediating role of customer satisfaction between e-service quality and repurchase intention in the online business sector in Malaysia. E-service quality was measured by three variables, namely, website design, ease of use, and security. Good service quality tends to satisfy customers and leads to repurchase intention behaviour. The data were collected from online shoppers in Kuala Lumpur, Malaysia. A non-probability sampling technique using Purposive Sampling was used in this study. A total of 210 questionnaires were collected data and analyzed using Statistical Package for the Social Science SPSS software version 29. The findings show that all the selected three-dimensions of e-service quality (website design, ease of use and security) have significant relationship with the repurchase intention of the online shoppers in Kuala Lumpur. The findings also noted that Customer Satisfaction has influenced the significant relationship (a mediated effect) between e-service quality and repurchase intention.*

Keywords: ease of use, e-service quality, customer satisfaction, repurchase intention, website design

1. Introduction

In the business world, there has been a powerful shift from marketers to consumers (Hartline & Michael, 2014). Competition between companies in the current economic situation is more on how to find an approach to meet the needs of customers than to compete with competitors. The changes in information technology and communication are very important in this shift. Recently technological change has created economic efficiency and especially in e-commerce. Internet technology has become a powerful tool to support businesses to implement customers' needs. Customers do not have to visit the store and spend time, e-commerce customers can use the internet to access directly to the company to order products or services at any time with many options, a variety of choices, or to source more information. In terms of e-commerce, the importance for a business of repurchase intention has been underlined by several researchers or authors (Wilson et al., 2019; Wilson & Christella, 2019). Furthermore, it is known as the factor which could assess customers' loyalty, establishing repurchase intention in customers' minds is an important task that a company has to do in order to be successful. When consumers

have the intention to repurchase, whether it is the same products or services or a different item from the same company, it is an advantage for the company as there is a low chance that customers will purchase from another company in the same store. Many programs in Malaysia are carried out by the government to promote e-commerce. One of the industries performed as part of the Malaysian government policy in e-commerce is making digital substantial that aims to enable Malaysian businesses to move towards. Nowadays online shopping is experiencing what can be described as flourishing with the growth and associated benefits of e-commerce. Online shopping is gaining popularity among Malaysian consumers. 80% of Malaysians purchased a product/service online (Simon, & Sarah, 2019). The suitability offered by websites such as practicality as well as reduced time and energy has strengthened purchaser intention to buy online (Ratih et al., 2020). Online shopping in Malaysia ranks 11th among the 15th factors for access to the internet and purchasing products based on the Malaysian Communication and Multimedia Commission (MCMC, 2017). Many activities and programs in Malaysia are carried out by the government to promote e-commerce (Naseri, 2021). Furthermore, to achieve success, companies depend not only on attractive website displays, product quality, and low prices but also should provide excellent service at all times. Ease of use in online sales business has been shown to affect purchase intention. Excellent service can create customer satisfaction (Aren, 2013). Hence, customer satisfaction can lead to repurchase intention (Ellyawati, 2017). Delivering high-quality service to customers has become a primary predictor of customers' satisfaction and increased online shopping intention (Yi, 2021). Furthermore, security becomes one of the important factors in the success of e-commerce. Consumers' expectations have become intricate and website quality has occurred as an important element having a positive correlation with the probability to purchase and revisit the website (Tandon et al., 2017). The sustainable relationship between online customers and e-businesses depends on the quality of service throughout the purchase process. At the same time business are trying to retain customers as it gives them an advantage over their competitors. Online suppliers like conventional stores tend to deliver more than what they promise to customers and resulting in customer satisfaction and repurchase intention (Kotler & Armstrong, 2010). Further, online customers' satisfaction depends on the quality of services and products on the websites and the secure complete transaction process (Lee & Lee, 2019). Security can eliminate customers' skepticism to buy a product via online shopping (Lestari & Ellyawati, 2019). There are many factors that may affect customer repurchase intention, website quality is seen as one of the important ones which can contribute to the formation of repurchase intention in customers' minds in the field of e-commerce or internet marketing. A study conducted in Indonesia's e-commerce industry found showed that website design quality has a positive and significant effect on customer repurchase intention (Wilson et al., 2019). Excellent service can create a high level of customer satisfaction, furthermore, customer satisfaction can lead to repurchase intention (Ellyawati, 2017). Companies should focus on e-service quality and create customer satisfaction which that will lead to customer repurchase intention.

1.1 Problem Statement

Online shopping gives options to retailers to determine customers' behavior that displays in searching for purchasing using evaluating and disposing of products and services that they expect to satisfy their needs. Retailers should consider that customers are not only buyers but also internet users. They complete the purchasing related to the task to buy a product the same as a traditional retailer. A retailer must understand customers' wants and needs and concerns due to the nature of the online environment. A recent study on consumer's purchase behavior towards online shopping behavior (Mohamad Nor & Raji, 2022) has demonstrated a significant, and strong association between consumers' online shopping behavior during the pandemic COVID-19. This information has helped all retailers throughout the pandemic to

better understand consumer behavior and enable them to continue operating their businesses despite the rapid change. Companies would also have a better understanding of the features that customers look for in an online purchasing method, such as a user-friendly website, secure online payment methods, and easy navigation pages. Therefore, retailers should adjust e-service quality such as site design, site ease of use, and security so that customers will experience online shopping and will repurchase online shopping which that leads to an increase in online shopping among consumers (Miao et al., 2021). Considering the aforesaid discussion, this research has decided to study the mediating role of customer satisfaction on the relationship between site design, ease of use, and security on repurchase intention towards online shoppers in Malaysia.

1.2 Objectives of the Study

RO1: To examine the relationship between website design and repurchase intention.

RO2: To examine the relationship between ease of use and repurchase intention.

RO3: To examine the relationship between security and repurchase intention.

RO4: To determine whether customer satisfaction mediates the relationship between website design, ease of use, and security on repurchase intention.

2. Literature Review

2.1 E-service Quality

In e-commerce business, e-service quality is gradually critical in customers' evaluation and decisions such as the quality of e-service delivery in the practical marketplace (Ting et al., 2016). The e-service quality is highly recognized due to its high relation with the success or failure of an internet-based company. E-service quality is providing service to consumers through the internet as the ability of the website to provide facilities and convenience in buying and selling process and transaction and also distribution to customers effectively (Pratiwi & Dewi, 2016). E-service quality is an effort made by the company to meet the customers' needs in line with what customers want as well as the accuracy of the delivery methods in accordance with the expectations of those customers. E-service quality has been defined more broadly to cover all levels of customer needs with online stores. NetQual theory dimensions of e-service quality to understand customer attention about online shopping, namely: website design, ease of use, and security (Bressolles, 2006). E-service quality is an effort to satisfy needs accompanied by customer accuracy to meet these customers' expectations and satisfaction (Hendika, & Linda, 2022). E-service quality to consumers can be done through communication media and technology. E-service quality is the measure of how a good website makes online shopping easier, as buying, and delivery of services and products (Singh, 2019). E-service quality has a significant impact on the repurchase intention of shopping users (Hasman et al. 2019).

2.2 Website Design

Website design is very important as it is the first contact of consumers and retailers. Customers while browsing social media, are exposed to hundreds of websites. They only access appealing designs, and that reduces customers' search costs. Customers are more satisfied with user-friendly websites that efficiently process their online orders (Hult et al., 2019). Website design with an overall aesthetic appeal motivates customers to stay with it rather than switch to another website (Hilligoss & Rieh, 2008). A previous study found a positive association between website design and customer satisfaction (Kaya et al., 2019). In the e-commerce business, website design quality has become an essential role in a company's digital process (Wilson & Christella, 2019). The website design is the key to a company's success which is acting as a

channel of communication and service between the company and the customer. Website quality is a needed concept as it is the perception of consumers about the quality of a website and encourages buying interest from consumers (Kuo et al., 2009). Further, website quality in e-commerce is based on the standard that is used for security at every customer visit (Fordet et al., 2013). Overall website quality should display professionalism to attract customers to buy or retain customers who visit the website (Tsao et al., 2016). In the context of e-commerce websites, design quality plays an important role in determining a company's success. This is not solely because the website can play an important role in establishing and implying satisfaction on the part of customers (Corbitt, et al., 2003). The website acts as a communication tool that acts as a bridge between the seller and the buyer. Unlike traditional commerce, where a company or retailer can directly meet and communicate with a potential buyer through direct face-to-face interaction, companies that are conducting their business in the digital environment do not have direct interaction with customers or buyers. Instead of that, the interaction between both parties will be fully mediated by the existence of a website. Through the website, a seller can communicate with a buyer in an indirect manner whereby the seller can post information about the products/services that they want to sell while at the same time the buyer will open a website and browse and look at the products/services posted by the seller and determine whether or not to buy it. In this case, if the buyer feels that the description or the specification of the product had been described unclearly and they would ask the seller about it, they can ask the seller through the website chat (Wilson et al., 2019). Website design quality plays an important role in the formation of the image of an online store conducting e-commerce and if the image can create a good first impression in customers' minds, it can lead to customer satisfaction (Oh et al., 2007). Furthermore, a study by Eroglu et al. (2008) explains the impact that website design effectiveness has on customer response, judgment, and various customer behavioral intentions. These results are supported by which revealed that both customers' responses and cognitive judgment are really important and act as a requirement for a company to create customer satisfaction (Ha & Im, 2012). In addition, it is determined that the design elements of a website such as color and music have a significant effect on a customer's level of pleasure and satisfaction (Ha & Im, 2012). Furthermore, customer satisfaction mediates the relationship between website design and repurchase intention (Lestari & Ellyawati, 2019).

2.3 Ease of Use

Perceived ease of use has been shown to have an influence or effect on interest through two channels: a direct effect on interest and an indirect effect on interest through perceptions of perceived usefulness (Pham & Mandel, 2019). Consumers find it easy to interact with e-commerce websites, find information about the products, buy products and make payments, then consumers will consider online shopping to be more useful than conventional shopping (Johan et al., 2020). Ease of use variable has an effect on repurchase intention (Ibrahim et al., 2019). Ease of use has been defined as how high a person's level of confidence in using a system without requiring many several of effort thus that users easily accept it (Davis, 1989). Moreover, ease of use is defined as how far the person operating a system believes that using technology from a particular website is straightforward and easy to understand without using more effort, easy to use, and informative (Febrianto & Rahmawati, 2021). In a similar study conducted by Abdul Razak et al. (2018) factors on online traveling websites such as perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment was found significant towards consumer purchase intention among youth travelers in Bangladesh. In a recent study (Hansaram et al., 2022) found a substantial positive relationship between perceived usefulness, perceived ease of use, perceived enjoyment, and online purchasing intention whereby the companies would be in a better position to persuade the consumer to increase the purchasing

intent among online shoppers in Klang Valley. Ease of use in online transaction technology tools must reduce users' concerns over transactions that have been made. Ease of use indicator is measured using four statement items, easy to use, easy to learn, easy to become skillful, and clear to understandable (Davis, 1989; Anifa & Sanaji, 2022). The effect of ease of use in e-satisfaction seen as convenience reflects the straightforwardness and clearness of internet business locales and when customers look for data and buy items on the websites, the degree to which customers' endeavors influence their acknowledgment of website shopping. Therefore, customer satisfaction mediates the relationship between ease of use and repurchase intention (Lestari & Ellyawati, 2019).

2.4 Security

An investigation led by online purchasers in Malaysia found that security factors have a positive and critical relationship in influencing website-based buying choices (Raman & Viswanathan, 2011). Security in business-to-business using electronic trade is reflected in the innovation used to make sure customer information are intact. E-commerce system stores information about customers and also information related to customers' transactions through online shopping. Customer information can be analyzed for various purposes, that will increase the risk to the customer. Furthermore, security is a very important factor that e-commerce customers care about. E-commerce businesses cannot grow if there are still lacks and weaknesses in information systems and security (Jayathilaka & Lanka, 2020). With the high level of website security, the trust of e-commerce customers will also be increased due to the performance of a security system that can maintain customers' information and data (Jayathilaka & Lanka, 2020). A higher security level is needed to increase customer satisfaction. With a higher level of security, the customers would not be worried about the private and confidential data that could be used by other parties. This concern can reduce the customers' trust and satisfaction which lead to lower repurchase intention behaviour (Korgaonkar & Karson, 2007). A study conducted found that customer satisfaction mediates between security and repurchase intention (Lestari & Ellyawati, 2019). Security has a positive influence on repurchase intention (Alwafi & Magnadi, 2016). A study found that security has a positive relationship affecting web-based shopping (Raman & Viswanathan, 2011). Security is characterized as the capacity of online stores to keep up and control security for information exchange (Park et al., 2004).

2.5 Customer Satisfaction

Satisfaction is customers' judgment about the delivered good product/service. Customers' positive experiences motivate them to repurchase the products or services. Many researchers have repeatedly underlined that companies that can satisfy their customers would retain them as well as attracts new ones (Miao et al., 2021). Previous literature suggests that it is more expensive to attract new customers than to retain old ones. Therefore, companies spend considerable resources on service quality and ensuring that their customers are satisfied with them. Customers with high satisfaction are not ignored the random bad experience with goods and services (Miao et al., 2021). Customer satisfaction is necessary for repurchase intention and promotes a sustainable relationship with customers (Nilashi et al., 2021). Customer satisfaction is the high level at which the product performance is suitable for customer expectations. When the product or service performance does not meet expectations, the customers will not be happy and disappointed and that leads to dissatisfaction. Customer satisfaction is the overall pleasure or satisfaction perceived by customers that results from the ability of service in meeting customer expectations and needs in relation to the service provided (Nilashi et al., 2021). Customer satisfaction is the feeling of pleasure that customers feel in relation to a previous buying experience in online shopping (Anderson & Srinivasan, 2003).

Studies in the aviation industry explain that passenger satisfaction plays an important role in measuring service quality provided and the possibility of customers keep using the service in the future (Archana & Subha, 2012). Furthermore, a study about electronic tickets in online buying in Malaysia, found that the e-service quality variable had a positive effect on customer satisfaction. When the customers perceived e-service quality increases, it will lead to high customer satisfaction. Furthermore, it was noted that customer satisfaction mediates the influences of e-service quality on repurchase intention (Anggraini, et al., 2020).

2.6 Repurchase Intention

Repurchase intention is the customer's plan to repeat purchases in the future from the same retailer (Javed & Wu 2020). Another research has defined repurchase intention as the probability that customers will repurchase a service and product from the same retailer (Miao et al., 2021). The researcher also refers to consumers repurchasing as loyalty since it significantly influences e-commerce success. In e-commerce, loyalty is the customer's intention to buy again with the same establishment that the customer had bought from previously. Repurchase intention is a choice reached by buyers to help a brand purchase service or product, disregarding other brand selections (Trivedi & Yadav, 2018). Furthermore, repurchase intention are a consumer-arranged choice to repurchase administration by considering a circumstance that will happen and is linked by a degree of inclination. Repurchase intention has diverse properties according to the level of flexibility that the product has. Customer satisfaction is an important factor in increasing repurchase intention. Customer satisfaction is a response to achieving customer expectations or fulfilling satisfaction of needs that involve at least two triggers, namely: result and expectation (Trivedi & Yadav, 2018). Satisfied consumers indicate that their expectations and needs have been met by purchase transactions made on e-commerce websites. Satisfied consumers will prefer to repeat purchases from firms that have satisfied them from their various shopping experiences via the internet (Safa et al., 2016).

2.7 Proposed Research Framework

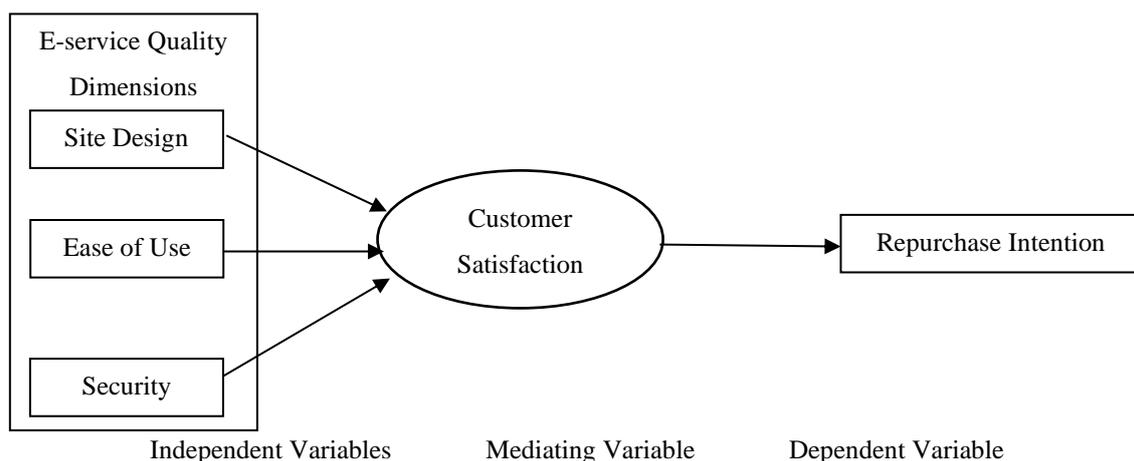


Figure 1: Research Conceptual Framework

The above framework has been created after a thorough literature review on the topic under study. In the study the constructs comprise of 3 independent variables, (site design, ease of use, and security), the mediating role of customer satisfaction and the dependent variable of repurchase intention. The following hypothesis has been generated in context with the past literature review:

- H1: There is a relationship between website design and repurchase intention.
 H2: There is a relationship between ease of use and repurchase intention.
 H3: There is a relationship between security and repurchase intention
 H4: There is a mediating relationship of customer satisfaction between website design and repurchase intention.
 H5: There is a mediating relationship between customer satisfaction between ease of use and repurchase intention.
 H6: There is a mediating relationship of customer satisfaction between security and repurchase intention.
 H7: There is an influence of the relationship between e-service quality dimensions' website design, ease of use and security, and repurchase intention mediated by customer satisfaction.

3. Research Method

3.1 Research Design

According to Zikmund et al. (2016), research design is a master plan that specifies the methods and processes for gathering and analyzing the required data. As for this study, the approach taken was by using quantitative method that emphasizes the measurements to examine the relationship between variables (Salkind et al., 2010). In order to be more precise, this study was interested in examining the relationships between E-Service Quality factors and Repurchase Intention factors mediated by Customer Satisfaction.

3.2 Population

In this study, the unit of analysis specifically refers to an online shoppers in Kuala Lumpur Malaysia. They represent the race (Malay, Chinese, and Indian) who made an online purchase. The population refers to all groups of individuals who have the potential to participate in research. Further, according to retail e-commerce in the ASEAN region, there are around 16 million Malaysian online shoppers, equivalent to 80% of online users (Collier & Bienstock, 2006).

3.3 Sampling Procedures

This study uses simple random sampling in order to avoid any biases. A total of 210 responded to our questionnaire. Data was gathered through an online survey. The survey question was uploaded in the google form. Online consumers were asked to respond and answer the question based on their online shopping experience. It was clearly mentioned to the customers that anybody who purchase online at least one product.

3.4 Tools for Data Collection

A questionnaire survey was used for the measurement of all the variables involved in the study. 5 items scale for each variable was adopted (Collier & Bienstock, 2006). A five-point Likert scale was applied for the examination.

3.5 Reliability for Instrument

The Cronbach Alpha reliability value was calculated for all the variables involved as mentioned in the table below.

Table 1: Reliability for Instrument

| Variable | Cronbach's Alpha | No of Items |
|----------------|------------------|-------------|
| Website Design | 0.61 | 5 |
| Ease of Use | 0.79 | 5 |
| Security | 0.63 | 5 |

| | | |
|-----------------------|------|---|
| Customer Satisfaction | 0.62 | 5 |
| Repurchase Intention | 0.63 | 5 |

4. Data Analysis

4.1 Demographic Profile of the Respondents

Table 2: Demographic Profile of the Respondents

| Demographic | Frequency | Percent |
|--------------------------------------|-----------|---------|
| Gender | | |
| Male | 80 | 38% |
| Female | 130 | 62% |
| Total | 210 | 100% |
| Race | | |
| Malay | 97 | 46% |
| Indian | 70 | 33% |
| Chinese | 43 | 21% |
| Total | 210 | 100% |
| How much do you spend? | | |
| Less than 1 year | 31 | 15% |
| 1 to 5 years | 127 | 61% |
| 5 to 10 years | 45 | 21% |
| More than 10 years | 7 | 3% |
| Total | 210 | 100% |
| Frequency of purchases online | | |
| Once a week | 27 | 13% |
| Once a month | 113 | 54% |
| More than once a month | 70 | 33% |
| Total | 210 | 100% |
| Online shopping experience | | |
| Less than RM100 | 3 | 1% |
| RM101-RM300 | 109 | 52% |
| RM301-RM500 | 57 | 27% |
| More than RM500 | 41 | 20% |
| Total | 210 | 100% |

4.2 Regression Analysis

Linear regression analysis was carried out the testing the hypothesis involved in the research. Linear regression analysis is scientific evidence used in this study. Regression is an analysis that aims to determine the variable's relationship with other variables. Regression analysis is a factor that controls what is referred to as independent variables and variables that are affected are called dependent variables in regression analysis. For testing analysis of mediation, the Born & Kenny (Baron & Kenny, 1986) test was applied.

Table 3: Results Regression analysis for Independent Variables (Website Design, Ease of Use, and Security) and the Dependent Variable Repurchase Intention

| Variables | r | R ² | Adjusted R ² | Beta | F | P- value |
|----------------|-------|----------------|-------------------------|-------|--------|----------|
| Website design | 0.506 | 0.256 | 0.253 | 0.506 | 71.690 | 0.000 |
| Ease of use | 0.604 | 0.365 | 0.356 | 0.604 | 40.727 | 0.000 |
| Security | 0.303 | 0.092 | 0.087 | 0.303 | 20.958 | 0.000 |

Dependent variable: Repurchase intention

In Table 3, the value of the correlation coefficient website design is 0.506, ease of use 0.604, and security 0.303, which means there is a correlation between these variables and repurchase intention. Through analyzing the coefficient of determination R² for website design 0.256, it is disclosed that 25.6% variations in repurchase intention are due to website design and 74.4%.

The P-value is 0.000 which is less than (0.05) which means Hypothesis 1 is supported. The coefficient of determination R^2 for ease of use is 0.365, it is disclosed that 36.5% variations in repurchase intention are due to ease of use and 63.5%. The P-value is 0.000, which is less than (0.05), and that means Hypothesis 2 is supported. The coefficient of determination R^2 for security is 0.092, it is disclosed that 9.20% variations in repurchase intention are due to security and 90.8%. The P-value is 0.000, which is less than (0.05), and that means hypothesis 3 is supported.

The relationship between website design and repurchase intention

According to the result of the analysis note that the P-value of 0.000 is significant at the 5% level and H1 is accepted. This shows that website design has a relationship with repurchase intention. The stability of website design is the most significant contributor to consumers' understanding of the ethics of online dealers. When consumers feel that a website is trustworthy, their loyalty of consumers to an online retailer is increased. Website design has been interrupted in many ways and is expressed in consistent overtime performance. the usability of the website, speed and update, reliable information logging and consumer purchase, model description quality, the knowledge that is trustworthy, reliable, and truthful data consistency, quotation pricing, fee measurement, contract commitment and management of network, free of obstruction, faulty and errors (Martins et al., 2014).

The relationship between ease of use and repurchase intention

According to the result of the analysis note that the P-value of 0.000 is significant at the 5% level and H2 is accepted. This shows that ease of use has a relationship with repurchase intention. The online retailer is faceless on the internet, which means that the website itself is a symbol of the retailer. Users are familiar to be obedient and loyal to online purchasing. When users see the website interface as high quality and easy-to-use its tools, they will build a high level of confidence in the website which contributes to their willingness to return for purchase in the future. Many studies found that system ease of use contributes to the popularity of the websites. Therefore, ease of use efficiency will likewise increase the level of satisfaction of consumers and repurchase intention in the field of e-commerce.

The relationship between security and repurchase intention

Based on the results of the analysis, note that the P-value of 0.000 is significant at the 5% level and H3 is accepted. This shows that security has an effect on repurchase intention. Early online commerce is believed to lead to a web presence and low prices. Nowadays, the efficiency of secure websites has become important to increase customer satisfaction (Jayathilaka & Lanka, 2020). Business analysis and new data several antecedents of customer satisfaction have been proposed among a secure website quality figure prominently.

H1: There is a relationship between website design and repurchase intention.

H2: There is a relationship between ease of use and repurchase intention.

H3: There is a relationship between security and repurchase intention.

Table 4: Results Regression analysis for Independent Variables (Website Design, Ease of Use, and Security) and the Mediating Variable Customer Satisfaction

| Variables | r | R ² | Adjusted R ² | Beta | F | P- value |
|----------------|-------|----------------|-------------------------|-------|--------|----------|
| Website design | 0.528 | 0.278 | 0.275 | 0.528 | 80.244 | 0.000 |
| Ease of use | 0.717 | 0.514 | 0.508 | 0.717 | 75.204 | 0.000 |
| Security | 0.395 | 0.156 | 0.152 | 0.395 | 38.527 | 0.000 |

Mediator variable: Customer satisfaction

Based on Table 4, the value of the correlation coefficient website design is 0.528, ease of use 0.717, and security 0.395, which means there is a correlation between these variables and customer satisfaction. Through analyzing the coefficient of determination R^2 for website design 0.278, it is disclosed that 27.8% variations in customer satisfaction are due to website design and 72.2%. The P-value is 0.000 which is less than (0.05) which means Hypothesis 4 is supported. The coefficient of determination R^2 for ease of use is 0.514, it is disclosed that 51.4% of variations in customer satisfaction are due to ease of use and 48.6%. The P-value is 0.000, which is less than (0.05), and that means Hypothesis 5 is supported. The coefficient of determination R^2 for security is 0.156, it is disclosed that 15.6% variations in customer satisfaction are due to security and 84.4%. The P-value is 0.000, which is less than (0.05), and that means Hypothesis 6 is supported.

The relationship between website design and repurchase intention with the mediating role of customer satisfaction

Based on the results of the analysis note that a P-value of 0.000 is significant at the 5% level and H4 is accepted. This shows that customer satisfaction has an effect on repurchase intention with the mediation of customer satisfaction. The stability of the website is the most significant contributor to customer understanding of the ethics of the online dealer. When consumers feel that a website is trustable, their loyalty of customers to online purchasing is increased. Website design deals with customer interaction with the website, such as navigation, information search, production selection, and ordering process. Website design is an important source to create a favorable first impression in the customer's mind. Website design helps and facilitates a seamless customer experience to navigate, search, select items, then order their desired items and increase overall customer satisfaction. However, a poor website design can create frustration resulting in customer dissatisfaction. The previous study provides evidence and efficient website facilities for the speed of ordering and transaction and enhances customer satisfaction with the websites (Lestari & Ellyawati, 2019; Martins et al., 2014).

The relationship between ease of use and repurchase intention with the mediating role of customer satisfaction

Based on the results of the analysis note that the P-value of 0.000 is significant at the 5% level and H5 is accepted. This shows that customer satisfaction as a mediator variable has an effect on repurchase intention. The previous study defined online customer satisfaction as the contentment of the customer with respect to his/her prior purchasing experience with a given e-commerce firm (Davis, 1989; Anifa, & Sanaji, 2022).

The relationship between security and repurchase intention with the mediating role of customer satisfaction

Based on the results of the analysis note that a P-value of 0.000 is significant at the 5% level and H6 is significantly accepted. This shows that customer satisfaction has an effect on repurchase intention with the mediation effect of customer satisfaction. Safety is one of the biggest issues of electronic business. Circumstances or incidents that could lead to financial difficulties in the form of harm, leakage, data alteration, denial of service and/or misuse, waste, and abuse of computer or network resources. Online users are always reluctant without security assurance to reveal their personal and financial credentials. Online business organizations need to build security features (safety announcements and encryption and third-party affiliation) in order to achieve a high level of security satisfaction.

H4: There is a mediating influence of the role of customer satisfaction in the relationship between website design and repurchase intention.

H5: There is a mediating influence of the role of customer satisfaction in the relationship between ease of use and repurchase intention.

H6: There is a mediating influence of the role of customer satisfaction in the relationship between security and repurchase intention.

Table 5: Results Regression Analysis for Mediating Variable Customer Satisfaction and Dependent Variable Repurchase Intention

| Variable | r | R ² | Adjusted R ² | Beta | F | P- value |
|-----------------------|-------|----------------|-------------------------|-------|---------|----------|
| Customer satisfaction | 0.591 | 0.350 | 0.346 | 0.591 | 111.768 | 0.000 |

Dependent variable: Repurchase intention

Based on Table 4, the value of the correlation coefficient for customer satisfaction is 0.591, which means there is a correlation between customer satisfaction and repurchase intention. By analyzing the coefficient of determination R² for customer satisfaction 0.350, it is disclosed that 35.0% variations in repurchase intention are due to customer satisfaction and 65%. The P-value is 0.000 which is less (0.05), resulting in that H7 Hypothesis being accepted.

The relationship between customer satisfaction and repurchase intention

Based on the result of the analysis note that the P-value of 0.000 is significant at the level and H7 is accepted. This shows that customer satisfaction has an effect on repurchase intention. The importance of positive behavior is to increase the customer satisfaction level and encourage customers to repurchase. There is a strong relationship between online customer satisfaction and repurchase intention that correlation affects the uses of online. Service [52, 53]. the positive effect of customer satisfaction is to recognize that website consistency variable. Customer satisfaction is a particular relationship between a number of separate customer meetings or online sales transactions.

H7: There is an influence of the relationship between e-service quality dimensions' website design, ease of use and security, and repurchase intention mediated by customer satisfaction.

5. Conclusion

This study proves that online e-service quality dimensions (website design, ease of use, and security) affect repurchase intention. Customer satisfaction is proven to mediate between (website design, ease of use, and security) and repurchase intention. From the result of this study, the researchers suggest increasing repurchase intention by a high level of satisfaction. Online businesses should develop online services by creating a good quality company website and put more attention to attracting online consumers. Another thing to note is that companies should create easily accessible and operate a website that is used to make online purchase transactions. In addition, an online company should always improve security in the payment method process.

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