

Research Paper

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# The effect of e-satisfaction and trust on online repurchase intention through the mediation of ease of use and moderation of customers' online experience

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**Abstract**

Nowadays, with the development of e-commerce, online stores have entered the field of business. Different factors are effective in customers' decision-making in choosing the purchasing method. Understanding the factors that influence online shopping and repurchase intention is critical. The aim of the research is to the effect of electronic satisfaction and trust on the intention to repurchase online by mediating the ease of use and moderating the online experience of customers in the digital store. In terms of purpose, the research method is practical; and based on the method of data collection, it is descriptive of causal type. The statistical population of the research is the customers of the digital goods store, which according to Cochran's formula for the unknown population size, the sample number was 384 people. The data was collected through a standard questionnaire and then analyzed by structural equation modeling method and using smart pls 3 software. The findings show that electronic trust and satisfaction variables had a significant effect on ease of use, and electronic trust and satisfaction and ease of use had a significant effect on online repurchase intention. Also, electronic trust and satisfaction have a significant effect on the intention to repurchase online with the mediating role of ease of use, which was confirmed by the Sobel test with a z-value of 2.374 for electronic satisfaction and 2.805 for electronic trust. Online customer experience moderates the relationship between customer satisfaction and online repurchase intention, and online experience moderates the relationship between online trust and online repurchase intention.

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## Extended Abstract

### Introduction

Today, online shopping has grown tremendously, and technological advancements have made shopping experiences significantly more efficient, transparent, and easy; and customers have become more aware of the value of online shopping with the growth and availability of e-commerce platforms worldwide, more price transparency, and faster delivery time (Delgosha & Hajiheydari, 2020). Increasing competition in the market has forced businesses to create stronger relationships with their customers, which has a positive effect on their repurchase decisions (Antwi, 2021).

Repurchase intention is a situation in which consumers decide to buy products or services from the same company for the second time (Naghdi, 2021). To maintain a market presence, customer needs must be accurately understood; which helps the market to improve customer trust by improving service quality, and increase customer satisfaction and encourage the desire to buy (Putri et al, 2023). A study is needed to understand how e-commerce creates trust and satisfaction in its consumers. The main issue of the current research is whether electronic satisfaction and trust affect online repurchase intention through the mediation of ease of use and moderation of the online experience of customers.

### Theoretical Framework

Nabila et al., (2023) showed in a study that ease of use and trust have a positive and significant effect on the intention to repurchase online. Also, customer trust has a positive and significant effect on electronic satisfaction.

Abdulmaleki & et al, (2023), shows that satisfaction and enjoyable electronic experience play a mediating role in the relationship between electronic service quality and purchase intention. Wijaya & Nurcaya (2017) argue that satisfaction is a consumer feeling in which customers feel the best that a company offers. The effect of satisfaction certainly leads to repurchase intention for certain companies or products.

### Methodology

Due to the use of a new approach, the current research is considered applicable, which was carried out using a causal survey-descriptive method. The statistical population of the Digikala store customer research, which was obtained to determine the number of samples according to Cochran's formula for the size of the unknown population, was 384 numbers of people. It has been analyzed by SPSS and SMART PLS3 software. To collect and measure data, a 20-item questionnaire with a five-point Likert scale was used as follows:

The questionnaire of Ginting et al., (2023) with 5 items in the repurchase part, the questionnaire of Barbu et al., (2021) with 3 items for ease of use of, the questionnaire of Nabila et al., (2023) with 4 items for electronic trust, the questionnaire of Barbu et al., (2021) with 5 items for customer experience, and the questionnaire of Ginting et al., (2023) with 3 items in the electronic satisfaction section were used. Also, its validity has been confirmed by professors and experts, and its reliability by Cronbach's alpha coefficient.

### Discussion and Results

First hypothesis: there is a significant relationship between electronic trust and ease of use.

It was observed that the T-statistic between the two variables is equal to 7.608, since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, electronic trust has a significant effect on ease of use.

Second hypothesis: there is a significant relationship between electric trust and online repurchase intention.

It was observed that the t-statistic between two variables is equal to 2.043, and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, electronic trust has a significant effect on the intention to buy online.

Third hypothesis: There is a significant relationship between electronic satisfaction and ease of use.

The t-statistic values between the two variables are equal to 3.566, and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, electronic satisfaction has a significant effect on the ease of use.

Fourth hypothesis: There is a significant relationship between electronic satisfaction and online repurchase intention. Also, the t-statistic between the two variables was observed as 5.994 and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, the hypothesis of electronic satisfaction has a significant effect on online purchase intention.

Fifth hypothesis: There is a significant relationship between ease of use and repurchase intention.

The t-statistic between the two variables is equal to 3.001. And since this value is greater than the borderline value of 1.96, it can be concluded that with at least 95% confidence, ease of use positively and significantly affects the intention to buy online.

Sixth hypothesis: there is a significant relationship between electronic trust in online purchase intention and the mediating role of ease of use.

The T-statistic between the two variables was found to be 2.842, and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, electronic trust has a positive and significant effect on the intention to buy online with the mediating role of ease of use.

Seventh hypothesis: There is a significant relationship between electronic satisfaction on online purchase intention and the mediating role of ease of use.

Also, the t-statistic between the two variables was observed as 2.152, and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, electronic satisfaction has an effect on on-line purchase intention with the mediating role of ease of use, and ease of use can be a mediator for on-line purchase intention, which indicates the customers' satisfaction.

Hypothesis 8: Online customer experience moderates the relationship between e-trust and on-line repurchase intention.

The t-statistic between the two variables is equal to 2.002, and since this value is higher than the borderline value of 1.96, it can be concluded that with at least 95% confidence, online customer experience moderates the relationship between customer trust and online repurchase intention.

Hypothesis 9: Online customer experience moderates the relationship between e-satisfaction and online repurchase intention.

The value of the t-statistic between the two variables is equal to 2.666, and is higher than the borderline value of 1.96, as a result, with at least 95% confidence, online customer experience moderates the relationship between customer satisfaction and online repurchase intention.

## Conclusion

The results of the first hypothesis are consistent with the researches of Wilson et al, (2021) and Anifa (2022). Therefore, increasing the trust of customers makes it possible for them to pay less attention to the problems related to the purchase with a mental set and practical plan suitable for a successful trading experience, which increases the ease of use. The results of the second hypothesis are in line with the researches of Puti et al, (2023) and

Ikhsan & Lestari (2021). If the managers of the marketing department can promote trust in electronic environments among their customers during the purchase process and try to create transparency about the process of carrying out activities in the store, they can believe that the purchase process be repeated. The results of the third hypothesis show that the higher the level of consumer satisfaction, the easier the use of the products. Consumers provide a good evaluation of service and product performance for the satisfaction they feel from purchasing a product or service.

The results of the fourth phase are consistent with the researches of Ginting et al, (2023) and Anifa (2022). Marketing stimuli that look different in augmented reality can give a distinct impression to consumers, creating a sense of satisfaction in the shopping experience and encouraging repeat purchases. The results of the fifth hypothesis are consistent with the researches of Nabila et al, (2023) and Anifa (2022). Ease of use can make customers repurchase existing products because of ease of use. The results of the sixth hypothesis are in line with the researches of Wilson (2019) and Subagio et al, (2018). It shows that the user's perceived ease of trial feature of the virtual product can mediate the repurchase intention relationship that is used with trust.

The results of the seventh hypothesis are in line with the research of Nabila et al, (2023) and Diyanti, Syarif Yulindar (2021).

The results of the eighth hypothesis are in line with Miao et al., (2022). Internet stores should take a creative approach to meet the needs of customers and increase customer trust by creating appropriate platforms.

The results in the ninth hypothesis were in line with the research Miao et al, (2022). The more positive experiences received from the product from a store, the more satisfied the customer will be with the store, and as a result, he will consider the positive experience as a suitable frame in his mind, and the more likely he is to repeat the purchase of the products.