Examining the Effects of E-Satisfaction, E-Trust and Perceived Value on Repurchase Intention among Young Adults

Nur Shahrulliza Muhammad*, Aida Azlina Mansor, Iman Haiqal Rohisham, Irfan Hadeef Taufik Afendy,
Muhamad Zahir Ismadi, Alia Amrina Mohd Azli, Aina Nadhirah Zakaria, Nurul Ain Azmi
Faculty of Business and Management, Universiti Teknologi MARA, Puncak Alam Campus, Selangor, Malaysia
*nurshahrulliza@uitm.edu.my, aidaazlina@uitm.edu.my, imanhaiqalrohisham20@gmail.com,
mikehadeef04@gmail.com, mohdzahir1367@gmail.com, aliaamrina141@gmail.com,
aina.nadhirah75@gmail.com, ainnazmii89@gmail.com
Corresponding Author: Nur Shahrulliza Muhammad

Abstract: This study adapted some of the dimensions in the ES-QUAL model that contribute to e-satisfaction, with additional factors of e-trust and perceived value about repurchase intention among young adults in an online shopping setting. The research methodology involved a sample size of 103 full-time students of Bachelor of Business Administration (BBA) Retail Management (Hons.) in UiTM Puncak Alam aged between 18 to 26 years old, utilizing a structured adapted questionnaire to capture demographic profiles and components of e-satisfaction, e-trust and perceived value about repurchase intention. The descriptive statistics show a substantial increase, with the highest mean obtained by e-satisfaction, followed by perceived value and e-trust. In addition, the finding implies that there is a high degree of repurchase intention among these students.

Keywords: *Online shopping, e-commerce, e-satisfaction, e-trust, perceived value, repurchase intention*

1. Introduction and Background

Online shopping, also known as e-commerce, is the practice of making purchases of goods and services using the internet. While online buying was already common before the pandemic struck, it has unavoidably taken the lead and grown to be the most favored method of payment for the great majority of individuals (Maheshwari, 2023). The biggest benefit of this kind of shopping is that it can be finished in a matter of minutes by just clicking a tab, from the comfort and convenience of your own house or anyplace else. Customers can shop from the comfort of their homes by browsing online catalogues, comparing prices, reading reviews, and making purchases using a computer, smartphone, or other internet-enabled device in place of going to physical stores.

Even so, there are still certain issues with online buying in our nation, even though people adore it. According to a survey conducted by Parcel Perform and meta-search engine iPrice Group, 43% of Malaysian customers are dissatisfied with their e-commerce delivery experience (Bernama, 2019). Malaysia has the longest transit time in the region, taking 5.8 days for deliveries, while the average for the region is 3.3 days, according to the poll. Unsatisfactory shipment and delivery might lead to unhappy customers. This could deter clients from making additional online purchases. The findings of earlier research by Trivedi & Yadav (2020) and Kazancoglu & Demir (2021) indicate that contentment has a major influence on repurchase intention.

Furthermore, paid-for fake review businesses have penetrated major websites including Google, Facebook, and Trustpilot (The Star, 2022). People who are swayed by bogus reviews will purchase the things they are interested in, which will leave them disappointed because their expectations were not met. Previous research by Trivedi & Yadav (2020) and Purnamasari & Suryandari (2023) indicates that trust positively influences repurchase intention. Customers are more inclined to repurchase a good or service in the future when they have faith in it.

Repurchase intention, which refers to whether a consumer intends to make additional purchases from the same online retailer, is significant when it comes to online purchasing (Javed & Wu, 2020). Consumers are more likely to want to return to a website that is user-friendly and has a positive atmosphere. Trust is also important; consumers are more likely to stay with an online store if it seems secure and communicates honestly. According to earlier research, two important components of website loyalty are satisfaction and trust (Mahadin, Akroush, & Bata, 2020). Additionally, finding product ratings and information quickly improves a consumer's online buying experience and encourages him or her to return for more.

Repurchase intentions are a person's assessment of whether to repurchase a specific service from the same business. It is the likelihood that customers will consistently buy goods and services from the same online merchant, according to research definitions (Quan, Chi, Nhung, Ngan & Phong, 2020). Customer repurchase intention is significantly influenced by satisfaction and attitude, according to several studies (Bearden & Teel, 1983; Oliver, 1981; Roest & Pieters, 1997). It is an important marketing metric that evaluates the probability that customers will remain loyal to a specific brand. Numerous product and service research corroborate the direct positive association between customer satisfaction and repurchase intention (Anderson & Sullivan, 1993).

According to the Hand Phone Users Survey 2021 published by the Malaysian Communications and Multimedia Commission, 35.3% of Malaysian handphone users were youth aged 15-24 years old, making them quite a lucrative market to tap into despite that not much is known about this group's consumer behavior. To further understand these young adults' consumer behavior while shopping online, this study adapted some of the dimensions in the ES-QUAL model that contribute to e-satisfaction with additional factors of interest namely e-trust and perceived value about repurchase intention among the young adults. As a result, the correlations between customer satisfaction, perceived value, and trust and their intention to make another purchase will be made clear by this study.

2. Literature Review

The relationship between e-satisfaction positively influences the intention to repurchase via an e-commerce platform.
E-satisfaction is the amount of satisfaction a client feels when dealing with an online platform, website, or electronic service. It includes aspects such as website usability, product information, navigation ease, customer service, and overall user experience. When a customer is happy with their past purchase they can repurchase the product. According to Ali, Ali, ur Rehman, Yilmaz, Safwan & Afzal (2010), the cost of obtaining a new client is seven times that of sustaining an existing one. Research by Kazancoglu & Demir (2021); Trivedi & Yadav (2020); and Cunningham & De Meyer-Heydenrych (2021) all resulted in saying that customer satisfaction influences repurchase intention. Purani, Kumar & Sahadev (2019) also agreed that acquiring customers for online stores is more difficult than traditional outlets. Research by Tata, Prashar & Parsad (2021) found that there is a positive influence between satisfaction and repurchase intention. When purchasing items online, there is a probability of not receiving items as ordered and it is important for sellers to ensure customers are satisfied with their purchase because it will cost more to attract new customers compared with having a loyal customer. Besides that, a good web design can also influence customer satisfaction, however according to research by Haq & Awan (2020), it cannot lead to repurchase intention. According to Thakur (2019), the finding shows the effect of satisfaction on continuance intention is stronger among customers with higher levels of engagement. Bello, Jusoh & Md Nor (2021) stated that customer satisfaction positively influences consumer repurchase intention.

Al Amin, Arefin, Sultana, Islam, Jahan & Akhtar (2020) and Liu, Guo & Huang (2023) investigated consumers that use mobile food ordering apps (MFOA) and found that customer satisfaction with MFOAs is positively related to continuance intention. Khan, Zubair & Malik (2019); Demirbaş, Gültekin Salman & Uray (2022); Purnamasari & Suryandari (2023) and Riorini & Samia (2024) studies indicate that e-customer satisfaction and e-customer loyalty is significantly influencing repurchase intention. The relationship between e-satisfaction and repurchase intention is vital for online business success. Providing a pleasant and gratifying online experience may lead to greater consumer loyalty, repeat purchases, and positive word-of-mouth, all of which contribute to an e-commerce platform's long-term success. As a result, in ten collective journals findings from various studies indicate that only two out of ten journals that show e-satisfaction and repurchase intentions are not significant because web design satisfaction cannot influence customer repurchase intention. As a result, the subsequent hypothesis is posited:
H1: E-satisfaction positively influences the intention to repurchase via an e-commerce platform

The relationship between e-trust positively influences the intention to repurchase via an e-commerce platform

A consumer who possesses a high level of trust in a specific e-retailer may choose to endorse and suggest said e-retailer to other potential customers. Therefore, it is possible to observe a positive correlation between trust, commitment, and word of mouth. Prior studies have proven that there exists a noteworthy correlation between trust and consumers' behavioral intention. This finding emphasizes the significance of fostering original and repurchase intention, as well as promoting word-of-mouth referrals. Trust can be established when the various aspects of security, privacy, ease of use, and other elements associated with making a transaction have been adequately addressed (Trivedi & Yadav, 2020). According to Della Prisanti (2017), there is a prevailing expectation among online consumers for online sellers to demonstrate responsiveness and commitment to consumer interests, uphold transactional integrity, fulfill promised goods and/or services, and offer reliable electronic services. These factors collectively contribute to the establishment of a comfortable transactional environment for online consumers.

According to Pradnyaswari & Aksari (2020), e-commerce platforms and online sellers must furnish comprehensive, lucid, and precise information to instill a sense of priority toward delivering high-quality online services. This approach is crucial in cultivating client trust and enhancing the credibility of the website. The purchasers of e-commerce platforms heavily depend on the information provided by the sellers through the website. To secure the trust and buy intentions of website users, e-commerce entities must deliver superior quality and service. This necessitates the provision of exceptional customer experiences, hence fostering a positive perception of the brand and encouraging repeat purchases. The study was conducted by Pardede, Lapian & Pandowo (2018) to identify the relationship between e-trust in-service performance and its impact on buyers' repurchase intention in the context of e-commerce. The findings indicate that a high level of e-trust in service performance positively influences customers' satisfaction and subsequently increases their desire to repurchase from the e-commerce platform. The significance of the effect of e-trust mediation on the link between e-service quality and e-repurchase intention has been established in a previous study conducted by Santoso & Aprianingsih (2017); Budi, Isyanto & Romli (2024) and Afridhianika, Harisudin & Handayani (2024). Hence the hypothesis proposed:
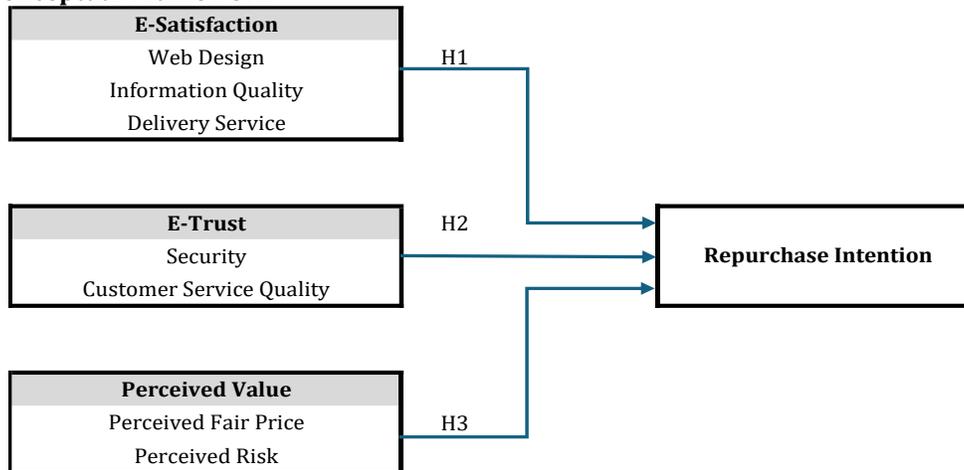*H2: E-trust positively influences the intention to repurchase via an e-commerce platform*

The relationship between perceived value positively influences the intention to repurchase via an e-commerce platform.

Perceived value, defined as the perceived benefits relative to the cost of a product or service, plays a significant role in influencing consumers' repurchase intentions. Numerous studies have established a positive relationship between perceived value and repurchase intention in various industries and contexts (Dodds, Monroe & Grewal (1991); Sweeney & Soutar (2001). Customers tend to form repurchase intentions when they perceive higher value in their purchase experiences. Dodds et. al. (1991) found that consumers who perceive a higher value in products or services are more likely to express intentions to repurchase. This aligns with the notion that when the perceived benefits derived from a product or service outweigh the perceived costs, customers are more inclined to engage in repeat purchases. Moreover, Sweeney & Soutar (2001) emphasized the significance of perceived value in building customer loyalty and fostering repurchase intentions. They highlighted that a positive perception of value not only influences initial purchases but also contributes to sustained patronage and repeat buying behavior. These findings underscore the important role of perceived value as a determinant factor influencing consumers' repurchase intentions across diverse industries. Similar findings were documented in the work of Oktaviani (2024) and Zeqiri, Ramadani & Aloulou (2023). Businesses that prioritize delivering perceived value to customers are more likely to witness increased loyalty and higher repurchase intentions among their customer base. From the above review, this hypothesis is formulated:
H3: Perceived value positively influences the intention to repurchase via an e-commerce platform

Conceptual Framework: Figure 1 shows the conceptual framework proposed for this study based on the reviewed literature.

Figure 1: Conceptual Framework

E-Satisfaction
Web Design
Information Quality
Delivery Service

H1

E-Trust
Security
Customer Service Quality

H2

Repurchase Intention

Perceived Value
Perceived Fair Price
Perceived Risk

H3

3. Research Methodology

Measures
The research utilized an online self-administered survey to gather the data. Google Form was used to deliver a research survey questionnaire and collect data online, where respondents rate their agreement or disagreement with some types of statements regarding the relationship between e-commerce and consumer behavior (Taherdoost, 2019). The research instrument was designed to capture demographic profiles and explore various components of shopping behavior, namely e-satisfaction, e-trust, perceived value, and repurchase intention using a Likert scale. Miao, Jalees, Zaman, Khan, Hanif & Javed (2022) identified that the components of the relationship consist of e-satisfaction (web design, information quality, delivery service), e-trust (security, customer service quality), and perceived value (perceived fair price, perceived risk). E-commerce shopping behavior can be determined by customers' experiences with service, quality of product, security, information availability, shipping, pricing, and time while shopping online (Vasić, Kilibarda & Kaurin, 2019). Five-point Likert scales, with one denoting "strongly disagree" and five denoting "strongly agree," were used to rate the items.

Data Collection
Convenience sampling was used in this research to gather data from Bachelor of Business Administration (BBA) Retail Management (Hons.) full-time students at UiTM Puncak Alam from semester one to semester six, with a total of 146 population. Based on Krejcie & Morgan (1970), the closest population to us is N=140 hence the sample size of 103 students. To make data collecting easier, an existing questionnaire from the work of Miao et. al. (2021) was adopted. The questionnaire, chosen for its relevance to the research objectives, was disseminated to participants via Google Forms, which provided a simple and accessible platform for response submission. The form was distributed by using WhatsApp. Before distribution, all required consents were obtained, participants were told about the goal of the research, and informed consent was sought where needed. While the sample size might limit the scope of generalization, it allowed for a comprehensive analysis of the targeted population's perceptions and behaviors regarding e-commerce and online shopping.

Data Analysis
The computer software Statistical Package for the Social Sciences (SPSS) version 26 was used to do several empirical analyses. The conducted analysis included correlation analysis, reliability test, normality test and descriptive analysis.

4. Results

Demographic Profile of Respondents: Table 1 shows the demographic of the participants. The data reveals that the female respondents constituted the majority, accounting for 51.5 percent of the total 103 respondents. Out of the entire sample size of 103 participants, the majority (71.8%) were 21 to 23 years old. The survey

participants were only selected from a particular degree program of Bachelor of Business Administration (BBA) Retail Management (Hons.) based in UiTM Puncak Alam. Finally, 35.9 percent of respondents were in Semester 5, followed by Semester 3 (28.2%), Semester 1 (20.4%), Semester 2 (6.8%), Semester 6 (4.9%) and Semester 4 (3.9%). As for the preferred e-commerce platform, 74.8 percent of the respondents chose Shopee, followed by Lazada (8.7%), SHEIN (6.8%), Zalora (3.9%), and other e-commerce platforms (5.8%).

Table 1: Demographic

		Frequency	Per cent
Gender	Female	53	51.5
	Male	50	48.5
Age	18 – 20 years	21	20.4
	21 – 23 years	74	71.8
	24 – 26 years	8	7.8
Degree Program	Retail Management	103	100.0
Semester	1	21	20.4
	2	7	6.8
	3	29	28.2
	4	4	3.9
	5	37	35.9
	6	5	4.9
Preferred E-Commerce Platform	Shopee	77	74.8
	Lazada	9	8.7
	SHEIN	7	6.8
	Zalora	4	3.9
	Others	6	5.8
	Total	103	100.0

Analysis of Reliability: The study employed Cronbach's Alpha as a reliability coefficient to precisely assess the consistency of the utilized scales. Table 2 demonstrates that Cronbach's alpha values for variables in the research are at an acceptable level exceeding 0.70. Consequently, all of the items are suitable for measuring the variables of interest.

Table 2: Reliability Analysis

Construct	Cronbach's Alpha	Internal Consistency
E-satisfaction	0.939	Excellent
E-trust	0.924	Excellent
Perceived value	0.906	Excellent
Repurchase intention	0.909	Excellent

Normality Test: Table 3 indicates whether normality is assumed based on skewness and kurtosis values. Since all variables have skewness and kurtosis values within the recommended ranges, normality is assumed for each variable. Kline (2005) suggests that skewness values within the range of +/- 3 and kurtosis values within the range of +/- 10 are generally acceptable for assuming normality. In this table, all skewness and kurtosis values fall within these suggested ranges. Therefore, based on Kline's criteria, it can be concluded that the distributions of e-satisfaction, e-trust, perceived value, and repurchase intention are reasonably close to normal.

Table 3: Findings of the Normality Test

Construct	Skewness	Kurtosis	Normality Assumed
E-satisfaction	-0.536	-0.573	Yes
E-trust	-0.259	-0.209	Yes
Perceived value	-0.182	-0.989	Yes
Repurchase intention	-0.36	-1.027	Yes

Descriptive Analysis of the Variable: Table 4 shows the means for variables measured by a 5-point Likert scale. E-satisfaction recorded the highest mean of 4.2727, followed by perceived value with a mean of 4.1650 while the lowest mean of 3.9137 is for e-trust. Additionally, repurchase intention resulted in a mean of 4.2880.

Table 4: Descriptive Analysis

Item ID	Construct	Mean	Level
ES	E-satisfaction	4.2727	High
ET	E-trust	3.9137	High
PV	Perceived value	4.1650	High
RI	Repurchase intention	4.2880	High

Correlation Analysis: Table 5 is a representation of the correlation matrix, which is made up of Pearson correlations. These correlations reflect the inter-correlation that exists between the variables that were investigated. It is clear from the table that there is a significant correlation between each of the factors that were investigated in this study. According to these findings, the constructs have a discriminant validity, which means that although they are connected, they do not overlap with one another. In this study, repurchase intention is most strongly correlated with perceived value ($r = 0.524$, $p < 0.01$), followed by e-satisfaction ($r = 0.519$, $p < 0.01$) and e-trust ($r = 0.485$, $p < 0.01$).

Table 5: Pearson Correlation

Relationship	Pearson Correlation	Strength	Direction
E-satisfaction with repurchase intention	0.519**	Moderate	Positive
E-trust with repurchase intention	0.485**	Moderate	Positive
Perceived value with repurchase intention	0.524**	Moderate	Positive

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Discussion
The analysis from this study implies that the intention of retail management students to repurchase via e-commerce platforms is influenced by e-satisfaction, e-trust and perceived value factors. Additionally, the findings were also parallel with the previous studies related to the variables. The findings also showed that the respondents were experiencing a high level of repurchase intention.

Prior studies have shown that consumers' intentions to make additional purchases when they buy online are significant because they help online businesses. Repurchase intentions and customer loyalty are closely related in certain research (Jiang & Rosenbloom, 2005). Khan et. al. (2019); Demirbaş et. al. (2022); Purnamasari & Suryandari (2023); and Riorini & Samia (2024) studies indicate that e-customer satisfaction and e-customer loyalty are significantly influencing repurchase intention. Moreover, a study conducted by Reichheld, Markey Jr & Hopton (2000) revealed that it takes an average customer four purchases at an online store for the business to make a profit from them. Furthermore, consumers find online shopping enjoyable enough to motivate them to return to an online retailer (Ahn, Ryu & Han, 2007; Koufaris, 2002). Since keeping current clients is typically more cost-effective than obtaining new ones, internet shoppers who make recurring purchases save money on marketing.

When an online store surpasses its expectations, customers are more likely to anticipate future purchases from that merchant, which promotes satisfaction and repurchase intention (Kotler & Armstrong, 2010). The term "e-repurchase intention" in Javed & Wu (2020) refers to this intention, which is impacted by information quality, which includes correctness, relevance, and completeness from the perspective of the consumer (Patrada & Andajani, 2020). Research, such as Mahadin et. al. (2020), emphasized that e-satisfaction and e-trust are critical factors influencing repurchase intention that eventually leads to e-loyalty. Additionally, in the context of online retailers, perceived value—which is shaped by delivering more than promised—contributes to consumer happiness and is a major factor in repurchase intention.

Influential studies such as Zeithaml (1988) laid the groundwork by defining perceived value and its relation to consumer behavior, while others like Dodds et. al. (1991) further extended these concepts to focus on the role of price and quality perceptions in which consumers who perceive a higher value in products or services are more likely to express intentions to repurchase. A similar finding was also documented in the work of Salem & Alanadoly (2022).

5. Managerial Implications and Recommendations

The digital landscape's rapid evolution has profoundly impacted consumer behavior, emphasizing the importance of understanding key factors like e-satisfaction, e-trust, perceived value, and repurchase intention in e-commerce. E-commerce managers must prioritize user-friendly interfaces and reliable post-purchase services to enhance e-satisfaction. However, while personalization enhances user satisfaction, it raises privacy concerns, creating a challenging balance for businesses (Pappas, Kourouthanassis, Giannakos & Lekakos, 2017). Online businesses may enhance their security protocols, invest in user-centric website design, improve customer support systems and balance personalization with privacy.

On the other hand, e-trust is vital for reducing consumer risk perception and fostering repeat business (Gefen, 2000). Essential elements include data security, privacy policies, and transparent communication. This study underscores the critical role of e-trust in the digital landscape. The implications of e-trust are far-reaching, influencing user engagement, satisfaction, and loyalty. Key recommendations for future research include adopting comprehensive methodologies, exploring underrepresented factors such as user experience and transparency, and considering context-specific elements. By addressing these areas, scholars and practitioners can develop more effective strategies to foster e-trust, ultimately enhancing the digital ecosystem's reliability and efficiency.

Perceived value plays a critical role in shaping consumer behavior and business outcomes in online shopping. The reviewed literature revealed that perceived value, encompassing quality, price, and consumer benefits, is a predictor of purchase decisions (Zeithaml, 1988). Therefore, managers can enhance perceived value through value-added services and personalized experiences. In addition, this review also highlights the need for ongoing research to address existing gaps, particularly in the areas of diverse consumer preferences and rapidly evolving technologies. Practical recommendations include optimizing website usability, fostering positive shopping experiences, leveraging social influence, offering competitive pricing, and streamlining transaction processes to enhance perceived value.

Overall, a critical evaluation of the literature reveals several recurring themes and methodologies in the study of e-satisfaction, e-trust and perceived value of repurchase intention in a digital setting. Many studies adopt a quantitative approach, utilizing surveys and regression analysis to elucidate the relationship between e-satisfaction, e-trust, and perceived value dimensions and consumer behavior, particularly repurchase intention. While these methods provide valuable insights, they often lack depth in understanding the underlying psychological mechanisms. Additionally, there is a tendency for studies to focus on specific demographics, leaving gaps in our understanding of diverse consumer groups. Furthermore, the rapid technological changes in e-commerce necessitate continuous updates to theoretical models and empirical evidence.

Conclusion
Tested variables of e-satisfaction, e-trust and perceived value were found to significantly influence repurchase

intention across various contexts. However, future research should address existing gaps, particularly in the areas of technological impact and emerging markets, to provide a more comprehensive understanding of this critical consumer behavior factor.

E-satisfaction is a multifaceted construct influenced by various technical and psychological factors. By addressing the themes and responding to debates, businesses can refine their e-commerce strategies to foster customer loyalty and enhance satisfaction. Further research should focus on emerging technologies and their impact on consumer satisfaction, particularly considering evolving consumer expectations and technological advancements. The concept of e-trust has garnered significant scholarly attention in recent years, particularly as digital interactions become increasingly integral to everyday life. E-trust encompasses various factors such as security (robust security measures are fundamental in establishing e-trust), privacy (ensuring user privacy significantly enhances trust in digital platforms), user experience (well-designed user interfaces and seamless interaction boost trust), and transparency (transparent policies and practices foster greater user trust).

The relationship between perceived value and repurchase intention in e-commerce is a complex and multifaceted phenomenon that has garnered significant attention in the literature. A study by Ramayah, Rahman & Ling (2018) provides insights into the influence of psychological factors on online purchase intention, particularly among the younger generation in Malaysia. Additionally, the work of Ahmed, Hussain, Jafar, Latif, Sultan & Jian Zhou (2017) emphasizes the significant positive effect of e-service quality on perceived value and purchase intention in online shopping. The study underscores the importance of e-service quality in enhancing perceived value, ultimately leading to higher purchase intention among e-shoppers. These findings contribute to a deeper understanding of the intricate interplay between perceived value and repurchase intention in the e-commerce context. Hence, understanding the multifaceted nature of perceived value which encompasses functional, emotional, social, monetary, and convenience dimensions is essential for e-commerce businesses seeking to enhance customer satisfaction and loyalty.

In a nutshell, delving into contemporary research within the e-commerce domain would further enrich our understanding, offering more nuanced and up-to-date insights into the prevailing consensus on this intricate relationship.

References

Afridhianika, A. N., Harisudin, M., & Handayani, S. M. (2024). The Role of E-Trust and Brand Image on Repurchase Intention Shopee Food. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *8*(1).

Ahmed, W., Hussain, S., Jafar, M. S., Latif, W., Sultan, M., & Jian Zhou, Y. (2017). Impact of e-service quality on purchase intention through mediator perceived value in online shopping. *Journal of Information Engineering and Applications*, *7*(8), 24-28.

Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, *44*(3), 263-275.

Al Amin, M., Arefin, M. S., Sultana, N., Islam, M. R., Jahan, I., & Akhtar, A. (2020). Evaluating the customers' dining attitudes, e-satisfaction and continuance intention toward mobile food ordering apps (MFOAs): evidence from Bangladesh. *European Journal of Management and Business Economics*, *30*(2), 211-229.

Ali, J. F., Ali, I., ur Rehman, K., Yilmaz, A. K., Safwan, N., & Afzal, H. (2010). Determinants of consumer retention in the cellular industry of Pakistan. *African Journal of Business Management*, *4*(12), 2402.

Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, *12*(2), 125-143.

Bearden, W. O., & Teel, J. E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of Marketing Research*, *20*(1), 21-28.

Bello, K. B., Jusoh, A., & Md Nor, K. (2021). Relationships and impacts of perceived CSR, service quality, customer satisfaction and consumer rights awareness. *Social responsibility journal*, *17*(8), 1116-1130.

Bernama. (2019, June 26). *Malaysians not happy with e-commerce delivery experience: Study*. NST Online; New Straits Times. https://www.nst.com.my/news/nation/2019/06/499400/malaysians-not-happy-e-commerce

Budi, W. S., Isyanto, P., & Romli, A. D. (2024). The Effect of Web Design Quality and E-Trust on Repurchase

Intention of Shopee Users. *Jurnal Ilmiah Manajemen Kesatuan*, *12*(2), 347-354.

Cunningham, N., & De Meyer-Heydenrych, C. (2021). Premium versus affordable clothing retailers: what are customer expectations for satisfaction and repurchase intentions? *International Journal of Retail & Distribution Management*, *49*(6), 752-771.

Della Prisanti, M. (2017). Pengaruh E-Service Quality Dan E-Trus Terhadap E-Customer Satisfaction Serta Implikasinya Terhadap Ecustomer Loyalty. *Journal of Business Studies*, *2*(1), 19-38.

Demirbaş, E., Gültekin Salman, G., & Uray, N. (2022). From E-Satisfaction to E-Repurchase Intention: How Is E-Repurchase Intention Mediated by E-Satisfaction and Moderated by Traditional Shopping Attitudes? In *New Perspectives in Operations Research and Management Science: Essays in Honor of Fusun Ulengin* (pp. 261-292). Cham: Springer International Publishing.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, *28*(3), 307-319.

Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, *28*(6), 725-737.

Haq, I. U., & Awan, T. M. (2020). Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction. *Vilakshan-XIMB Journal of Management*, *17*(1/2), 39-55.

Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, *54*, 101942.

Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time. *European journal of marketing*, *39*(1/2), 150-174.

Kazancoglu, I., & Demir, B. (2021). Analyzing flow experience on repurchase intention in e-retailing during COVID-19. *International Journal of Retail & Distribution Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/ijrdm-10-2020-0429

Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, *8*(3), 283-302.

Kline, T. J. (2005). *Psychological testing: A practical approach to design and evaluation*. Sage publications.

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson Education.

Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information systems research*, *13*(2), 205-223.

Krejcie, R. V., & Morgan, D. W. (1970). Sample size determination table. *Educational and Psychological Measurement*, *30*, 607-610.

Liu, C. T., Guo, Y. M., & Huang, S. R. (2023). The Factors Affecting Customers' Satisfaction and Continuance Intention in Platform-To-Consumer Environments: A Case of Mobile Food Ordering Platforms. *e-Service Journal*, *15*(1), 1-28.

Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travelers' to Jordan. *International Journal of Web-Based Communities*, *16*(1), 4-33.

Maheshwari, R. (2023, June 14). *Online Shopping And Its Advantages*. Forbes Advisor. https://www.forbes.com/advisor/in/credit-card/advantages-of-online-shopping/

Miao, M., Jalees, T., Zaman, S. I., Khan, S., Ain, N. U., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, *34*(10), 2184–2206. https://doi.org/10.1108/apjml-03-2021-0221

Oktaviani, R. (2024). Investigating the Impact of Perceived Value and Customer Satisfaction on Repurchase Intentions Among Female E-Commerce Customers. *Klabat Journal of Management*, *5*(1), 34-48.

Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of retailing*.

Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Lekakos, G. (2017). The interplay of online shopping motivations and experiential factors on personalized e-commerce: A complexity theory approach. *Telematics and informatics*, *34*(5), 730-742.

Pardede, C. R., Lapian, S. J., & Pandowo, M. (2018). The influence of perceived value and trust on repurchase intention in Shopee online shopping. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *6*(1).

Patrada, R., & Andajani, E. (2020). Effect and consequence of e-customer satisfaction for e-commerce users.

Purani, K., Kumar, D. S., & Sahadev, S. (2019). e-Loyalty among millennials: Personal characteristics and social influences. *Journal of Retailing and Consumer Services*, *48*, 215-223.

Purnamasari, I., & Suryandari, R. T. (2023). Effect of e-service quality on e-repurchase intention in Indonesia online shopping: e-satisfaction and e-trust as mediation variables. *European Journal of Business and Management Research*, *8*(1), 155-161.

Pradnyaswari, N. P. I., & Aksari, N. M. A. (2020). *e-Satisfaction dan e-trust berperan dalam memediasi pengaruh e-service quality terhadap e-loyalty pada situs e-commerce blibli. Com* (Doctoral dissertation, Udayana University).

Quan, N., Chi, N. T. K. C., Nhung, D., Ngan, N., & Phong, L. (2020). The influence of website brand equity, and e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, *10*(1), 63-76.

Ramayah, T., Rahman, S. A., & Ling, N. C. (2018). How do consumption values influence online purchase intention among school leavers in Malaysia? *Revista Brasileira de Gestão de Negócios*, *20*, 638-654.

Reichheld, F. F., Markey Jr, R. G., & Hopton, C. (2000). E-customer loyalty-applying the traditional rules of business for online success. *European Business Journal*, *12*(4), 173.

Riorini, S. V., & Samia, N. (2024). Anteseden dari Repurchase Intention pada e-Commerce Produk Kecantikan. *Jurnal Pendidikan Tambusai*, *8*(1), 7554-7562.

Roest, H., & Pieters, R. (1997). The nomological net of perceived service quality. *International Journal of Service Industry Management*, *8*(4), 336-351.

Salem, S. F., & Alanadoly, A. B. (2022). What drives Malaysian online fashion shopping? The mediating role of perceived value. *Journal of Global Fashion Marketing*, *13*(1), 75-89.

Santoso, A., & Aprianingsih, A. (2017). The influence of service and e-service quality on repurchase intention is the mediating role of customer satisfaction. Case study: online transportation by Go-Jek Indonesia. *Journal of Business and Management*, *6*(1).

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple-item scale. *Journal of Retailing*, *77*(2), 203-220.

Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; review of different lengths of rating scale/attitude scale/Likert scale. *Hamed Taherdoost*, 1-10.

Tata, S. V., Prashar, S., & Parsad, C. (2021). Examining the influence of satisfaction and regret on online shoppers' post-purchase behavior. *Benchmarking: An International Journal*, *28*(6), 1987-2007.

Thakur, R. (2019). The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship. *European Journal of Marketing*, *53*(7), 1278-1310.

The Star. (2022, July 29). Online platforms failing to filter out fake reviews, says consumer Group. *The Star*. https://www.thestar.com.my/tech/tech-news/2022/07/30/online-platforms-failing-to-filterout-fake-reviews-says-consumer-group

Trivedi, S. K., & Yadav, M. (2018). Predicting online repurchase intentions with e-satisfaction as mediator: a study on Gen Y. *VINE Journal of Information and Knowledge Management Systems*, *48*(3), 427–447. https://doi.org/10.1108/vjikms-10-2017-0066

Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence & Planning*, *38*(4), 401-415.

Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of theoretical and applied electronic commerce research*, *14*(2), 70-89.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2-22.

Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic research-Ekonomska istraživanja*, *36*(3).