

# Factors Influencing Online Repurchase Intention in Thai Popular E-Commerce Platform

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## Abstract

**Purpose:** The purpose of this study is to explore the influence of perceived ease of use, enjoyment, customers' satisfaction, trust, and online shopping experience on online repurchase intention in Thai popular e-Commerce platforms. This study is designed and analyzed perceived ease of use, enjoyment, customers' satisfaction, trust, and online shopping experience toward online repurchase intention in Thai popular e-Commerce platform by using secondary data analysis and an archival study approach which has been using three frameworks from previous studies to create a new conceptual framework. **Research design, data and methodology:** The samples (422 respondents) were collected from an online questionnaire by using convenience sampling, snowball sampling, and purposive sampling to collect data from target respondents. After gathering the data, the study was analyzed by using simple and multiple linear regression in order to confirm and show the significance of the hypotheses. **Results:** The results explicated that perceived ease of use presented the strongest influence on online purchase intention in Thai popular e-Commerce platforms follow by enjoyment, customer satisfaction, trust, and online shopping experience respectively. Meanwhile, when focusing on the influence of online shopping experience on trust, the result of this study revealed that there has a significant effect of online shopping experience on trust. **Conclusions:** The research findings have met research objectives. Therefore, it is recommended that the system administration and system development of e-Commerce should pay attention on update the contents, products information, layout, secure transaction to increase online repurchase intention. **Research Limitations:** The limitations of this research paper are that it is specifically focused on Thailand and consumers living in Thailand. Therefore, the findings that result from this research might not apply to other countries around the world and will only represent the situation in Thailand.

**Keywords:** Perceived Ease of Use, Customers' Satisfaction, Trust, Online Shopping Experience, Online Repurchase Intention, E-Commerce Platform.

**JEL Classification Code:** L86, N20, M30, M31, O33

## 1. Introduction

The E-Commerce environment, as part of the wider digital economy, has been increasingly vital in global economic activity in recent years. Not only were consumers forced to switch to shopping online, but also businesses were urged to develop online

channels to communicate and market their products. As social isolation and travel limitations became the new normal following the COVID-19 outbreak, consumers and businesses progressively "went digital," providing and buying more products and services online. The steady growth of internet users and rising awareness related to online shopping,

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increasing online launching of products, low prices due to bulk purchases, and so on come from the major causes of the COVID-19 pandemic. A growing number of exclusive items on the market, as well as cheaper pricing for goods due to direct distribution channels and economies of scale, all contribute to the global e-Commerce market's growth. It has also driven interruptions in retail businesses as increasing investments have been made to develop and expand online and mobile platforms to facilitate online shopping at a faster pace (Mitchev & Nuangjamnong, 2021).

Since the meeting of the e-Marketplace in Export2Asia.com (2022), Thailand has been aware of e-Commerce. Lazada is Thailand's fast-growing and leading popular e-Commerce company which has a large selection of e-Commerce platform providers and sellers in this study will be presented as a dummy of XYZ's e-Commerce platform. XYZ's e-Commerce offers the widest range of products from electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, and travel and sports equipment. Furthermore, XYZ's e-Commerce offers an effortless shopping experience to customers and a platform for sellers to enter the marketplace easily. Therefore, XYZ's e-Commerce focuses on delivering an excellent customer experience and lets customers get an online experience from mobile applications, which provide services ranging from purchasing to refunding. Moreover, Customers can contact the sellers by instant messaging, there are reviews provided from buyers and the ratings of sellers are provided with more information for customers before making a purchase decision. Also, the e-Commerce platform provides 24 hours service every day to guarantee that customers will get a safer and more comfortable experience from end to end with assistance from the Customer Service team (Huang & Lu, 2020).

The researchers study factors influencing online repurchase intention on Thai Popular e-Commerce platforms because some factors may lead customers to repurchase intention from e-Commerce platforms. In addition, business-to-customer (B2C) e-Commerce is one of the most interesting developments today. Thai retailers adapted well to the digital age before the pandemic, according to the Top 10 Thailand's online shopping sites 2021 by Buii (2021). Many retailers created online transaction channels and used data analytics to understand customer needs. Due to the COVID-19 pandemic, consumers began online shopping, using social media, using internet telephony for teleconferencing,

and streaming videos and films at the beginning of 2020. These trends boosted online shopping, especially B2C and B2B e-Commerce. According to the Electronic Transactions Development Agency (ETDA), COVID-19 will increase online sales to \$49 billion in 2020 from \$33 billion in 2017. Increased internet and mobile phone use, as well as improved logistics and e-payment systems, are driving this growth. Thailand's growing e-commerce market focuses on mobile apps, with a \$15.8 billion market in 2020. Rising smartphone penetration (around 40%) and a preference for mobile over desktop shopping will drive mobile commerce to \$25 billion by 2023 (Buii, 2021).

Furthermore, the e-Commerce platform is extremely competitive in order to retain and attract customers, and consumers shift to other platforms for purchases and repurchases. Not only that, but it is also necessary to comprehend the psychological aspects of human behavior that influence purchasing and repurchasing behavior, as all components influence overall repurchase intentions. Hence, this research will support getting more understanding of these factors and the online shopping platform to get new ideas and concepts to create excellent service and experiences for the customers. As we can see in XYZ's e-Commerce, the e-Commerce platform, wants to retain its customers who have already shopped online through XYZ's e-Commerce in order to encourage them to repurchase next time. Moreover, the e-Commerce platform needs to understand and be aware of how the consumers make repurchasing intention decisions so that they can figure out the gaps, and reasons and identify the services that they are doing adequately. Therefore, this research is conducted to investigate the factors that increase online repurchase intention in Thai popular e-Commerce platforms in Thailand.

This study's objective is to investigate and examine the elements influencing online repurchase intention on popular Thai e-Commerce platforms, predictors in this study include perceived ease of use, enjoyment, trust, customers' satisfaction, and online purchasing experience. Thus, the focus of the study will be on factors influencing the online repurchase intent of Thai popular e-Commerce platform users. The study's rationale will be outlined below.

1. To determine the effect of perceived ease of use and online repurchase intention
2. To determine the effect of enjoyment and online repurchase intention
3. To determine the effect of customers' satisfaction and online repurchase intention

4. To determine the effect of trust and online repurchase intention
5. To determine the effect of online shopping experience and online repurchase intention
6. To determine the effect of online shopping experience and trust

## 2. Literature Review and Hypotheses Development

### 2.1 Perceived Ease of Use and Online Repurchase Intention

Customer repurchase intentions in online purchasing were investigated by (Chiu et al., 2009). Customers will spend less time exploring online and will get more familiar with online purchasing as a result of perceived simplicity of use, according to the study, which will drive future purchases because they will already know what to do. According to previous research, perceived simplicity of use has a big impact on customer loyalty and repurchase desire (Cyr et al., 2006). Customers are more likely to establish repurchase intentions if the online buying platform is deemed to be easy to use. We may say that ease of use has a direct effect on repurchase intention to the extent that increased perceived ease of use leads to greater performance and activity. Furthermore, in online buying platforms, perceived simplicity of use is thought to have a beneficial impact on repurchase intention. Therefore, based on the above literature study, the following hypothesis is proposed:

*Hypothesis 1: Perceived ease of use has a significant influence on online repurchase intention.*

### 2.2 Enjoyment and Online Repurchase Intention

Customer repurchase intentions in online purchasing were investigated by Chiu et al. (2009). Customers who appreciate shopping online enough to make a repurchase from an online retailer, according to the researchers. Hirschman and Holbrook (1982) suggested that good emotional consumption is likely to lead to extremely high levels of commitment and repurchase intention. Davis et al. (1992) suggested that enjoyment has a direct impact on repurchase intention. Customers' feelings have an impact on their behavior, thus we can say that enjoyment has a direct impact on repurchase intention in the online world and leads to a high level of commitment. In addition,

the role of enjoyment in online repurchase intention is backed up by research (Cyr et al., 2006). Therefore, enjoyment is positively related to online repurchase intention. The researcher formulated the following hypothesis:

*Hypothesis 2: Enjoyment has a significant influence on online repurchase intention.*

### 2.3 Customers' Satisfaction and Online Repurchase Intention

Fang et al. (2011) discovered that consumer happiness is critical to the success of online shopping platforms and is the most important factor in determining repurchase intent. Also, satisfaction refers to a person's feelings of delight or disappointment as a result of comparing the perceived performance or outcomes of online buying to his or her expectations. The two key ideas of the technology acceptance model are proposed as the primary drivers of online shopping repurchase intention (Chiu et al., 2009). The metric for online repurchase intent was derived from a previous study that examined a customer's future tendency to repeat purchase intent at a specific online retailer where he or she had previously shopped. The e-commerce platform benefits from customer repurchase behavior or intention. Repurchase intentions have been connected to customer loyalty in various research. Customers who are loyal are valued by academics and practitioners alike. They are more likely to spend more, buy more frequently, be more motivated to learn more, be more resistant to competitor promotions, and share the favorable word of mouth. Because recruiting clients on the internet may be quite expensive, customer loyalty is even more vital in online channels (Lee et al., 2011). The researcher has therefore formulated this hypothesis as follows:

*Hypothesis 3: Customers' satisfaction has a significant influence on online repurchase intention.*

### 2.4 Online Shopping Experience and Online Repurchase Intention

Customers' online shopping experiences can influence whether they think positively or adversely about purchasing online, as well as their degree of trust, which has an impact on repurchase intent. If a consumer has a positive experience, they are more likely to repurchase, but if they have a negative

experience, they are less likely to trust you and are less likely to repurchase (Chiu et al., 2009). If previous online purchasing experiences were favorable and yielded satisfactory results, people are more likely to shop on the Internet in the future. Consumers' perceived risk levels linked with online buying platforms are reduced as a result of such past experiences. Consumers, on the other hand, are less likely to engage in online purchasing in the future if their previous experiences were unfavorable. This demonstrates the necessity of delivering satisfying online buying experiences on e-Commerce platforms to turn existing Internet shoppers into repeat shoppers (Monswé et al., 2004). In the context of these data, the following hypotheses are introduced:

**Hypothesis 4:** *Online shopping experience has a significant influence on online repurchase intention.*

## 2.5 Trust and Online Repurchase Intention

Because of the intricacy of the online environment, trust is essential. Furthermore, a higher level of trust has a direct impact on buying intentions, which are indicated for a decision in the face of ambiguity. Previous purchases are favorably associated to trust, and trust has a favorable impact on repurchase desire. A first-time buyer and an experienced buyer will have different requirements (Weisberg et al., 2011). Trust is defined as a collection of precise ideas relating to another party's compassion and honesty. In online buying platforms, one of the most important relationships between seller and customer is trust (Fang et al., 2011). Therefore, the following theories are suggested based on the preceding:

**Hypothesis 5:** *Trust has a significant influence on online repurchase intention.*

## 2.6 Online Shopping Experience and Trust

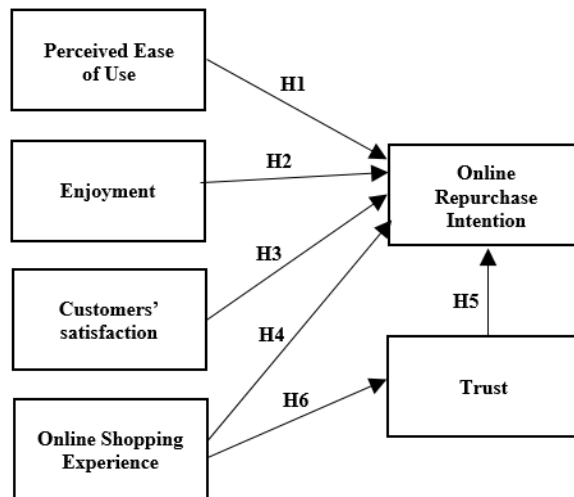
Individual trust propensity is influenced by prior experience, which increases customers' happiness, which is linked to trust. Customers may utilize purchasing experience as an inoculation against regret that may develop as a result of a poor outcome of behavioral intent on an online shopping platform to justify their intent on that online shopping platform, so implicitly creating trust in that online shopping platform. Thus, online trust, online entertainment, and chat experience may all be

favorably associated with a customer's online shopping experience. Many people use the Internet for online pleasure, and many people use online chat rooms to share their experiences, get product and service information from other people, and gain confidence in online buying platforms. Reduced ambiguity and increased trust are linked to increased confidence. As a result, increased online entertainment and chat experience may lead to increased online trust. Customers' online shopping experiences can influence whether they think positively or adversely about purchasing online, as well as their degree of trust, which has an impact on repurchase intent. If a consumer has a positive experience, they are more likely to repurchase, but if they have a negative experience, they are less likely to trust you and are less likely to repurchase (Chiu et al., 2009). Trust is a difficult concept to grasp. Repurchase intent has a direct impact on trust, which influences the experience. Experience, on the other hand, can either increase or decrease trust. Customers' sense of control over the system, which is linked to trust, can be enhanced through experience. The user is more inclined to trust the system if they feel in charge. In addition, prior experience may have conflicting effects, resulting in lower online repurchase intention (Weisberg et al., 2011). The following theory is offered on the basis of the foregoing:

**Hypothesis 6:** *Online shopping experience has a significant influence on trust.*

## 2.7 Conceptual Framework

The conceptual framework is assembled based on literature review in the previous research, existing literature, and theoretical concepts representing the influence of variables including perceived ease of use, enjoyment, customers' satisfaction, trust, and online shopping experience influencing on online repurchase intention and trust assembled to be the conceptual framework in this study. The first theoretical framework from the article "Determinants of customer repurchase intention in online shopping" by Chiu et al. (2009). The second theoretical framework from the article "Understanding customers' satisfaction and repurchase intention" by Fang et al. (2011). The third theoretical framework from the article "Past purchase and intention to purchase in e-Commerce" by Weisberg et al. (2011).



**Figure 1.** The Conceptual Framework  
**Source.** Authors.

### 3. Methods and Materials

The researcher used a non-probability sampling strategy in this research, which is a method that involves non-random selection based on convenience and ease of data collection. The methods selected for use are convenience sampling, snowball sampling, and purposive sampling to collect information. In this research, the target population is people in Bangkok, Thailand. According to PopulationU.com (the recent United Nations statistic), the population in Bangkok, Thailand, is 5,513,223 (as of Saturday, January 29, 2022). Thus, researchers could not determine how many people in Bangkok, Thailand was interested in purchasing products thru XYZ's e-Commerce platforms. Therefore, the research will classify the target audience as unknown by using Cochran (1977) to calculate the sample size of respondents. Therefore, the authors defined a sample size of 400 respondents from people living in Bangkok, Thailand. The questionnaire is divided into three sections, section one regarding screening questions consisting of two questions, then, section two regarding measuring six variables consisting of 24

items, and lastly, demographic consisting of six questions. This study utilized a five-point Likert Scale to measure respondents' attitudes and level of agreement with each variable. The following statistical level has been established 1 represents "Strongly Disagree," 2 represents "Disagree," 3 represents "Neutral," 4 represents "Agree," and 5 represents "Strongly Agree."

The authors utilized the Item Objective Congruence (IOC) Index to screen the item quality of each question in the questionnaire. To establish the content validity score, the authors consulted the opinions of three experts. IOC value of each item was greater than 0.50, therefore, all questions can be distributed to the responders. The IOC Index is available in *table 1*.

The authors performed a pilot test with 50 respondents to identify any inconsistencies or mistakes in the questionnaire variables using the Cronbach's Alpha test. Cronbach's alpha is one technique to measure consistency and is used to analyze the reliability of any given measurement variable. Following the Cronbach's Alpha and Internal Consistency's Rules  $\alpha > 0.9$  means excellent,  $0.8 < \alpha < 0.9$  means good,  $0.7 < \alpha < 0.8$  means acceptable,  $0.6 < \alpha < 0.7$  means questionable,  $0.5 < \alpha < 0.6$  means poor, and  $\alpha < 0.5$  means unacceptable (Cronbach, 1951).

*Table 1* the result showed the overall variables of the factors that influence online repurchase intention (ORI) and trust consisting of 6 variables 24 items. The result demonstrated that the Cronbach's alpha for perceived ease of use (PEOU) of 4 items is .845, the 4 items of enjoyment (EN) is .859, the 4 items of customers' satisfaction (CUS) is .870, the 4 items of trust is .854, the 4 items of the online shopping experience (OE) is .844, and the 4 items of online repurchase intention (ORI) is .836. All of these items are above 0.6 which means each variable is good with strength of association and reliability. For statistical treatment, simple linear regression (SLR) and multiple linear regression (MLR) will perform to analyze the data and hypothesis testing.

**Table 1.** The value of Reliability Analysis of Each Item and Variable in this Study (n = 50)

Variables	Cronbach's Alpha	Number of Items	Strength of Association	IOC Index
Perceived Ease of Use (PEOU)	0.845	4	Good	PEOU 1, 3, 4 = 1.00 PEOU 2 = 0.67
Enjoyment (EN)	0.859	4	Good	EN 2, 4 = 1.00 EN 1, 3 = 0.67
Customers' Satisfaction (CUS)	0.870	4	Good	CUS 1, 2, 3, 4 = 1.00
Trust (T)	0.854	4	Good	T 1, 3, 4 = 1.00 T 2 = 0.67
Online Shopping Experience (OE)	0.844	4	Good	OE 1, 2, 3, 4 = 1.00
Online Repurchase Intention (ORI)	0.836	4	Good	ORI 1, 2, 3, 4 = 1.00

Source. Authors

## 4. Results

### 4.1 Descriptive Analysis of Demographic Data

The questionnaires that provide demographic data include age, gender, status, education level, occupation, and monthly income. The descriptive analysis, which comes from a statistical program in social science, is to explain the respondent's characteristics of this study. The details demonstrate the frequency distribution and percentage of the sample size of 422 respondents as shown in *table 2* below.

**Table 2.** The frequency distribution and percentage of demographic factors

Demographic Factors	Frequency	Percent
<b>Age</b>		
20 – 25 years old	103	24.4
26 – 30 years old	109	25.8
31 – 35 years old	111	26.3
36 – 40 years old	99	23.5
<b>Total</b>	<b>422</b>	<b>100.0</b>
<b>Gender</b>		
Male	182	43.1
Female	173	41.0
Prefer not mentioned	67	15.9
<b>Total</b>	<b>422</b>	<b>100.0</b>
<b>Status</b>		
Single	209	49.5
Married	150	35.5
Prefer not mentioned	63	14.9
<b>Total</b>	<b>422</b>	<b>100.0</b>
<b>Education Level</b>		
Undergraduate	56	13.3
Bachelor's Degree	134	31.7
Master's Degree	121	28.7
Ph. D. Degree or higher	49	11.6

Other	62	14.7
<b>Total</b>	<b>422</b>	<b>100.0</b>
<b>Occupation</b>		
Student	36	8.5
Employed	112	26.6
Unemployed	73	17.3
Self - employed	104	24.6
Other	97	23.0
<b>Total</b>	<b>422</b>	<b>100.0</b>
<b>Monthly income</b>		
Less than 20,000 Baht	96	22.7
20,001 - 30,000 Baht	124	29.4
30,001 - 35,000 Baht	104	24.6
More than 35,000 Baht	98	23.2
<b>Total</b>	<b>422</b>	<b>100.0</b>

**Age;** the most respondents in this research are aged 31 – 35 years old with 111 respondents with 26.3%, followed by respondents aged between 26 – 30 years old with 109 respondents with 25.8%, 103 respondents aged between 20 – 25 years old with 24.4%, the lowest respondents are age between 36 – 40 years old with 23.5% with 99 respondents. **Gender;** among all 422 respondents, their distribution showed a higher percentage of males with 43.1% which is higher than female respondents that have 41.0% and prefer not mentioned respondents that have only 15.9%. The results of respondents for male, female, and prefer not mentioned are 182 and 173, and 67 respectively. **Status:** Among all 422 respondents, 209 respondents with 49.5% have a status single, followed by 150 respondents with 35.5% having a status married, and lastly 63 respondents with 14.9% prefer not mentioned. **Education level;** of 422 respondents, 134 respondents have completed a bachelor's degree 31.7%, followed by 121 respondents with 28.7% have completed a master's degree, 62 respondents

have completed other with 14.7%, 56 respondents have an undergraduate with 13.3%, and lastly 49 respondents who have Ph.D. or higher with 11.6%. **Occupation;** among all 422 respondents, The majority were employed 112 respondents with 26.6%, followed by self-employed 104 respondents with 24.6%, other 97 respondents with 23.0%, unemployed 73 respondents, with 17.3%, and lastly, 36 respondents with 8.5% are a student. **Monthly income;** most respondents participating in this survey have earned income per month between 20,001 – 30,000 baht with 124 respondents with 29.4%, followed by 104 respondents with 24.6% having income per month of 30,001 – 35,000 baht, 98 respondents with 23.2% have earned more than 35,000 baht per month, 96 respondents with 22.7% have earned less than 20,000 baht per month.

## 4.2 Descriptive Analysis with Mean and Standard Deviation

This section summarizes the Mean and Standard Deviation of each group variable, including perceived ease of use, enjoyment, customers' satisfaction, online shopping experience, trust, and online repurchase intention. The following are the criteria for evaluating the mean scores, which were adopted from Moidunny (2009) as mentioned the range between 4.21 – 5.00 indicated as "Very high," 3.21 – 4.20 indicated as "high," 2.61 – 3.20 indicated as "medium," 1.81 – 2.60 indicated as "low," and 1.00 – 1.80 indicated as very low.

**Table 3.** Results of Mean and Standard Deviation

Item No.	Variables/Measurement Items	Mean	Std. Deviation	Interpreted
<b>Perceived Ease of Use (PEOU)</b>				
PEOU 1	I feel XYZ's e-Commerce platform is easy to use in general.	4.43*	0.972	High
PEOU 2	XYZ's e-Commerce interaction, it allows me to respond what I need.	3.75	1.308	High
PEOU 3	XYZ's e-Commerce content and instructions in their platform, I clearly understand how to interact with them.	4.36	0.937	High
PEOU 4	I can easily understand how to use XYZ's e-Commerce platform.	4.10	1.134	High
<b>Enjoyment (EN)</b>				
EN1	I feel enjoy when using XYZ's e-Commerce.	4.25	1.014	High
EN2	Purchase products in XYZ's e-Commerce platform provide me with a lot of enjoyment.	4.53*	0.826	High
EN3	I keep continue to purchase the products from XYZ's e-Commerce platform for my entertainment.	3.55	1.351	High
EN4	I am really exciting whenever searching products from XYZ's e-Commerce platform.	3.56	1.380	High
<b>Customers' Satisfaction (CUS)</b>				
CUS1	I am happy with purchase and repurchase products from XYZ's e-Commerce platform.	3.91	1.118	High
CUS2	I have a good experience whenever shopping with XYZ's e-Commerce platform.	4.10	1.064	High
CUS3	Online shopping with XYZ's e-Commerce platform, I feel more comfortable to purchase products from them.	4.32*	0.906	High
CUS4	Overall I feel satisfied with XYZ's e-Commerce platform.	3.94	1.235	High
<b>Trust (T)</b>				
T1	The e-Commerce platform from XYZ's is always protect my personal data whenever I start to order the products from them.	4.32	0.899	High

<b>T2</b>	I confident to order the products from XYZ's e-Commerce platform because they always keep update security systems.	4.42	0.902	High
<b>T3</b>	XYZ's e-Commerce is one of the e-Commerce platform that care customers' personal data security and purchasing transactions.	4.61*	0.673	High
<b>T4</b>	I confident XYZ's e-Commerce is well-cared for listening voice of customers.	4.56	0.830	High
<b>Online Shopping Experience (OE)</b>				
<b>OE1</b>	My order from XYZ's e-Commerce platform is always accurate whenever I shopping from them.	4.05	1.075	High
<b>OE2</b>	Online shopping with XYZ's e-Commerce platform, I gained more good shopping experience.	3.91	1.048	High
<b>OE3</b>	I occupy products from XYZ's e-Commerce platform with high quality and variety of choices.	3.92	1.065	High
<b>OE4</b>	Placing orders with XYZ's e-Commerce platform make me feel right choice to buy the products.	4.09*	0.995	High
<b>Online Repurchase Intention (ORI)</b>				
<b>ORI1</b>	I intent to continue shopping and repurchase products from XYZ's e-Commerce platform.	3.92	1.135	High
<b>ORI2</b>	It is likely that I plan to repurchase and shopping products from XYZ's e-Commerce platform.	4.08	1.039	High
<b>ORI3</b>	I aimed to continue repurchase products from XYZ's e-Commerce in the future.	4.10*	1.092	High
<b>ORI4</b>	I consider XYZ's e-Commerce platform is the best place for online shopping.	3.87	0.931	High

Note: \* The highest mean

Table 3 shows the means from the question in each variable, including perceived ease of use, enjoyment, customers' satisfaction, trust, online shopping experience, and online repurchase intention. The highest mean of perceived ease of use's question was "I feel XYZ's e-Commerce platform is easy to use in general," which equals 4.43. For enjoyment, the highest mean was "Purchase products in XYZ's e-Commerce platform provide me with a lot of enjoyment," which equals 4.53. Moreover, the highest mean of customers' satisfaction was "Online shopping with XYZ's e-Commerce platform, I feel more comfortable to purchase products from them," equaling 4.32. The question with the highest mean of trust was "XYZ's e-Commerce is one of the e-Commerce platform that care customers' personal data security and purchasing transactions," which equals 4.61. Then, the highest means of online shopping experience question was "Placing orders with XYZ's e-Commerce platform make me feel right choice to buy the products," which equals 4.09. Lastly, the highest mean of online repurchase intention was "I aimed to continue repurchase products from XYZ's e-Commerce in the future," which equals 4.10.

### 4.3 Hypothesis Testing Results

#### 4.3.1 Summary of Multiple Linear Regression

Table 4 shows a multiple linear regression was carried out to determine if perceived ease of use (H<sub>1</sub>), enjoyment (H<sub>2</sub>), customers' satisfaction (H<sub>3</sub>), online shopping experience (H<sub>4</sub>), and trust (H<sub>5</sub>) significantly predicted online repurchase intention. All results from H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub> showed that all independent variables used to determine the effect of online repurchase intention are not overlapping and they had no problem with multicollinearity due to the VIF being less than 5. The results of the VIF value of perceived ease of use (1.545), enjoyment (1.545), customers' satisfaction (1.900), online shopping experience (1.981), and trust (1.430). Moreover, R-square (R<sup>2</sup>) was 61.4 at a 95% of confidence level. It means that all independent variables (perceived ease of use, enjoyment, customers' satisfaction, online shopping experience, and trust) can justify dependent variables (online repurchase intention) by approximately 61.4%. Results show that 61.4% of the variance in online repurchase intention can be accounted for by five predictors, collectively F(5, 434) = 100.234, p < 0.05. By looking at the individual contributions of each predictor, the result shows that perceived ease of use (β = .562, p < .05), enjoyment (β = .520, p < .05), customers' satisfaction (β = .520,



$p < .05$ ), online shopping experience ( $\beta = .421$ ,  $p < .05$ ), and trust ( $\beta = .511$ ,  $p < .05$ ) positively significant to online repurchase intention.

**Table 4.** Summary of Multiple Linear Regression Analysis for H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub> and H<sub>5</sub>

Hypotheses	B	SE B	Beta	t-value	p-value	Tolerance	VIF
(Constant)	1.289	0.203		6.351	.000*		
H <sub>1</sub> : PEOU → ORI	0.380	0.562	0.342	6.748	.000*	0.647	1.545
H <sub>2</sub> : EN → ORI	0.283	0.520	0.276	5.442	.000*	0.647	1.545
H <sub>3</sub> : CUS → ORI	0.253	0.520	0.205	4.889	.000*	0.526	1.900
H <sub>4</sub> : OE → ORI	0.553	0.421	0.557	13.015	.000*	0.505	1.981
H <sub>5</sub> : T → ORI	0.173	0.511	0.123	3.386	.000*	0.699	1.430

*Note.*  $R^2 = .614$ ,  $Adjusted R^2 = .611$ ,  $*p < .05$ . *Dependent Variable = Online Repurchase Intention (ORI)*

### Hypothesis 1

**H<sub>1a</sub>:** *Perceived ease of use has no significant influence on online repurchase intention.*

**H<sub>1a</sub>:** *Perceived ease of use has a significant influence on online repurchase intention.*

Table 4 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that online repurchase intention has been affected by perceived ease of use. Besides, perceived ease of use is the strong variable that has an influence on online repurchase intention as its standardized coefficient was the highest with the value of .562. It can be implied that if perceived ease of use increases by 1%, the online repurchase intention can be raised by 56.2%.

### Hypothesis 2

**H<sub>2a</sub>:** *Enjoyment has no significant influence on online repurchase intention.*

**H<sub>2a</sub>:** *Enjoyment has a significant influence on online repurchase intention.*

Table 4 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that enjoyment has a significant influence on online repurchase intention. Moreover, enjoyment has a standardized coefficient of .520. It can be implied that enjoyment increases by 1%, the online repurchase intention can be raised by 52%.

### Hypothesis 3

**H<sub>3a</sub>:** *Customers' satisfaction has no significant influence on online repurchase intention.*

**H<sub>3a</sub>:** *Customers' satisfaction has a significant influence on online repurchase intention.*

Table 4 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that customers' satisfaction has a significant influence on online repurchase intention. Moreover, customers' satisfaction has a standardized coefficient of .520. It can be implied that customers' satisfaction increases by 1%, the online repurchase intention can be raised by 52%.

### Hypothesis 4

**H<sub>4a</sub>:** *Online Shopping Experience has no significant influence on online repurchase intention.*

**H<sub>4a</sub>:** *Online Shopping Experience has a significant influence on online repurchase intention.*

Table 4 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that online repurchase intention has been affected by online shopping experience. Besides, online shopping experience is the strong variable that has an influence on online repurchase intention as its standardized coefficient was the highest with the value of .421. It can be implied that if online shopping experience increases by 1%, the online repurchase intention can be raised by 42.1%.

### Hypothesis 5

**H<sub>5a</sub>:** *Trust has no significant influence on online repurchase intention.*

**H<sub>5a</sub>:** *Trust has a significant influence on online repurchase intention.*

Table 4 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that trust has a significant influence on online repurchase intention. Moreover, trust has a standardized coefficient of

.511. It can be implied that trust increases by 1%, the online repurchase intention can be raised by 51.1%

#### 4.3.2 Summary of Simple Linear Regression

Table 5 shows a simple linear regression was carried out to determine if the online shopping experience significantly predicted trust. The result

from H<sub>6</sub> showed that the null hypothesis is rejected. The result of regression indicated that the model explained 26.6% of the variance and that the model was significant,  $F(1, 435) = 725.267$ ,  $p < .05$  with an  $R^2$  of .266 at a 95% of confidence level. The result shows that the Online shopping experience ( $\beta = .030$ ,  $p < .05$ ) has positively significant to trust.

**Table 5.** Summary of Simple Linear Regression Analysis for H<sub>6</sub>

Hypotheses	B	SE B	Beta	t-value	p-value	Tolerance	VIF
(Constant)	3.023	0.121		25.064	.000*		
H <sub>6</sub> : OE → T	0.365	0.302	0.516	12.33	.000*	1.000	1.000

*Note.*  $R^2 = .266$ ,  $Adjusted R^2 = .264$ ,  $*p-value < .05$ . *Dependent Variable = Trust (T)*

#### Hypothesis 6

**H<sub>6a</sub>:** *Online shopping experience has no significant influence on trust.*

**H<sub>6b</sub>:** *Online shopping experience has a significant influence on trust.*

Table 5 shows the significant level was at .000, which was less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that trust is affected by online shopping experience. Moreover, online shopping experience has a standardized coefficient of .302. It can be implied that if online shopping experience increases by 1%, the trust can be raised by 30.2%.

repurchase intention. The related factors in the research are perceived ease of use, enjoyment, customers' satisfaction, trust, and online shopping experience. This study operated a descriptive research design. The study examined people who are using Thai popular e-Commerce platforms and have purchase experience in e-Commerce platforms. Data was collected from 422 respondents based on a sample size defined as 384 respondents through an online questionnaire that was chosen using a non-probability sampling method that included convenience sampling and snowball sampling methods. Then, the data were analyzed using descriptive statistics such as frequencies, percentages, means, and standard deviations. For the variable evaluation, the study used an inferential statistic with both simple linear and multiple linear regressions for hypothesis testing. The summary of the outcomes of the hypotheses testing is provided in table 6 below.

### 5. Discussion and Conclusion

The summary of the study is focused on the research objectives of precisely examining the relationships that influence variables of online

**Table 6.** Summary results from hypothesis testing

Hypothesis	p-value	Standardized Coefficient	Result
H1 <sub>0</sub> : Perceived ease of use has no significant influence on online repurchase intention.	.000*	0.562	Rejected
H2 <sub>0</sub> : Enjoyment has no significant influence on online repurchase intention.	.000*	0.520	Rejected
H3 <sub>0</sub> : Customers' Satisfaction has no significant influence on online repurchase intention.	.000*	0.520	Rejected
H4 <sub>0</sub> : Online Shopping Experience has no significant influence on online repurchase intention.	.000*	0.421	Rejected
H5 <sub>0</sub> : Trust has no significant influence on online repurchase intention.	.000*	0.511	Rejected
H6 <sub>0</sub> : Online shopping experience has no significant influence on trust.	.000*	0.302	Rejected

*Note.*  $*p-value < 0.05$

The results of using MLR and SLR for analyzing the hypotheses testing show the strengths of factors that influence online repurchase intention on popular Thai e-Commerce platforms, predictors in this study include perceived ease of use, enjoyment, trust, customers' satisfaction, and online purchasing experience. The results show that the first rank significant factor that influences online repurchase intention is perceived ease of use ( $\beta = .562$ ), the second rank are enjoyment ( $\beta = .520$ ), and customers' satisfaction ( $\beta = .520$ ). The third rank is trust ( $\beta = .511$ ), and the fourth rank is online shopping experience ( $\beta = .421$ ). Lastly, trust with online shopping experience ( $\beta = .302$ ). Rank summarized as presented in Table 7 below.

**Table 7.** Summary strengths of influence factors of each dependent variable

Dependent variables	Ranks	Independent variables	Standardized Coefficient
Online repurchase intention	1 <sup>st</sup>	Perceived ease of use	.562
	2 <sup>nd</sup>	Enjoyment	.520
		Customers' Satisfaction	.520
	3 <sup>rd</sup>	Trust	.511
4 <sup>th</sup>	Online Shopping Experience	.421	
Trust	-	Online shopping experience	.302

### Perceived Ease of Use and Online Repurchase Intention

This study showed that perceived ease of use had a positive and highly significant relationship with online repurchase intention. The significant value of perceived ease of use and online repurchase intention was at .000. This implies that perceived ease of use in Lazada's platform had a significant contribution to online repurchase intention. This agrees with Chiu et al. (2009) who stated that perceived ease of use will help customers reduce their time online through the experience and get familiar with online shopping, which can encourage the next purchase as they already know what to do. Moreover, Cyr et al. (2006) also claimed that the more the online shopping platform is perceived to be easier to use, the more likely to induce the customers to make repurchase intentions.

By looking in deep detail at a descriptive analysis of perceived ease of use which came from four questions in the questionnaire we collected, the statistical data shows that the means of perceived ease of use is 4.16. The lowest mean among all questions is "XYZ's e-Commerce interaction, it allows me to respond what I need." which is equal to 3.75 which is lower than the average mean. Moreover, this question has the highest standard deviation of 1.308. As the results of standard deviation show that the respondents' score is spread out, XYZ's e-Commerce should focus more on how to create a platform that is easy to use and understand to increase online repurchase intention.

### Enjoyment and Online Repurchase Intention

This study showed that enjoyment had a positive and highly significant relationship with online repurchase intention. The significant value of enjoyment and online repurchase intention was at .000. This implies that enjoyment in XYZ's e-Commerce platform is the important key to online repurchase intention. This study in concurrence with the study by Hirschman and Holbrook (1982), and Toe La Won and Nuangjammong (2022), which suggested that positive consumption related to emotions is likely to lead to very high levels of commitment and repurchase intention. In addition, Davis et al. (1992) claimed that enjoyment influences repurchase intention directly. The effect of customers' feelings also impacts an individual's behavior and thus we can say that the enjoyment has a direct effect on online repurchase intention.

By looking in deep detail of a descriptive analysis of enjoyment which came from four questions in the questionnaire we collected, the statistical data shows that the means of enjoyment is 3.97. The lowest mean among all questions is "I keep continue to purchase the products from XYZ's e-Commerce platform for my entertainment." which is equal to 3.55 which is lower than average means. The highest standard deviation is from the question "I am really exciting whenever searching products from XYZ's e-Commerce platform." which is equal to 1.380. As the results of standard deviation show that the respondents score is spread out, XYZ's e-Commerce should consider costumes' happiness and entertainment while using their platform as it leads to repurchase intention.

### Customers' Satisfaction and Online Repurchase Intention

This study showed that customers' satisfaction had a positive and highly significant relationship with online repurchase intention. The significant value of customers' satisfaction and online repurchase

intention was at .000. This implies that customers' satisfaction in XYZ's e-Commerce platform affects online repurchase intention significantly. The result of this research agreed with Fang et al. (2011), Chantasaksathian and Nuangjamnong (2021) who found that customer's satisfaction is significant to the success of online shopping platforms and it is the main point of repurchase intention. And also satisfaction is an individual's feelings of pleasure or disappointment resulting from comparing the perceived performance of online shopping with his or her expectations (Mitchev & Nuangjamnong, 2021).

By looking in deep detail of a descriptive analysis of customers' satisfaction which came from four questions in the questionnaire we collected, the statistical data shows that the means of customers' satisfaction is 4.07. The lowest mean among all questions is *"I am happy with purchase and repurchase products from XYZ's e-Commerce platform."* which is equal to 3.91 which is lower than average means. The highest standard deviation is from the question *"Overall I feel satisfied with XYZ's e-Commerce platform."* which is equal to 1.235. As the results of standard deviation show that the respondents give the score spread out, XYZ's e-Commerce should find a way to receive positive emotional response from customers which is the important key of repurchase intention.

#### **Trust and Online Repurchase Intention**

This study showed that trust had a positive and highly significant relationship with online repurchase intention. The significant value of trust and online repurchase intention was at .000. This implies that trust in XYZ's e-Commerce platform had a significant influence on online repurchase intention. This study in concurrence with the study by Weisberg et al. (2011) who claimed that trust in the online environment is significant because of the complexity. Moreover, a higher trust to impact purchase intentions directly, which is expressed for a decision when facing uncertainty. Previous purchasing is absolutely related to trust and trust will absolutely affect repurchase intention. A new buyer and skillful buyer will have diverse requirements. In addition, Fang et al. (2011), and Janda and Nuangjamnong (2021) stated that trust is viewed as a set of specific beliefs dealing primarily with honesty, confidence and care of another party. Trust is one of the main relationships between seller and buyer in online shopping platforms.

By looking in deep detail of a descriptive analysis of trust which came from four questions in the questionnaire we collected, the statistical data shows that the means of trust is 4.48. The lowest mean among all questions is *"e-Commerce platform from XYZ's e-Commerce is always protect my personal data whenever I start to order the products from them."* which is equal to 4.32 which is lower than average means. The question with the highest

standard deviation is *"I confident to order the products from XYZ's e-Commerce platform because they always keep update security systems,"* which is equal to 0.902. In addition, all questions have low standard deviation which is between 0.673 and 0.902. This means that the respondents have the same opinions about this question.

#### **Online Shopping Experience and Online Repurchase Intention**

This study showed that online shopping experience had a positive and highly significant relationship with online repurchase intention. The significant value of online shopping experience and online repurchase intention was at .000. This implies that online shopping experience had a significant influence on online repurchase intention. This study is in accord with the study by Chiu et al. (2009), and Ma et al. (2022) which acknowledged that shopping online experience can encourage customers to think positive or negative about shopping online and affect the level of trust which both influence repurchase intention. If a customer has great experience, they might repurchase but if they had a poor experience it will lead to low level of trust and low level of repurchase intention. Monsuwé et al. (2004) also stated that previous experiences decrease consumers' perceived risk levels connected with online shopping platforms. However, if these previous experiences are evaluated negatively, consumers are unwilling to engage in online shopping in future.

By looking in deep detail of a descriptive analysis of online shopping experience which came from four questions in the questionnaire we collected, the statistical data shows that the means of online shopping experience is 3.99. The lowest mean among all questions is *"Online shopping with XYZ's e-Commerce platform, I gained better shopping experience."* which is equal to 3.91 which is lower than average means. The question with the highest standard deviation is *"My order from XYZ's e-Commerce platform is always accurate whenever I shopping from them."* which is equal to 1.075. As the results of standard deviation show that the respondents score is spread out, XYZ's e-Commerce should emphasize on purchase history of customers that help customers gain good experience when using their platform so customers tend to have less barriers and it can create positive repurchase intention.

#### **Online Shopping Experience and Trust**

This study showed that online shopping experience had a positive and highly significant relationship with trust. The significant value of online shopping experience and trust was at .000. This implies that online shopping experience affects trust significantly. The result of this study agreed with Weisberg et al. (2011) who claimed that experience can increase customers' sense of control over the system which relates to trust. As when users feel in

control, they are likely to trust the system and experience may generate conflict impacts that lead to reduced online repurchase intention as well (Qalati et al., 2021). Chiu et al. (2009) also stated that past experience affects individual trust propensity and drives customer satisfaction and satisfaction is related to trust.

By looking in deep detail of a descriptive analysis of online shopping experience which came from four questions in the questionnaire we collected, the statistical data shows that the means of online shopping experience is 3.99. The lowest mean among all questions is “*Online shopping with XYZ's e-Commerce platform, I gained better shopping experience.*” which is equal to 3.91 which is lower than average means. The question with the highest standard deviation is “*My order from XYZ's e-Commerce platform is always accurate whenever I shopping from them.*” which is equal to 1.075. As the results of standard deviation show that the respondents give the score spread out, XYZ's e-Commerce should emphasize on purchase history of customers that help customers gain good experiences when using their platform so customers will believe and have loyalty in their platform.

## 6. Recommendation

According to the conclusion, the findings of this research revealed that there is a significant influence between variables that influence online repurchase intention. The research's related factors are perceived ease of use, enjoyment, customer satisfaction, online shopping experience, and trust. The study shows that the perceived ease of use has the most significant influence on online repurchase intention followed by enjoyment, customer satisfaction, trust, and online shopping experience respectively in ranking. These can be recommended based on the findings that Thai e-Commerce platforms like Lazada (XYZ's e-Commerce) should emphasize the purchase history of customers, which helps customers gain a good experience when using their platform so customers tend to have fewer barriers and it can create positive repurchase intention. Next, the Thai e-Commerce platform should emphasize the purchase history of customers that helps customers gain good experiences when using these platforms so customers will believe and have loyalty to their platform. Also, the Thai e-Commerce platform should look after order processing accuracy, on-time delivery, order receipt assurance, and a clear method for what to do if the order is not completed. One of the most significant aspects of a customer rating is customer service. This begins with accessing the application,

continues with personal interaction with service providers, and concludes with delivery. When they provide high-quality services and value customer feedback, customers are more likely to repurchase through these e-Commerce platforms. Moreover, paying attention to customer reviews is one of the important roles. When customers leave negative reviews, and the E-Commerce platform can figure out how to enhance the customer's experience through accurately adapting to customers feedbacks, they will have a better chance of getting them to repurchase. Additionally, trust is a key aspect of purchase choices. Trust that the company will keep its promises, deliver the product or service requested, and not disappoint the consumer. As a result, positive experiences will be correlated with trust.

## 7. Further Study

Due to time constraints and the COVID-19 outbreak, this study concentrated on only five variables such as perceived ease of use, enjoyment, customers' satisfaction, online shopping experience, and trust, which all affect online repurchase intention in Thailand. In order to get more comprehensive information and knowledge of the factors that influence online repurchase intention, a comparable study that might identify additional associated factors that have an impact on online repurchase intention will be included. Furthermore, additional research should be undertaken on a bigger sample and population size to improve the generalizability and reliability of the findings. Another study could be conducted to look into the relationship between elements impacting online repurchase intention in Thailand's well-known e-Commerce platform and buying habits of people living in Thailand. This might result in more and better research, as well as different outcomes.

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