



# Online Customers Satisfaction on Repurchase Intention: Role of Mobile Shopping Perceived Customer

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**Abstract.** This paper aims to obtain an accurate understanding of consumer acceptance behavior about m-shopping based on the factors that have been explored in the literature, and as determinant of satisfaction and repurchase intention. This paper selected 200 m-shopping customers in Indonesia and examines the regression relationship between the dimension of perceived m-shopping customer and online customer satisfaction and repurchase intention. The findings showed that all perceived m-shopping components (ease of use, usefulness, enjoyment, and value) determine online customer satisfaction and further lead to repurchase intention. By examining diverse literature about perceived m-shopping, online satisfaction, and repurchase intention, this paper offers a unique analysis of the Technological Acceptance Model (TAM) theory and provides marketers with a greater appreciation for consumer attitudes and behavior.

## 1 Introduction

In the digital era, people have started to use various online platforms for shopping. People get many benefits such as easy to buy services, time, and money efficiency for shopping. Many customers have switched from normal shopping to online shopping site such as Amazon, eBay, Argos, Auto Trader, Alibaba, Shopee, Walmart.com, and Taobao.com to get more discounts and convenience in shopping. In Indonesia, the development of infrastructure and the ease of obtaining smartphones makes 64.8% or around 171 million population connected to the internet. E-commerce sites not only allow B2C (business to consumer) sales transaction systems but also allow customers to do C2C (consumer to consumer) sales systems that support transactions among buyers. Hence, it is important to identify why customers prefer to visit online stores or mobile shopping.

With the web and mobile devices as an increasingly widespread business model, researchers have investigated the role of loyalty in several e-commerce sites including online retail. There is strong literature on the positive effects of post-adoption satisfaction on the repurchase intention (RI) of online shopping customers. In addition, some researchers have found the role of several customer perceptions in increasing online m-shopping satisfaction, such as perceived ease of use (PEOU), perceive usefulness (PU), perceive enjoyment (PE) and perceived value (PV). However, studies that

simultaneously tested the four variables on OCS that lead to ORI are still very limited. This shows inconsistencies between the effect of customers perceived online shopping and repurchase intention. Therefore, this study aims to obtain an accurate understanding of consumer acceptance behavior on m-shopping based on the factors explored in the literature and determine satisfaction and repurchase intention. Therefore, this study explores the potential drivers of customer satisfaction in mobile application settings that can be useful to improve previous models that explain repurchase intention.

The literature in this study not only enhances the theoretical development of the Technological Acceptance Model (TAM) initiated by [1] but also provides marketers with a greater appreciation of consumer attitudes and behavior and recommendations for marketing opportunities. Furthermore, this research also identifies factors that can motivate customers to do repurchase on m-shopping.

## **2 Literature Review**

### **2.1 Online Repurchase Intention (ORI)**

Purchase intention is a subjective probability that consumers choose to buy the product [2]. They are people who are willing to buy the same product, plan and try to repurchase the products [3], and are willing to recommend the product/service to others [4]. Thus, online repurchase is the subjective probability of consumers to revisit online shop websites [5], and are willing to do online buying behavior for certain products [6].

### **2.2 Online Customers Satisfaction (OCS)**

Customer satisfaction plays an important role in the competitive e-commerce environment because of its influence on retaining old customers and introducing new customers [7] and customer loyalty [8]. Satisfaction as a major determining factor in consumer decisions to continue or to stop their relationship with the product or service developed [8]. The marketing literature explains that satisfaction is a post-purchase evaluation of consumers and affective responses to the overall experience of a product or service. OCS is related to the total response of consumers to the purchasing experience in an online shopping environment [9].

### **2.3 Perceived Ease of Use (PEOU)**

Online shopping provides a new channel for consumers to experience visual and information stimuli, which support or prevent consumption intentions through product search [10]. Perceived ease of use (PEOU) refers to the extent to which a person believes that using a particular system will be free of effort [11]. The intended convenience is freedom from difficulties or great effort in allocating one's resources in various activities [1]. In short, PEOU refers to customer perceptions about the ease of use of the facilities offered by the m-shopping method so that it will influence customer decisions, be easy to use, get what they want, become skilled, and be flexible in interacting [12].

## 2.4 Perceived Usefulness (PU)

PU is defined as the extent to which a person believes that using a particular system will improve the performance of his work, such as the ease and speed of communication in the use of IT [1, 11]. In the context of the Technology Acceptance Model (TAM), PU is defined as the subjective probability of users that using a particular application system will improve their work performance in an organization [13]. The PU is also interpreted as the extent to which the use of technology will benefit consumers in carrying out certain activities. In the context of m-shopping, PU is interpreted as the extent to which consumers believe that online shopping will improve transaction performance [7].

## 2.5 Perceived Enjoyment (PE)

Enjoyment is one of the main reasons people choose to use social networking sites [14]. [15] describe enjoyment as the extent to which internet users participate in social networking because the process creates fun and excitement. PE is an intrinsic motivation that emphasizes the use process and reflects the pleasure and enjoyment related the use of the system [13]. In the context of mobile learning, the PE shows the context that makes an individual find mobile learning interactions intrinsically fun or interesting [16]. Therefore, internet users will tend to participate in social networking activities, because the process of interaction produces fun and excitement [17].

## 2.6 Perceived Value (PV)

PV is a multidimensional concept that is considered as one of the most important concepts for understanding online customers [18]. [19] explain that the PV can be seen from the point of social values, emotional values, functional values, epistemic values, and conditional values. Meanwhile, recently, [20] explain four important value dimensions in the service industry, namely emotional, social, quality and economy; which allows a deeper understanding of the formation of consumer value with purchase intention.

# 3 Hypothesis Development

## 3.1 Online Customers Satisfaction and Online Repurchase Intention

Most studies that focus on the relationship of customer satisfaction and m-shopping with purchase intentions, expect that customer satisfaction can result in repurchase intention [21]. The effect of customer satisfaction on repurchase intention on online shopping has been well documented in the results of research and marketing management literature [10, 22–25]. [24] show satisfaction has a positive effect on repurchase intention by low experienced online customers, as well as highly experienced customers. [10] found that the satisfaction obtained by consumers makes them have the intention to repurchase.

H1: OCS has a positive effect on ORI

### 3.2 Perceived Ease of Use (PEOU) and Online Customers Satisfaction (OCS)

Another important motivational effect for the intention of using consumer information technology is understood ease of use. Adapted from [1], this study defines the PEOU as the extent to which mobile consumers believe that using services will be free of effort. [26] show that mobile shopping that provides ease of commercial use services has a positive effect on customer satisfaction. Another study shows, PEOU in the form of ease of purchase, ease of understanding, and ease of navigation are considered as important antecedents of online customer satisfaction [7].

H2: PEOU has a positive effect on OCS

### 3.3 Perceived Usefulness (PU) and Online Customers Satisfaction (OCS)

According to [7], the emergence of ease of purchase, ease of understanding, and ease of navigation that makes it easy for customers to shop online will lead to increased customer satisfaction. In general, consumers are more likely to form pleasant feelings of satisfaction with online shopping services when a website is considered useful in providing shopping information [27]. This is because the PU is a post-use expectation in m-shopping, so it makes sense that consumers who have expectations of these uses can get their satisfaction [28]. Therefore, consumers will feel satisfied when online shopping sites provide perceived benefits arising from trust and confirmation of consumer expectations [29].

H3: PU has a positive effect on OCS

### 3.4 Perceived Enjoyment (PE) and Online Customers Satisfaction (OCS)

The results of previous studies indicate that individual behavior is partly influenced by PE [30]. In the context of information systems, this concept explains the extent to which computer use is perceived as enjoyable, despite all the consequences of execution that can be considered [1]. A customer who gets pleasure in using m-shopping will tend to get satisfaction from the services provided. The intended satisfaction is a reflection of the extent to which an individual gets positive feelings from personal services from mobile shopping. Because PE is recognized as an expectation after the use of m-shopping, it makes sense that consumers who have one of these expectations can obtain their satisfaction [28].

H4: PE has a positive effect on OCS

### 3.5 Perceived Value (PV) and Online Customers Satisfaction (OCS)

Marketing literature and research findings have explained the positive relationship of PV with customer satisfaction [31]. [32] explain customer satisfaction in the telecommunications industry depends on service quality and PV, and satisfaction is what drives customers' intention to refer or repurchase the service in the future. [33] explained that

PV not only serves as a driver of customer satisfaction but also as a partial mediator in the relationship between experience quality and customer satisfaction. Therefore, satisfaction in consumption is built on the evolution of experience in their participation to create value [34].

H5: PV has a positive effect on OCS

## 4 Research Method

### 4.1 Sample and Procedure

This research was conducted on m-shopping customers in Indonesia. The sample was chosen based on purposive sampling, i.e. respondents aged between 16–36 years old, had at least one smartphone or electronic, had internet access and have an experience in doing repurchase on m-shopping. The number of samples taken in this study was 200 respondents. The analysis technique used is regression analysis based on SPSS ver. 25.

### 4.2 Instrument

The four independent variables used in this study are PEOU, PU, PE, and PV. One mediating variable is OCS and one dependent variable is ORI. PEOU was adapted from [35], PU is adapted from [13], PE is adapted from [13], PV adapted from Sheth, Newman [19], OCS was adapted from [9], and RI was adapted from [5]. The 5 indicators were used to measure PEOU (ease of access, ease of procedure, ease of comparing products, ease of comparing product prices, and ease of finding the desired product); 4 items for PU (the number of alternative products, the ability to shop anywhere, *faster to* fulfill needs, and minimize time for unproductive activities); 3 items for PE (transaction comfort, interesting site, and enjoyment); 3 for PV (product performance in accordance with the money spent, price is reasonable, and there is a perceived added value); 8 items for ORI (willingness to repurchase at the same store, extra effort, as the first choice, planning to repurchase the product, cross-selling, expect that mobile shopping continues to provide shopping facilities, increase in purchase quantity, and planning to recommend to buy at the same store to others and 3 items for OCS (product performance has met the needs, get a pleasant experience, and first choice).

### 4.3 Analysis Techniques

Regression analysis is used to test the empirical research model. Two regression models are set as; *first*, multiple linear regression between PEOU, PU, PE and PV with OCS to determine the direct effect of the four constructs on OCS. *Second*, simple linear regression between OCS and ORI. In the first and second regression models, the analysis of the goodness of fit model is to determine whether variations in the independent variable can explain the variation of the dependent variable. A model has good goodness of fit

model if the F-test produces a p-value that does not exceed 0.05. In addition, the classic assumption test is also carried out to confirm that the residual values of each model do not experience abnormal distribution, extreme levels of correlation, and similarity of variance. The variance inflation factor (VIF) test in multiple regression analysis is also used to explain the absence of multicollinearity in the specified regression model. VIFs that do not exceed 10 are considered not to be multicollinear in the regression model. The data normality test used Kolmogorov-Smirnov Z (K-S) on each model. K-S test that produces a p-value greater than 0.05 indicates a normal distribution of data.

## 5 Findings

### 5.1 Reliability and Validity

Investigating the internal consistency of latent variables using Cronbach's alpha ( $\alpha$ ) requires that all variables in the model exceed the threshold of 0.6. While the indicator validity test is done by calculating the p-value in the t-test for the correlation coefficient ( $r$ ) score of indicator items with the total score. A p-value that is less than 0.05 indicates high validity. The results of data analysis showed that Cronbach's alpha ( $\alpha$ ) from all constructs ranged from 0.743 to 0.827 indicating good reliability. Whereas the p-value of each indicator which is less than 0.05 shows a very good indicator validity.

### 5.2 Hypothesis Test Results

The first model regression test results obtained an F-count of 146,141 with a p-value of 0,000 and the second model produces an F-count of 108,408 with a p-value of 0,000. This shows that both regression models have good goodness of fit. The results of the normality assumption test using the K-S test in each model showed a significance level of 0.069 and 0.200, indicating that the residual values in the first and second models were normally distributed. Furthermore, the independent variables in each model also showed no symptoms of heteroscedasticity that were marked by the results of the Glesjer test which all showed more than 0.05. Also, the value of the variance inflation factor (VIF) of the second model in this study is below 10, indicating that multicollinearity does not occur in this model.

The hypothesis test in the first regression indicate that  $OCS \rightarrow ORI$  ( $\beta = 0.226$ ,  $p\text{-value} < 0.01$ ) indicates that OCS has a significant direct effect on ORI which means that H1 is accepted. The second regression model confirms regression of  $PEOU \rightarrow OCS$  ( $\beta = 0.218$ ,  $p\text{-value} < 0.01$ ),  $PU \rightarrow OCS$  ( $\beta = 0.213$ ,  $p\text{-value} < 0.01$ ),  $PE \rightarrow OCS$  ( $\beta = 0.179$ ,  $p\text{-value} < 0.05$ ), and  $PV \rightarrow OCS$  ( $\beta = 0.164$ ,  $p\text{-value} < 0.01$ ). These results prove that H2, H3, H4 and H5 are accepted (Table 1).

**Table 1.** Parameter estimate for the path: direct effects

Hypothesis	Path	Beta	B	SE	CR	p-value	Results
H1	OCS → ORI	0.226	0.252	0.083	3.056	0.002	Accepted
H2	PEOU → OCS	0.218	0.231	0.078	2.957	0.003	Accepted
H3	PU → OCS	0.213	0.281	0.097	2.897	0.004	Accepted
H4	PE → OCS	0.179	0.207	0.084	2.474	0.013	Accepted
H5	PV → OCS	0.164	0.181	0.079	2.288	0.022	Accepted

Model 1: Adj R<sup>2</sup> = 0.422; F = 146.141, p-value = 0.000; K-J Z = 0.84, p-value = 0.069.

Model 2: Adj R<sup>2</sup> = 0.863; F = 108.208, p-value = 0.000; K-J Z = 0.52, p-value = 0.20.

## 6 Discussion and Conclusion

This study aims to examine the model of increasing online repurchase intention on m-shopping customers in Central Java as one of the regions with the highest number of internet users in Indonesia. Moreover, our empirical findings support the conceptual framework for exploring four factors that contribute to the improvement of OCS and one factor that affects ORI. Increased customer perceptions about convenience, usefulness, comfort and added value in shopping online can increase the positive influence on satisfaction which will ultimately encourage repurchase intention of customers. These findings reveal how mobile shopping websites must be designed to increase customer satisfaction which will lead to repurchase intention.

Overall, our research contributes to the theory of the process of self-regulation by proposing a model of customer expectations, satisfaction, and repurchase intention on mobile shopping website. We consider customer perceptions in the process and results of evaluating mobile shopping are very important in achieving the level of perceived satisfaction and repurchase intention. The more positive satisfaction felt by the customer, the more the repurchase intention. This model shows a high explanatory power for consumer satisfaction with mobile shopping websites (R<sup>2</sup> = 86.3%) and shows a significant relationship between consumer satisfaction and their intention to use online purchases. This finding is identical with some recent studies that show there is a positive relationship between OCS and ORI [10, 36], and confirms several studies that the key to success in increasing online customer satisfaction is by providing perceived ease of use [7, 30]; perceived usefulness [7, 29, 30]; perceived enjoyment [28, 30]; and perceived value [32, 37]. Therefore, PEOU, PU, PE, and PV become an important factor for marketers in determining mobile shopping strategies. *First*, customer perceptions of the ease of use of mobile shopping methods in accessing sites, procedures and comparison features will build positive perceptions and increase customer satisfaction. *Second*, the usefulness of the mobile shopping method is the main attraction for customers to shop online. Not only is the product limited, but distance and place in meeting customer needs in this method also allow customers to be able to reduce unproductive time. *Third*, the convenience of customers in making purchases online also shapes perceptions that can directly influence customer satisfaction. Previous research has claimed that service convenience has a positive effect on the service experience felt by customers and will

lead to increased customer satisfaction and loyalty. The option of payment method that makes it easy for customers can be one factor in building this perception. The pleasure of the customer when making a purchase transaction will increase the positive attitude of customers towards the use of m-shopping methods so that consumers will satisfy for shopping online. *Fourth*, the perception of additional value offered in m-shopping such as discounts, cashback, vouchers or other forms of promotion can shape customer confidence in choosing an online purchase method.

In conclusion, this research is about the importance of creating positive customer perceptions of online shopping methods in order to increase customer satisfaction. Companies need to improve the features of ease of use, usability or usefulness, pleasure, and determine the added value of the m-shopping method. This perception will shape the convenience of customers in making purchases online, increase their satisfaction and make it a pleasant experience to be repeated in future.

## 7 Limitation and Future Research Direction

This study only focuses on the variables of PEOU, PU, PE and PV as driving variables for OCS. This study does not cover other variables such as Trust, Experience, Self-Efficacy, Performance, and Effort Expectancy. In addition, several other variables that encourage an increase of ORI such as Flow, brand orientation, quality orientation, and online trust, and Endorsement.

From the findings, several questions emerge for being examined in the future. *First*, with the limitations of the variables in this study, future researchers can look for other factors that can influence repurchase intentions, both as new independent variables, variable as mediation or moderation effects or as new dependent variables. Furthermore, other new phenomena that will provide a new model of increasing online repurchase intention will continue to occur. *Second*, the development of the results of this study by conducting a comparative test that can be done by raising the object of research and different research areas. Comparative testing can be a comparison between the improvement of OPI models in e-marketplaces that have more specific types of products or services and have different characteristics.

## 8 Managerial Implication

The model in this study can be used to increase repurchase intention. The management needs to pay attention to the perceptions felt by customers to optimize customer satisfaction to be at the optimum point that can lead to repurchase intention. Companies need to improve features in e-marketplace sites to make it easier for customers to compare products between stores so that customers can more easily determine the products and stores that suit their needs.

E-commerce customers have many marketplaces and m-shopping options. Thus, there is freedom for customers to evaluate carefully and companies need to increase added value for their customers. The added value can be in the form of procurement discounts on certain days which can only be perceived through online purchasing methods. The ultimate goal of this strategy is that customers will feel more convenience, usefulness,



comfort and the existence of added value in m-shopping method. Furthermore, this is expected to make pleasant shopping experience for customers and bring about repurchase intention.

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