GRADUATE SCHOOL OF BUSINESS AND ADVANCED TECHNOLOGY MANAGEMENT

Co-hosted by

Au Hybrid International Conference 2024
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
April 26, 2024

Factors Influencing Customer Satisfaction and Repurchase Intentions on E-commerce Platforms: A Case Study of Generation Y Consumers in Bangkok, Thailand

Arnada Jamnong[1], Xiaocheng Tong[2], Taminee Shinasharkey[3]

Abstract

Purpose – This research aimed to analyze the factors influencing perceived ease of use, perceived usefulness, perceived value, online shopping experience, customer satisfaction toward online repurchase intention on E-commerce platform. **Design/Methodology/Approach** – The research employed primary and secondary data collection methods to conduct an analysis among factors influencing customer satisfaction and repurchase intention on E-commerce platform. The data was collected among 396 respondents of GenY people who live in Bangkok. The conceptual framework of this research was based on three theoretical frameworks of previous studies. **Findings** – This research intended to investigate factors influencing customer satisfaction and repurchase intentions on E-commerce platforms. The findings showed that perceived value and online experience have a significant influence to customer satisfaction. Perceived ease of use along with perceived usefulness have relationships toward customer satisfaction. The impact on online repurchase intention was not obvious. Lastly, customer satisfaction directly influenced online repurchase intentions. **Research Limitations/Implications** – The scope of this research focused only on online repurchase intentions of Gen Y in Bangkok. In addition, this research focused on people living in Bangkok, therefore it may not be applicable to different countries.

Keywords – perceived ease of use, perceived usefulness, perceived value, online shopping experience, customer satisfaction, online repurchase intention.

JEL classification code – M20, M21

1. INTRODUCTION

1.1 Background of study

This study was conducted to study factors affecting customer satisfaction and repurchase preferences on e-commerce platforms. Especially for Generation Y consumers in Bangkok. Customers can purchase products through the website or mobile phone. Furthermore, purchasing products on an e-commerce platform often generates positive past experiences from previous purchases for customers, as well as smooth transactions (Chou et al., 2015). So, it can create a feeling of satisfaction and encourage customers to make repeat purchases (Chou et al., 2015).

* This study would not have been possible without the support and active writing assistance of those involved. First of all, on behalf of the study authors, we would like to express our sincerest gratitude to Dr. Chompu Nuangjamnong.

[11] Arnada Jamonong; Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. Email: arnada.jamnong@gmail.com

[12] Xiaocheng Tong; Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. Email: xct19990712@163.com

[3] Taminee Shinasharkey; Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. Email: tamineeshn@au.edu

©Copyright: The Author(s)
This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (http://Creativecommons.org/licenses/by-nc/4.0/) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Over the past few decades, e-commerce has experienced substantial growth (Gupta et al., 2023). Because it is convenient and easy to reach. Consequently, e-commerce platforms are continually growing. As more and more consumers choose to use e-commerce, the e-commerce industry faces various challenges (Gupta et al., 2023). In addition, one of the challenges of e-commerce is maintaining a sustainable relationship between customers and platforms for as long as possible (Kotler & Armstrong, 2010). Because if the platform can retain customers, it will have an advantage over competitors. It also results in customer satisfaction and repurchase intentions (Kotler & Armstrong, 2010).

People born between 1977 and 2000 make up Generation Y, also known as Millennials (Noble et al., 2009). People in this Gen Y group love technology and use the internet to increase convenience for a variety of purposes, including online shopping. Over the past two decades, Gen-Y consumers have become an important part of the global market (Noble et al., 2009). This may be partly due to the fact that this group of people has more purchasing power than other groups of consumers (Morton, 2002).

Understanding the factors that influence customer satisfaction and their repurchase intentions on e-commerce platforms would be an important part of effective customer retention and could lead to the sustainable success of e-commerce businesses. Thus, the objective of this study is to examine the important factors that impact customer satisfaction and their motivation to repurchase online among Generation Y in Bangkok.

1.2 Problem statements

The global adoption of E-commerce has surged, particularly within the competitive landscape of the digital economy, leading to the evolution of online shopping experiences. In response to increasing consumer demand, E-commerce platforms are integrating streamlined interfaces, personalized recommendations, and efficient logistics to enhance convenience and economize time and money for consumers. However, this rapid growth has brought forth unprecedented opportunities and challenges for the E-commerce industry.

While studies have extensively examined factors influencing initial online purchase intentions, scant attention has been given to understanding the drivers behind sustained repurchase behaviors among online customers (Okada & Sonehara, 2007). Existing research underscores the critical role of customer satisfaction in fostering repeat purchases, emphasizing the significance of user experience enhancement in bolstering repurchase intentions. Notably, studies by Chuan et al. (2010) have underscored the pivotal importance of trust in nurturing enduring customer relationships, as the absence of trust often leads to customer attrition. Moreover, research has delved into the impact of user interface design on purchasing enjoyment and the role of brand leadership in fostering customer loyalty and satisfaction through perceived value. These dynamics are particularly salient among Generation Y consumers in Thailand, who have grown up with ubiquitous internet access.

Despite the prevalence of Generation Y on E-commerce platforms, there exists a dearth of research elucidating the drivers behind their online repurchase intentions. Recognizing the crucial link between repurchase intentions, customer satisfaction, and long-term profitability, it becomes imperative to comprehend and enhance these intentions for the sustainability of online shopping. Thus, this study aims to investigate the primary determinants influencing Thai Generation Y consumers' satisfaction and repurchase intentions on E-commerce platforms, with a view to informing the enhancement of shopping apps to encourage repeat purchases among existing customers.

1.3 Objectives of study

The research explores the factors influencing customer satisfaction and repurchase intentions on E-commerce platforms among Generation Y

consumers in Bangkok, Thailand. Specifically, the objectives include.

(1) To identify the factors influencing perceived ease of use and its effect on customer satisfaction regarding online repurchase intentions among Generation Y consumers in Bangkok.

(2) To identify the factors influencing perceived usefulness and its effect on customer satisfaction regarding online repurchase intentions among Generation Y consumers in Bangkok.

(3) To identify the factors influencing perceived value and its effect on customer satisfaction regarding online repurchase intentions among Generation Y consumers in Bangkok.

(4) To identify the factors influencing the online shopping experience and its effect on customer satisfaction regarding online repurchase intentions among Generation Y consumers in Bangkok.

(5) To identify the factors influencing customer satisfaction and its effect on online repurchase intentions among Generation Y consumers in Bangkok.

1.4 Research questions

The research questions guiding this study are as follows:

(1) Does perceived usefulness significantly influence customer satisfaction towards the intention of online repurchase among Generation Y consumers in Bangkok?

(2) Does perceived ease of use significantly influence customer satisfaction towards the intention of online repurchase among Generation Y consumers in Bangkok?

(3) Does perceived value significantly influence customer satisfaction towards the intention of online repurchase among Generation Y consumers in Bangkok?

(4) Does the online shopping experience significantly influence customer satisfaction towards the intention of online repurchase among Generation Y consumers in Bangkok?

(5) Does customer satisfaction significantly influence the intention of online repurchase among Generation Y consumers in Bangkok?

1.5 Significance of the study

The significance of the study " Factors Influencing Customer Satisfaction and Repurchase Intentions on E-commerce Platforms: A Case Study of Generation Y Consumers in Bangkok, Thailand" lies in its critical examination of the factors shaping customer satisfaction and repurchase intentions among Generation Y consumers in the dynamic e-commerce landscape of Bangkok, Thailand.

Contributing to Understanding Consumer Behavior by delving into the specific determinants influencing customer satisfaction and repurchase intentions, this study contributes to a deeper understanding of the intricate dynamics of consumer behavior within the Generation Y cohort. Understanding these factors can provide invaluable insights for businesses aiming to tailor their strategies to meet the evolving needs and preferences of this demographic.

The findings of this study can serve as a guide for e- commerce platforms operating in Bangkok, Thailand, helping them to optimize their platforms and services to enhance customer satisfaction and foster repeat purchases. Factors such as perceived ease of use, usefulness, value, and overall shopping experience can inform strategic decisions aimed at improving the online shopping journey for Generation Y consumers.

Customer satisfaction and repurchase intentions are pivotal for the long- term success and sustainability of e-commerce platforms. This study equips businesses with the necessary knowledge to implement targeted strategies that enhance customer retention and foster loyalty among Generation Y consumers by identifying the factors that drive these outcomes.

In the competitive e- commerce landscape of Bangkok, Thailand, understanding and effectively catering to the preferences of Generation Y

consumers can provide a competitive edge. By uncovering the factors that influence customer satisfaction and repurchase intentions, businesses can differentiate themselves and position their platforms as preferred destinations for online shopping among this demographic.

This study adds to the existing body of academic literature on consumer behavior and e-commerce by providing empirical insights into the specific factors influencing customer satisfaction and repurchase intentions among Generation Y consumers in Bangkok, Thailand. It enriches scholarly discourse and serves as a reference point for future research in this field.

The study's significance lies in its potential to inform e-commerce strategies, enhance customer satisfaction and loyalty, address market competition, and contribute to academic knowledge, ultimately benefiting both businesses and consumers in the dynamic e-commerce landscape of Bangkok, Thailand.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Perceived ease of use and customer satisfaction

Perceived ease of use plays a significant and advantageous role in influencing consumers' intentions to repurchase online (Zuelseptia & Engriani, 2018). Additionally, perceived ease of use and perceived usefulness are interconnected, as seamless shopping tools can enhance both the usability for new customers and the quality of decision-making (Kamis & Davern, 2005; Huang & Nuangjamnong, 2023). Salsabila (2021) observed a notable impact of perceived ease of use on online purchasing decisions on platforms like Shopee, alongside considerations of risks and benefits.

Furthermore, perceived ease of use significantly influences customer behavior within E-commerce systems, indicating that a higher level of ease in E-commerce operations correlates with heightened positive interest among users, subsequently increasing their willingness to engage with the system (Budyastuti & Iskandar, 2018). Notably, the perceived ease of use emerges as a strong determinant in shaping the behavior of E-commerce systems (Budyastuti & Iskandar, 2018). Setyo and Prijanto (2020) presented findings illustrating the significant impact of ease of use on user satisfaction. Moreover, Keni (2020) asserted that both perceived ease and perceived ease of use play crucial roles in directly and indirectly influencing consumers' intentions to repurchase, thereby impacting customer satisfaction. Based on the foregoing, the following hypothesis is posited:

Hypothesis 1 (H1): There is a significant influence of perceived ease of use on customer satisfaction among online repurchase intentions of Generation Y consumers in Bangkok.

2.2 Perceived usefulness and customer satisfaction

Perceived usefulness significantly influences the decisions of Thai online shopping consumers, aiding online platforms in enhancing their websites to attract a larger customer base (Changchit et al., 2018). Moreover, perceived usefulness encompasses various dimensions such as website guidance, search engines, and personalized recommendations, all of which positively impact overall customer satisfaction in online shopping in Bangkok (Elango & Vongthaveerath, 2018). Additionally, perceived usefulness (PU), product search, the search process, and the online shopping experience significantly influence online shopping behavior (Ramayah & Suki, 2008). The perceived usefulness of online shopping has a positive impact on customer satisfaction, with variables such as website design, ease of purchase, ease of understanding, and ease of navigation playing crucial roles (Tandon & Sah, 2017). Within perceived usefulness, website features contribute positively to customer satisfaction; for instance, the inclusion of the "cash on delivery" payment method can enhance customer satisfaction

(Tandon & Sah, 2016). Khalifa and Liu (2007) underscored the importance of factors such as after-sales service, transaction efficiency, security, convenience, and cost savings in perceived usefulness, all of which influence customer satisfaction. Based on the aforementioned points, the following hypothesis is proposed:

Hypothesis 2 (H2): There is a significant influence of perceived usefulness on customer satisfaction among online repurchase intentions of Generation Y consumers in Bangkok.

2.3 Perceived value and customer satisfaction

The perceived value of customers in E-commerce is influenced by the online shopping experience, perceived product quality, and product price (Chen & Dubinsky, 2003; Wongsawan & Nuangjamnong, 2022). Sullivan and Kim (2018) observed that repeat purchase intention is significantly influenced by perceived value. In E-commerce settings, perceived value significantly influences customer satisfaction, which, in turn, predicts purchase intention, with customer satisfaction partially mediating this relationship (Hu, 2011). Customers are significant assets that businesses must strongly maintain, particularly in E-commerce platforms, to increase repurchase intentions (Mogea et al., 2022). The perceived value and satisfaction of customers are important elements that influence repurchase intentions (Mogea et al., 2022). Francisco et al. (2021) indicated that the perceived value of customers significantly affects their satisfaction. Abror et al. (2021) supported that customer perceived value and satisfaction precede other factors as well. Consequently, to explore the impact of perceived value and customer satisfaction, the following hypothesis is presented:

Hypothesis 3 (H3): There is a significant influence of perceived value on customer satisfaction among online repurchase intentions of Generation Y in Bangkok.

2. 4 Online shopping experience and customer satisfaction

Online shopping habits and experiences both positively impact repurchase intention, with after-sale service, transaction efficiency, security, convenience, and cost savings being key drivers (Khalifa & Liu, 2007). The online customer experience, including purchase frequency and perceived risk, influences satisfaction and repurchase intentions for both frequent and infrequent online shoppers (Martin et al., 2015). Thailand's Shopee customers are highly satisfied with the online shopping experience because the system's usability, privacy, efficiency, and responsiveness are excellent, but there is still room for improvement (Vannavanit & Kosakarika, 2019).

The trend of online shopping is continuously growing, presenting a significant opportunity for e-sellers to increase revenue and maintain customer interactions more easily (Pappas et al., 2013). Mofokeng (2021) noted that various businesses are beginning to explore advanced models of online shopping dimensions to enhance customer satisfaction. Therefore, one factor contributing to customer satisfaction is that online businesses need to provide a positive online customer experience to cultivate good relationships with customers (Mofokeng, 2021). Moreover, if a business can create a positive experience and satisfaction for customers, it can also influence repurchase behavior (Mofokeng, 2021). Meriç and Yildirim (2020) indicated that customer experience has a positive and significant impact on purchase intention and revisit intention, and consequently on repurchase intention as well. Therefore, the following hypothesis was developed:

Hypothesis 4 (H4): There is a significant influence of online shopping experience on

customer satisfaction among online repurchase intentions of Generation Y in Bangkok.

2. 5 Customers satisfaction and online repurchase intention

Customer satisfaction and online repurchase intention in e-commerce are influenced by various factors, including perceived price, purchasing process, safety, interaction, communication, and product delivery (Skordoulis et al., 2018). Qian et al. (2019) observed that Thai consumers' satisfaction with online shopping is influenced by factors such as product promotion price, product quality, and aesthetics. Additionally, factors like shopping time cost, product evaluation, and price play crucial roles. The satisfaction of customers during online purchases is significantly impacted by a well-designed and effective website (Zaki & Bhatti, 2020).

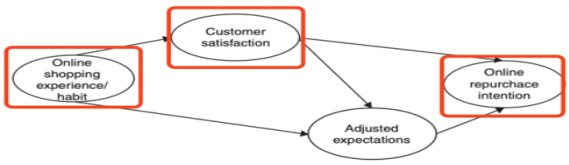
An essential determinant of e-commerce success is customers' intention to repurchase (Firmansyah & Ali, 2019). Customers must be satisfied with their previous purchases before they decide to buy again (Firmansyah & Ali, 2019). Therefore, satisfaction represents customers' emotional experiences reflecting how well an e-commerce seller meets their needs. Maintaining customer satisfaction can help retain the customer base and encourage repurchases (Firmansyah & Ali, 2019). However, building satisfaction scores to foster repurchases is a challenging task for many platforms (Ibzan et al., 2016). Hence, platforms should offer quality products and services to customers (Ibzan et al., 2016). Online repurchase intention can be significantly predicted by perceived ease of use and perceived usefulness (Chiu et al., 2009). Furthermore, online shopping experience and habits positively influence online repurchase intentions, with after-sales service, transaction efficiency, security, convenience, and cost savings serving as key driving factors (Khalifa & Liu, 2007). Customer satisfaction, perceived usefulness, and perceived ease of use all contribute to online repurchase intentions, with these factors, in turn, influenced by perceived value and shopping experience (Chen, 2012). Given that customer satisfaction is the main factor in creating satisfaction and has a positive effect on customers' repurchase intentions in the future (Ibzan et al., 2016), Maruli et al. (2023) indicated that the e-satisfaction variable has a more positive and significant effect on the repurchase intention variable than other variables not examined in their study. Therefore, we propose the following hypothesis:

Hypothesis 5 (H5): There is a significant influence of customer satisfaction and online repurchase intentions among Generation Y in Bangkok.

2.6 Theoretical frameworks

2. 6. 1 The first theoretical framework (online shopping experience, customer satisfaction, and adjusted expectations) provides three elements that contribute to the online repurchase intention component. The relationship shown in Figure 1 between online shopping experience and customer satisfaction impacts online repurchase intention and is part of the theoretical framework from Factors Affecting Online Repurchase Intention (Lin & Lekhawipat, 2014).

***Figure 1**. Factors affecting online repurchase intention.*

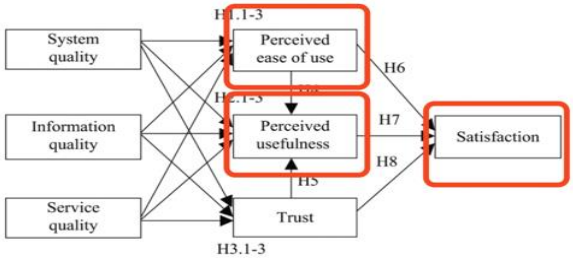


Source: Lin and Lekhawipat (2014)

2. 6. 2 The second theoretical framework from Examining the critical success factors of mobile website adoption. The primary source of data for this empirical analysis is to examine the critical success factors of mobile web site adoption to seek out for the factors influencing mobile websites. The research results indicated that consumer satisfaction

is greatly impacted by perceived usefulness, perceived ease of use, and trust (Zhou, 2021).

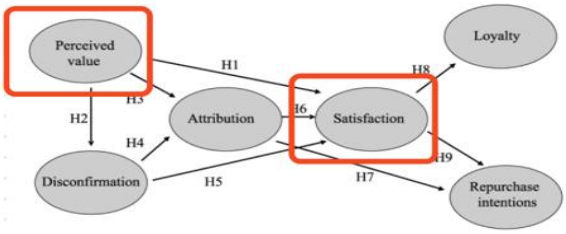
Figure 2. *Examining the critical success factors of mobile website adoption.*



Source. Zhou (2021).

2.6.3 Ha and Janda (2006) indicates the third theoretical framework from An empirical test of a proposed customer satisfaction model in e-services. The results show that the connection between them is related to perceived value. Also, this research shows that satisfaction has an effect on customer loyalty and repurchase intentions.

Figure 3. *An empirical test of a proposed customer satisfaction model in e-services*

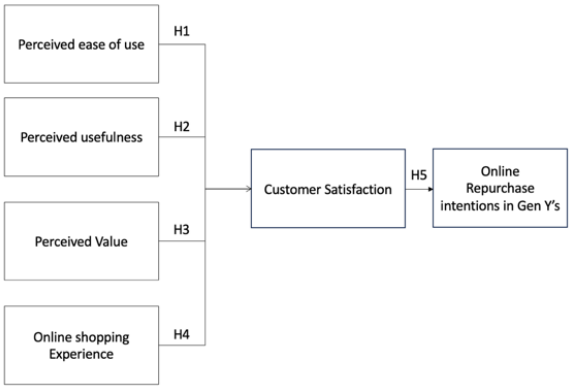


Source: Ha and Janda (2008)

2.7 Conceptual framework

The conceptual framework is adapted based on previous studies and theoretical concepts. It revealed the independent variables such as perceived ease of use, perceived usefulness, perceived value, and online shopping experience on mediating variables to customer satisfaction towards online repurchase intention. The conceptual framework determines the influencing that online repurchase intentions of Gen Y's as shown in the figure below.

Figure 4. *Factors Influencing Online Repurchase intentions of Generation.*



Source. Authors

3. RESEARCH METHODOLOGY

3.1 Research design

This study employs a quantitative research approach, utilizing statistical techniques such as Cronbach's alpha, simple linear regression, multiple linear regression, and descriptive statistics to analyze each variable type.

There are three sections to the questionnaire, totaling 34 questions. These questions correspond to six variables derived from a theoretical framework. They include 3 preliminary screening questions, 24 questions aimed at evaluating the variables, and 7 questions focused on gathering demographic information.

Initially, the methodology employed to assess the questionnaire's reliability involves the application of Cronbach's alpha to identify any potentially confusing or ambiguous measurement items. We conduct a pilot test with a preliminary group of 50 individuals to assess the reliability of the measurement variables and the clarity of the content.

Furthermore, we use simple linear regression (SLR) to investigate how customer satisfaction affects online repurchase intentions.

Subsequently, multiple linear regression (MLR) is employed to analyze the effects of four variable

groups: perceived ease of use, perceived usefulness, perceived value, and online shopping experience. Additionally, it assesses the impact of customer satisfaction on online repurchases.

3.2 Sampling

The target population for this study consists of local Thai residents residing in Bangkok, with a particular focus on individuals belonging to Generation Y. According to data from the Administrative Strategy Division (2022), the estimated number of Generation Y individuals residing in Bangkok is approximately 3,847,930.

We used sample size estimation techniques because studying the entire population was impractical. Calculator.net was utilized for this purpose. We determined the calculated sample size for the study to be 396 individuals, selected from Bangkok's Generation Y population.

We chose convenience sampling, a type of non-probability sampling strategy, as the sampling method for data collection. We meticulously analyzed each collected data point to ensure its alignment with the research objectives. The research team opted for a non-probability sampling approach due to the constraints posed by the study's timeframe. The research team deemed convenience sampling the most appropriate approach for the study due to the limited time available for data collection and the simplicity of the chosen methodology.

3.3 Validity and Reliability

The researchers utilized the Item Objective Congruence (IOC) Index to assess the validity of the questionnaire items. Three experts provided feedback on the questionnaire items to determine their content validity scores. The IOC scores for all relevant questions were found to be 0.5 or higher, indicating their suitability for distribution to the respondents.

To identify any anomalies or inaccuracies among the survey variables, a preliminary trial involving 50 participants was conducted in alignment with the study objectives. Cronbach's alpha was employed to assess the reliability of the questionnaire.

In the preliminary study with a sample of 30 participants, Cronbach's Alpha yielded the following results: perceived ease of use, comprising four items, attained a score of 0.769; perceived usefulness achieved a score of 0.842; perceived value, consisting of four items, obtained a score of 0.794; the four items assessing online shopping experience recorded a score of 0.778; customer satisfaction, assessed through four items, scored 0.809; and the four items evaluating online repurchase intentions garnered a score of 0.828 (referenced in Table 3.5). Overall, the internal consistency of the constructs in the questionnaire developed for this study indicates a satisfactory level of reliability for future use, surpassing the minimum criterion of 0.60, as commonly recommended (Cronbach, 1951).

4. DATA ANALYSIS

4.1 Descriptive analysis of demographic data

According to the survey distributed by the researchers to the online shopping population from February to March 2024, data analysis was conducted on a sample of 396 qualified individuals, representing 102.85% of the sample size. The survey encompassed inquiries of demographic data, including gender, monthly income, frequency of online shopping, monthly expenditure on online shopping, preferred online shopping platforms, age of initiation of online shopping, and categories of products acquired through online channels. The study employed a descriptive analysis of the demographic data to categorize the attributes of the intended audience.

Gender: Among the 396 total respondents, 105 (26.8%) identified as male, 275 (69.4%) as female, and 15 (3.8%) did not specify their gender.

Income: The majority of the 396 target respondents reported income between 20,001 and 50,000 Baht, comprising 58.1% or 230 respondents. This was followed by 108 respondents (27.3%) with income between 50,001 – 80,000 Baht, 29 respondents (7.3%) with income between 80,001 - 100,000 THB, 28 respondents (7.1%) with income lower than 20,000 Baht, and 1 respondent (0.3%) with income exceeding 100,000 Baht.

Frequency of use of E-commerce: The survey revealed that the majority of respondents (57.6%) used E-commerce platforms approximately 4-7 times per month, followed by 25.5% using it less than 3 times per month, 10.4% using it around 7-10 times per month, and 6.6% using it more than 10 times per month.

Spending on E-commerce per month: The majority of respondents (68.7%) reported spending between 1001 – 5,000 Baht per month on E-commerce, followed by 13.9% spending less than 1000 Baht, 13.4% spending between 5,001 – 10,000 Baht, and 4% spending between 10,001 – 25,000 Baht per month.

E-commerce websites: Among the 396 target respondents, Shopee Thailand emerged as the most popular E-commerce website, with 227 respondents (57.3%) using it, followed by Lazada Thailand with 147 respondents (37.1%). JD Central Thailand was used by 17 respondents (4.3%), while other E-commerce websites were used by 5 respondents (1.3%).

Shopping duration: The survey indicated that 57.6% of the respondents had been shopping online for 2–4 years, 23.2% for more than 6 years, 16.7% for 4–6 years, and 12.9% for 0–2 years.

In terms of the types of products usually purchased, among the 396 target respondents, clothing and accessories emerged as the most popular category, with 146 respondents, accounting for 36.9% of all target respondents. This was followed by beauty and personal care products, with 98 respondents representing 24.7% of the sample. Home and kitchen appliances were chosen by 63 respondents, constituting 15.9% of the target group, while electronics were selected by 59 respondents, comprising 14.9% of the sample. Additionally, books and media were chosen by 21 respondents, representing 5.3% of the target group, whereas groceries were preferred by only 9 respondents, making up 2.3% of all target respondents.

4.2 Descriptive analysis with mean and standard deviation

4.2.1 Mean and Standard Deviation of Perceived Ease of Use

Among the items assessing perceived ease of use, the highest mean scores were observed for "The checkout process is smooth and uncomplicated" and "Platform online payment diversity," both scoring 3.84. In contrast, the lowest mean score was recorded for "Complete your purchase on your own, no help needed," which obtained a score of 3.77. Furthermore, the greatest standard deviation was associated with "Complete your purchase on your own," with a value of 1.03, while the lowest standard deviation was found for "The checkout process is smooth and uncomplicated," with a value of 0.919.

4.2.2 Mean and Standard Deviation of Perceived Usefulness

Regarding perceived usefulness, the item "Find products easily and operate smoothly" obtained the highest mean score of 3.87. Conversely, the lowest mean score was observed for "Believe that the prices for products and services are fair," scoring 3.80. In terms of standard deviation, the highest variability was noted for "Believe that the prices for products and services are fair," with a value of 1.3, whereas the lowest variability was found for "Find products easily and operate smoothly," with a value of 0.939.

4.2.3 Mean and Standard Deviation of Perceived Value

The item "No need to go offline, save time" attained the highest mean score for perceived value, registering at 3.85. Conversely, the lowest mean score was observed for "Free freight insurance to protect after-sales service," scoring 3.70. In terms of standard deviation, the item "Multiple payment options to meet customer needs" exhibited the highest variability, with a value of 0.903, while the lowest variability was associated with "Free freight insurance to protect after-sales service," recording a value of 0.835.

4.2.4 Mean and Standard Deviation of Online Shopping Experience

The item "Efficient search engine and navigation mechanism" obtained the highest mean score for the online shopping experience, scoring 3.83. On the other hand, "Detailed product information and pictures" recorded the lowest mean score, with a value of 3.66. In terms of standard deviation, the highest variability was observed for "Efficient search engine and navigation mechanism," with a value of 0.968, while the lowest variability was found for "Easily return or exchange items," with a value of 0.909.

4.2.5 Mean and Standard Deviation of Customer Satisfaction

Among the factors influencing customer satisfaction, "Timely and accurate order status" received the highest mean score, scoring 3.77. Conversely, "Personal information and payment data security" obtained the lowest mean score, registering at 3.68. Regarding standard deviation, the item "Order arrived within the promised time" exhibited the highest variability, with a value of 0.982, while "Product reviews receive platform rewards" showed the lowest variability, recording a value of 0.913.

4.2.6 Mean and Standard Deviation of Online Repurchase Intentions

The item "Platform discounts or incentives affect repurchase" achieved the highest mean score for online repurchase intentions, scoring 3.93. Conversely, "Store has certified and guaranteed" obtained the lowest mean score, with a value of 3.85. Regarding standard deviation, the highest variability was noted for "The platform is stable, Trust it and repurchase," recording a value of 0.843, while the lowest variability was observed for "Store has certified and guaranteed," with a value of 0.801.

4.3 Hypothesis testing results

For the results of the analyst's hypothesis testing, the researchers applied linear regression from statistical analytical methodology to analyze the significant impact between variables such as the significant influence of perceived ease of use, perceived usefulness, perceived value, and online shopping experience on customer satisfaction and the significant influence of customer satisfaction on online repurchase intentions. Regarding linear regression analysis, the researchers used a simple linear regression analysis with R- square to investigate the portion of variance in the dependent variable explained by independent variables. Moreover, this study also uses multiple linear regressions to examine the level of factors that influence customer satisfaction. Ringle et al. (2015) analyzed a significant impact between dependent and independent variables. Independent variables in regression analysis should be accepted if the value of the variance inflation factor is less than 5 with an R-square to indicate the portion of variance in the dependent variable that is determined by independent variables.

4.3.1 Result of Multiple Linear Regression of H1, H2, H3, H4

Statistical Hypothesis

Ho: There is no significant influence of perceived ease of use(H1), perceived usefulness(H2), perceived

value (H3) and online shopping experience (H4) on customer satisfaction among online repurchase intentions of generation Y in Bangkok.

Table 4.1 presents the results of multiple linear regression analyses conducted to investigate the relationships between perceived ease of use (PEOU), perceived usefulness (PU), perceived value (PV), online shopping experience (OE), and customer satisfaction. The dependent variable in all analyses was customer satisfaction.

For Hypothesis 1 (H1), which examined the influence of perceived ease of use (PEOU) on customer satisfaction, the regression coefficient (B) was 0.0614, with a standard error (SE B) of 0.0454. The beta coefficient (β) was 0.0671, indicating a positive relationship, although it was not statistically significant ($t = 1.352$, $p = 0.177$). Therefore, we fail to reject the null hypothesis for H1.

Similarly, for Hypothesis 2 (H2) investigating the impact of perceived usefulness (PU) on customer satisfaction, the regression coefficient was -0.0121, with a standard error of 0.0482. The beta coefficient was -0.0125, suggesting a negligible negative relationship, which was not statistically significant ($t = -0.252$, $p = 0.801$). Thus, we fail to reject the null hypothesis for H2.

In contrast, Hypothesis 3 (H3) examined the effect of perceived value (PV) on customer satisfaction. The regression coefficient was 0.2191, with a standard error of 0.0545. The beta coefficient was 0.2014, indicating a significant positive relationship ($t = 4.024$, $p < 0.001$). Hence, we reject the null hypothesis for H3.

Likewise, for Hypothesis 4 (H4) assessing the impact of the online shopping experience (OE) on customer satisfaction, the regression coefficient was 0.1091, with a standard error of 0.0490. The beta coefficient was 0.1097, indicating a significant positive relationship ($t = 2.225$, $p = 0.027$). Therefore, we reject the null hypothesis for H4.

Overall, the adjusted R-square value of 0.05262 suggests that approximately 5.26% of the variance in customer satisfaction can be explained by the combined influence of perceived ease of use, perceived usefulness, perceived value, and online shopping experience.

***Table 4.1**: Multiple Linear Regression Analysis Summary for Hypotheses1,2,3 and 4*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1: Perceived ease of use (PEOU)	0.0614	0.0454	0.0671	1.352	0.177	1.03	Fail to Reject
H2: Perceived usefulness (PU)	-0.0121	0.0482	-0.0125	-0.252	0.801	1.02	Fail to Reject
H3: Perceived value (PV)	0.2191	0.0545	0.2014	4.024	<.001*	1.04	Reject
H4: Online shopping experience (OE)	0.1091	0.0490	0.1097	2.225	0.027*	1.01	Reject
R-Square					0.0622		
Adjusted R-Square					0.05262		

Note: *Beta coefficient is reported with p-value less than 0.05; Dependent Variable = Customer satisfaction.

4.3.2 Result of Simple Linear Regression of H5 **Statistical Hypothesis**

H5o : There is no significant influence of customer satisfaction on online repurchase intentions among generation Y in Bangkok.

Table 4.2 presents the results of a simple linear regression analysis conducted to investigate the relationship between customer satisfaction (CS) and online repurchase intentions. The dependent variable in the analysis was online repurchase intentions.

For Hypothesis 5, which examined the influence of customer satisfaction on online repurchase intentions, the regression coefficient (B) was 3.388, with a standard error (SE B) of 0.1641. The beta coefficient (β) was 0.154, indicating a positive relationship. The coefficient was statistically significant ($t = 3.09$, $p = 0.002$), leading to the rejection of the null hypothesis for Hypothesis 5.

The adjusted R-square value of 0.0212 suggests that approximately 2.12% of the variance in online repurchase intentions can be explained by customer satisfaction.

***Table 4.2**: Simple Linear Regression Analysis Summary for Hypotheses 5*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H5: Customer satisfaction (CS)	3.388	0.1641	0.154	3.09	0.002*	1.00	Rejected
R-Square				0.0237			
Adjusted R-Square				0.0212			

Note: *Beta coefficient is reported with p-value less than 0.05; Dependent Variable = Online repurchase intentions

5. CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Research Intentions

The emphasis on the research's objectives and questions is important. This section seeks to analyze six variables affecting relationships and factors influencing customer satisfaction and repurchase intentions on e-commerce platforms: a case study of Generation Y consumers in Bangkok, Thailand. There are five research questions present, as follows: (1) Does perceived usefulness have a significant influence on customer satisfaction toward the intention to make an online repurchase? (2) Does the perceived ease of use have a significant influence on customer satisfaction toward the intention to make an online repurchase? (3) Does the perceived value have a significant influence on customer satisfaction toward the intention to make an online repurchase? (4) Does the customer's online shopping experience have a significant influence on customer satisfaction toward the intention to make an online repurchase? (5) Does customer satisfaction have a significant influence on the intention to repurchase online?

5.2 Summary of Findings

This study employed quantitative methods to gather data from Generation Y consumers residing in Bangkok who exhibit satisfaction and repurchase intentions on e-commerce platforms. We utilized population estimates from the Administrative Strategy Division (2023) to determine the sample size, which yielded a calculated sample size of 385 respondents. We used the non-probability sampling method, specifically convenience sampling, to target 385 respondents, of whom 437 initially participated in the questionnaire. Ultimately, 396 respondents completed the questionnaire, while 41 were excluded.

A systematic questionnaire featuring closed-ended questions ensured consistency and dependability. We analyzed the raw data using JAMOVI and presented the findings in figures and

tables. Validity evaluation was conducted using the Item Objective Congruence (IOC) and Cronbach's alpha reliability tests, with the inter-rater reliability coefficient and Cronbach's alpha exceeding 0.5 and 0.6, respectively. Descriptive statistics, including frequencies, means, and standard deviations, were employed, and the data was analyzed using simple linear regression and multiple linear regression to test hypotheses among six variables.

Demographic analysis of the 396 respondents revealed that the majority were female (275, 69.4%), with a monthly income ranging from 20,001 to 50,000 THB (230, 58.1%). The highest frequency of e-commerce platform use was 4–7 times per month (288, 57.6%), and the most common monthly expenditure on e-commerce was between 1001 and 5000 Baht (272, 68.7%). Shopee Thailand was the preferred platform (227, 57.3%), with respondents typically engaging in e-commerce for 2-4 years (187, 47.2%). The most frequently purchased product category was clothing and accessories (146, 36.9%).

Mean and standard deviation calculations were conducted for variables related to customer satisfaction and repurchase intentions on e-commerce platforms. The highest mean and standard deviation were observed for online repurchase intentions ($\bar{x}$=3.88, SD=0.82), followed by perceived usefulness ($\bar{x}$=3.83, SD=0.98), perceived ease of use ($\bar{x}$=3.81, SD=0.99), perceived value ($\bar{x}$=3.80, SD=0.86), online shopping experience ($\bar{x}$=3.75, SD=0.94), and customer satisfaction ($\bar{x}$=3.71, SD=0.93).

Hypothesis testing using simple linear regression and multiple linear regression revealed that perceived value, online shopping experience, and customer satisfaction significantly influenced online repurchase intentions, with p-values less than 0.05. However, perceived ease of use and perceived usefulness failed to reject the null hypothesis, as their testing results were above 0.05.

The strongest factors influencing customer satisfaction and repurchase intentions were perceived value, online shopping experience, and customer satisfaction. Customer satisfaction, in particular, had the strongest influence on online repurchase intentions, followed by perceived value and online shopping experience.

Table 5.1 provides a summary of the strengths of influence factors for each dependent variable, particularly focusing on online repurchase intentions and customer satisfaction.

***Table 5.1**: Summary strengths of influences factors of each dependent variable.*

Dependent Variable	Rank	Independent Variable	Unstandardized Coefficient (B)
Online repurchase intentions. (OR)	-	Customer Satisfaction (CS)	3.388
Customer Satisfaction (CS)	1st	Perceived value (PV)	0.2191
Customer Satisfaction (CS)	2nd	Online shopping experience (OE)	0.1091

5.3 Discussion and conclusion based on Findings

The findings derived from both multiple linear regression (MLR) and simple linear regression (SLR) analyses shed light on the intricate dynamics between various factors influencing customer satisfaction and repurchase intentions on E-commerce platforms. These results provide valuable insights into the behaviors and preferences of Generation Y consumers in Bangkok, Thailand.

Multiple Linear Regression Analysis

The results from the MLR analysis revealed significant relationships between several independent variables and customer satisfaction. Perceived value and online shopping experience emerged as significant predictors, indicating that customers' perceptions of value and their overall

online shopping experiences play pivotal roles in shaping their satisfaction levels. Additionally, the analysis highlighted the crucial influence of customer satisfaction on online repurchase intentions, emphasizing the importance of ensuring high levels of satisfaction to drive repeat purchases (Li & Nuangjamnong, 2022; Mitchev & Nuangjamnong, 2021).

Furthermore, the insignificant relationships found between perceived ease of use and perceived usefulness with customer satisfaction suggest that while these factors may contribute to the overall online shopping experience, they do not directly impact customer satisfaction among Generation Y consumers in Bangkok.

Simple Linear Regression Analysis

The SLR analysis focused specifically on the relationship between customer satisfactions and online repurchase intentions. The findings demonstrated a significant positive association between customer satisfactions and online repurchase intentions, indicating that satisfied customers are more likely to engage in repeat purchases on E-commerce platforms. This underscores the critical role of customer satisfaction as a precursor to future purchase behavior.

5.4 Implications and Recommendations

These findings have several implications for E-commerce platforms and marketers targeting Generation Y consumers in Bangkok. Firstly, prioritizing efforts to enhance perceived value and improve the overall online shopping experience can lead to higher levels of customer satisfaction and, consequently, increased repurchase intentions.

Additionally, while perceived ease of use and perceived usefulness may not directly influence customer satisfaction, they remain important factors in shaping the overall user experience. Therefore, E-commerce platforms should continue to focus on optimizing usability and functionality to enhance the overall shopping journey for customers.

Moreover, the strong positive relationship between customer satisfaction and repurchase intentions underscores the importance of ongoing efforts to monitor and improve customer satisfaction levels. This can be achieved through personalized marketing strategies, proactive customer support, and continuous optimization of product offerings and service quality.

This study provides valuable insights into the factors influencing customer satisfaction and repurchase intentions on E-commerce platforms among Generation Y consumers in Bangkok. By understanding these dynamics, E-commerce platforms can devise more effective strategies to attract and retain customers in this highly competitive market landscape.

5. 5 Implications based on findings and theories

The findings suggest that perceived value plays a significant role in influencing customer satisfaction and repurchase intentions on e-commerce platforms. To capitalize on this, businesses should focus on offering high-quality products and services at competitive prices. Additionally, they can implement loyalty programs, discounts, and promotions to further enhance perceived value and foster long-term customer relationships. Improving the Online Shopping Experience: Given the significance of the online shopping experience in driving customer satisfaction, e-commerce platforms must prioritize user-friendly interfaces, efficient navigation, and streamlined checkout processes. Incorporating features such as personalized recommendations, interactive product displays, and hassle-free returns can further enhance the overall shopping experience and encourage repeat purchases. Addressing

Customer satisfaction emerges as a key determinant of repurchase intentions, highlighting the importance of delivering exceptional customer service and support. To effectively address customer needs and concerns, e-commerce platforms should

invest in robust customer support systems, prompt complaint resolution, and proactive communication. By prioritizing customer satisfaction, businesses can foster loyalty and advocacy among Generation Y consumers.

While perceived ease of use and usefulness did not directly influence customer satisfaction in this study, they remain essential aspects of the online shopping experience. E-commerce platforms should continue to refine their interfaces, simplify the purchasing process, and provide valuable features and functionalities to enhance user satisfaction. By continually optimizing these factors, businesses can create a seamless and enjoyable shopping journey for customers.

Based on the findings, marketers should tailor their marketing strategies and communication efforts to resonate with the preferences and behaviors of Generation Y consumers. This may involve leveraging social media platforms, influencer marketing, and targeted advertising campaigns to reach and engage the target audience effectively. By understanding the unique characteristics of Generation Y consumers, businesses can develop more compelling marketing messages and promotions that drive customer satisfaction and loyalty.

Overall, the implications derived from the findings underscore the importance of prioritizing customer-centric strategies and continuous improvement efforts to meet the evolving needs and expectations of Generation Y consumers in the competitive e-commerce landscape. By aligning with these implications, businesses can enhance their competitive advantage and foster sustainable growth in the digital marketplace.

5.6 Limitations of the study

The study utilized convenience sampling to recruit participants, which may have introduced sampling bias and limited the generalizability of the findings. Future research could benefit from employing random sampling methods to ensure a more representative sample of the target population. The data collected relied on self-reported responses from participants, which are subject to response bias and social desirability bias. Participants may have provided answers they deemed socially acceptable rather than their true opinions or behaviors, potentially impacting the accuracy of the results. The study adopted a cross- sectional design, capturing data at a single point in time. This design limits the ability to establish causal relationships between variables and does not account for potential changes in consumer behavior over time. Longitudinal studies could offer deeper insights into the dynamic nature of customer satisfaction and repurchase intentions on e-commerce platforms. The study relied on self- developed questionnaires, which may lack the rigor of established scales, despite efforts to ensure the reliability and validity of the measurement instruments. Future research could benefit from utilizing validated instruments to enhance the robustness of the measurements. The study focused specifically on Generation Y consumers in Bangkok, Thailand, which may limit the generalizability of the findings to other demographic groups or geographical locations. Cultural and contextual differences could influence consumer behavior and preferences, necessitating caution when extrapolating the results to broader populations. Despite efforts to recruit a sufficient number of participants, the study experienced a relatively low response rate, which may have impacted the representativeness of the sample and introduced potential biases. To mitigate this limitation, future research could explore strategies for improving participant engagement and response rates.

5.7 Further Studies

Future studies could adopt a longitudinal research design to investigate the dynamics of customer satisfaction and repurchase intentions on e-commerce platforms over time. Longitudinal studies would allow for the exploration of how these variables evolve and interact across different stages of the consumer journey. Conducting comparative

studies across different demographic groups, geographical locations, or e-commerce platforms could provide valuable insights into the variations in customer satisfaction and repurchase intentions. Comparing the experiences of diverse consumer segments could help identify factors that are universally influential and those that are context-specific. Complementing quantitative findings with qualitative research methods, such as interviews or focus groups, could offer a deeper understanding of the underlying motivations and experiences driving customer behavior on e-commerce platforms. Qualitative inquiries could uncover nuanced insights that quantitative data alone may not capture. We could employ experimental research designs to investigate the causal relationships between various factors and customer satisfaction or repurchase intentions. By manipulating specific variables and observing their effects on consumer behavior, experimental studies could provide stronger evidence for causal claims. With the rapid advancement of technology in the e-commerce industry, future studies could explore the impact of emerging technologies, such as augmented reality, artificial intelligence, or virtual reality, on customer satisfaction and repurchase intentions. Investigating how these innovations reshape the online shopping experience could offer valuable implications for businesses. Given the cultural diversity of consumer preferences and behaviors, cross-cultural studies could examine how cultural factors influence customer satisfaction and repurchase intentions on e-commerce platforms. By comparing the experiences of consumers from different cultural backgrounds, researchers could uncover valuable insights into the role of culture in shaping online shopping behavior.

REFERENCES

Abraham, R., & Harrington, C. (2015a). Consumption Patterns of the Millenial Generational Cohort. *Modern Economy*, *06*(01), 51–64. https://doi.org/10.4236/me.2015.61005

Abror, A., Patrisia, D., Engriani, Y., Idris, I., & Dastgir, S. (2022a). Islamic bank trust: the roles of religiosity, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, *34*(2), 368–384. https://doi.org/10.1108/APJML-10-2020-0715

Atchariyachanvanich, K., Okada, H., & Sonehara N. (2006b). *What Keeps Online Customers Repurchasing through the Internet?*

Budyastuti, T., & Iskandar, D. (2018). Journal of Marketing and Consumer Research. In *An International Peer-reviewed Journal* (Vol. 46). www.sp.beritasatu.com

Chalikias, M., Drosos, D., Kaskouta, I., & Skordoulis, M. (2018). E-commerce and e-customer satisfaction during the economic crisis. *J. for International Business and Entrepreneurship Development*, *1*(1), 1. https://doi.org/10.1504/jibed.2018.10005607

Changchit, C., Cutshall, R., Lonkani, R., Pholwan, K., & Pongwiritthon, R. (2019). Determinants of Online Shopping Influencing Thai Consumer's Buying Choices. *Journal of Internet Commerce*, *18*(1), 1–23. https://doi.org/10.1080/15332861.2018.1496391

Chen, Y. Y. (2012). Why Do Consumers Go Internet Shopping Again? Understanding the Antecedents of Repurchase Intention. *Journal of Organizational Computing and Electronic Commerce*, *22*(1), 38–63. https://doi.org/10.1080/10919392.2012.642234

Chen, Z., & Dubinsky, A. J. (2003). A Conceptual Model of Perceived Customer Value in E-commerce: A Preliminary Investigation. *Psychology and Marketing*, *20*(4), 323–347. https://doi.org/10.1002/mar.10076

Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, *33*(4), 761–784. https://doi.org/10.1108/14684520910985710

Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*, *25*(4), 542–561. https://doi.org/10.1108/IntR-01-2014-0006

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. Psychometrika, 16, 297–334. https://doi.org/10.1007/BF02310555

Elango, D., Vongurai, R., & Vongthaveerath, S. (n.d.). Online Clothing Shop : The case study of perception from people in Bangkok. https://ssrn.com/abstract=3304992

Firmansyah, N., & Ali, H. (2019). *Consumer Trust Model: The Impact of Satisfaction and E-Service Quality toward Repurchase Intention in E-commerce*. https://doi.org/10.21276/sjhss.2019.4.8.4

Francisco, C., Raine Cuison, R., Miguel Ingalla, R. V, Hans Robinson Amor, J. B., Remigio, J. L., Xavier Guerra, K., Algene Arellano, G. D., Gil Asis, P. M., Gabrillo, J. A., & Francisco, C. D. (n.d.). The Effects of Perceived Value and Customer Satisfaction in Online Businesses. *International Journal of Academic Multidisciplinary Research*. www.ijeais.org/ijamr

Fu, Y., Jiang, H., Zhang, D., & Zhang, X. (2019). Comparison of perceptual differences between users and designers in mobile shopping app interface design: Implications for evaluation practice. *IEEE Access*, *7*, 23459–23470. https://doi.org/10.1109/ACCESS.2019.2899671

Gupta, S., Gallear, D., Rudd, J., & Foroudi, P. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*, *112*, 210–222. https://doi.org/10.1016/j.jbusres.2020.02.033

Gupta, S., Kushwaha, P. S., Badhera, U., Chatterjee, P., & Gonzalez, E. D. R. S. (2023). Identification of benefits, challenges, and pathways in E-commerce industries: An integrated two-phase decision-making model. *Sustainable Operations and Computers*, *4*, 200–218. https://doi.org/10.1016/j.susoc.2023.08.005

Ha, H. Y., & Janda, S. (2008). An empirical test of a proposed customer satisfaction model in e-services. *Journal of Services Marketing*, *22*(5), 399–408. https://doi.org/10.1108/08876040810889166

Hu, Y. (2011). Linking Perceived Value, Customer Satisfaction, and Purchase Intention in E-commerce Settings. In *AISC* (Vol. 106).

Huang, J. X., & Nuangjamnong, C. (2023). The Impact of Customer Satisfaction on Customer Loyalty in Chinese E-Commerce Platforms in China. *The AU EJournal of Interdisciplinary Research*, *8*(2), 63–79. http://www.assumptionjournal.au.edu/index.php/eJIR/article/view/7807

Ibzan, E., Balarabe, F., & Jakada, B. (2016). *Consumer Satisfaction and Repurchase Intentions*. *6*(2). www.iiste.org

Imsa-ard, P., Wichamuk, P., and Chuanchom, C. (2021). Muffled voices from Thai pre-service teachers: challenges and difficulties during teaching practicum. Shanlax Int. Educ. 9, 246–260. doi: 10.34293/education.v9i3.3989

Kamis, A. A., & Davern, M. J. (2004). An Exploratory Model of Decision Quality and its Antecedents for Category Novices Using Multiple-Stage Shopping Engines. *E-Service Journal*, *4*(1), 3–27. https://doi.org/10.1353/esj.2006.0003

Keni, K. (2020). How Perceived Usefulness and Perceived Ease of Use Affecting Intent to Repurchase? *Jurnal Manajemen*, *24*(3), 481. https://doi.org/10.24912/jm.v24i3.680

Khalifa, M., & Liu, V. (2007). Online consumer retention: Contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, *16*(6), 780–792. https://doi.org/10.1057/palgrave.ejis.3000711

Kotler, P. and Armstrong, G. (2010), Principles of Marketing, Prentice-Hall, Pennsylvania.

Krejcie, R.V. and Morgan, D.W. (1970) Determining Sample Size for Research Activities. Educational and Psychological Measurement, 30, 607-610.https://doi.org/10.1177/001316447003000308

Lee, E. J., & Park, J. K. (2009). Online service personalization for apparel shopping. *Journal of Retailing and Consumer Services*, *16*(2), 83–91. https://doi.org/10.1016/j.jretconser.2008.10.003

Li, J., & Nuangjamnong, C. (2022). The Impact of Risk Perception on Customer Purchase Intention in e-Commerce Platform. *International Journal of Social Sciences and Humanities Invention*, *9*(12), 7499–7522. https://doi.org/10.18535/ijsshi/v9i012.05

Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management and Data Systems*, *114*(4), 597–611. https://doi.org/10.1108/IMDS-10-2013-0432

Martin, J., Mortimer, G., & Andrews, L. (2015). Re-examining online customer experience to include

purchase frequency and perceived risk. *Journal of Retailing and Consumer Services*, *25*, 81–95. https://doi.org/10.1016/j.jretconser.2015.03.008

Maruli, S., Pandiangan, T., Resmawa, I. N., De Pinto Simanjuntak, O., Sitompul, N., & Jefri, R. (n.d.). *Effect of E-Satisfaction on Repurchase Intention in Shopee User Students*. https://doi.org/10.33258/birci.v4i4.2697

Meriç, G., Yıldırım, F., & Yildirim, F. (2020). The Role of Customer Experience for Re-visit and Purchase Intention : A Case Study of Amazon. In *International Journal of Commerce and Finance* (Vol. 7). https://www.researchgate.net/publication/368881632

Meyer-Waarden, L. (2008). The influence of loyalty programme membership on customer purchase behaviour. *European Journal of Marketing*, *42*(1–2), 87–114. https://doi.org/10.1108/03090560810840925

Meyer-Waarden, L. (2008). The influence of loyalty programme membership on customer purchase behaviour. *European Journal of Marketing*, *42*(1–2), 87–114. https://doi.org/10.1108/03090560810840925

Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). 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

Mitchev, T., & Nuangjamnong, C. (2021). The Impact of E-Commerce on Customer Satisfaction and Customer Loyalty during the COVID-19 Pandemic: A Quantitative Analysis in Thailand. *AU-GSB e-Journal*, *14*(2), 59–70. https://doi.org/10.14456/augsbejr.2021.15

Mofokeng, T. E. (2021). 'The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of E-commerce experience', *Cogent Business & Management*, 8(1). doi:10.1080/23311975.2021.1968206.

Mogea, G. E., & Pangemanan, S. S. (2022). The Effect of Customer Perceived Value, Customer Trust, and Customer Satisfaction on Repurchase Intention of Services Provided by Shopee Online Shop. In *Arie 531 Jurnal EMBA* (Vol. 10, Issue 2).

Mohd Suki, N., Ramayah, T., & Mohd Suki, N. (2008). Internet shopping acceptance: Examining the influence of intrinsic versus extrinsic motivations. *Direct Marketing: An International Journal*, *2*(2), 97–110. https://doi.org/10.1108/17505930810881752

Morton, L. P. (2002) Targeting Generation Y. Public Relations Quarterly, 47, 16-26.

Noble, M. S., Haytko, D. L., & Phillips, J. (2009). What Drives College-age Generation Y consumers? Journal of Business Research, 62 (6), 617–628. http://dx.doi:10.1016/j.jbusres.2008.01.020

Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail and Distribution Management*, *42*(3), 187–204. https://doi.org/10.1108/IJRDM-03-2012-0034

Pengaruh Persepsi Risiko, Manfaat Dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Online Pada Aplikasi Shopee. (n.d.).

Petra, K. K. (2016). Generation Y attitudes towards shopping: A comparison of the Czech Republic and Slovakia. *Journal of Competitiveness*, *8*(1), 38–54. https://doi.org/10.7441/joc.2016.01.03

Prasetyo, J. H., Prakoso, B. S., Wiharso, G., & Fabrianto, L. (2021). E-commerce: The Importance Role of Customer Perceived Value in Increasing Online Repurchase Intention. *2*(6). https://doi.org/10.31933/dijdbm.v2i6

Qian, X., Shi, X., Wang, Y., Ma, Q., Shen, L., & Lv, L. (2019). Factors Clustering Analysis of Influencing Thai Consumers to Buy China's Products Online. *Proceedings - 2019 3rd International Conference on Data Science and Business Analytics, ICDSBA 2019*, 475–478. https://doi.org/10.1109/ICDSBA48748.2019.00103

Schweizer, K. (2011). On the changing role of Cronbach's α in the evaluation of the quality of a measure [Editorial]. European Journal of Psychological Assessment, 27(3), 143–144. https://doi.org/10.1027/1015-5759/a000069

Setyo Aji, L., & Prijanto, B. (n.d.). *International Journal of Economics, Commerce and Management United Kingdom EFFECT OF USE OF EASE, SERVICE FEATURES, ON CUSTOMER SATISFACTION*

WITH TRUST AS A MEDIATION VARIABLES (A STUDY ON MOBILE BANKING CUSTOMERS). http://ijecm.co.uk/

Shehu, E., Papies, D., & Neslin, S. A. (2020). Free Shipping Promotions and Product Returns. *Journal of Marketing Research*, *57*(4), 640–658. https://doi.org/10.1177/0022243720921812

Skordoulis, M., Kaskouta, I., Chalikias, M., & Drosos, D. (2018). E-commerce and e-customer satisfaction during the economic crisis. In *J. International Business and Entrepreneurship Development* (Vol. 11, Issue 1).

Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in E-commerce environments. *International Journal of Information Management*, *39*, 199–219. https://doi.org/10.1016/j.ijinfomgt.2017.12.008

Sun, P. C., & Lin, C. M. (2010). Building customer trust and loyalty: An empirical study in a retailing context. *Service Industries Journal*, *30*(9), 1439–1455. https://doi.org/10.1080/02642060802621478

Wongsawan, J., & Nuangjamnong, C. (2022). Determinant Factors of Purchase Intention of Luxury Handbags: A Case Study of Top Three Brands in Bangkok. *International Research E-Journal on Business and Economics*, *6*(2 (December 2021-May 2022)), 1–16. http://www.assumptionjournal.au.edu/index.php/aumitjournal/article/view/5863

Tandon, U., Kiran, R., & Sah, A. (2017). Analyzing customer satisfaction: users perspective towards online shopping. *Nankai Business Review International*, *8*(3), 266–288. https://doi.org/10.1108/NBRI-04-2016-0012

Tandon, U., Kiran, R., & Sah, A. N. (2016). Customer satisfaction using website functionality, perceived usability and perceived usefulness towards online shopping in India. *Information Development*, *32*(5), 1657–1673. https://doi.org/10.1177/0266666915621106

Tian, L., & Li, X. (2022). Global expansion with takeovers and value creation with integration in China: a case study of Alibaba and Lazada. *Asia Pacific Business Review*, *29*, 1–20. https://doi.org/10.1080/13602381.2022.2129583

Vannavanit, Y., & Kosakarika, S. (2019, November 21). Thai Customer Satisfaction in Shopee Application. https://doi.org/10.20472/iac.2019.051.045

Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, *67*(1), 2768–2776. https://doi.org/10.1016/j.jbusres.2012.09.007

Zaki, W., Khalid, W. Bin, & Bhatti, A. S. (2020). Web Quality Features Impact On Customer Satisfaction. *The Journal of Educational Paradigms*, *2*(2), 120–124. https://doi.org/10.47609/0202022020

Zhou, T. (2011). Examining the critical success factors of mobile website adoption. *Online Information Review*, *35*(4), 636–652. https://doi.org/10.1108/14684521111161972

Zuelseptia, S., & Engriani, Y. (2018). *The Influence of Perceived Risk and Perceived Ease of Use on Consumer's Attitude and Online Purchase Intention*.