The Impact of Online Store Quality on Customer Satisfaction and Repurchase Intention

Szu-Hsuan Chen¹, Fei-Fei Cheng², Chin-Shan Wu³

Convenience and time-saving are the pivotal driving force for the success of e-commerce. Nowadays, online shopping has becoming a novel commercial pattern. In online shopping context website is the platform for communication and interaction between customers and venders. Venders should increase customer satisfaction through higher online store quality, and then enhance customer satisfaction and repurchase intention. Accordingly, this study aims to investigate the influence of online store quality on customer satisfaction and repurchase intention.

1. Introduction

E-commerce market become a turbulent competition environment. In order to maintain satisfied relationship with consumer, online retailers need to build a strategic work to satisfy consumers and to enhance their repurchase intention as a purpose.

In e-commerce environment, the price is transparent, at the same time competition are also fierce. Each online merchant pursue a better marketing strategy to induce customer attention. Online owners should build good relationship with customers via high website quality and enhance their repurchase intention. It is hoped that this study can help e-sellers and online

¹ Miss Szu-Hsuan Chen, Institute of Technology Management, National Chung Hsing University, Taiwan. E-mail: moniichen13@gmail.com
² Dr. Fei-Fei Cheng, Institute of Technology Management, National Chung Hsing University, Taiwan. E-mail: feifei.mis@gmail.com
³ Dr. Chin-Shan Wu, Department of Information Management, Tunghai University, Taiwan. E-mail: cswu.mis@gmail.com
merchants to construct a satisfaction-relation strategy to their customers, and promote their website quality as well.

Delone and McLean (2003) explained that consumers' satisfaction is influenced by their perceived website factors. There are a lot of academic literatures had also demonstrated the importance of website quality (Loiacono, Watson, & Goodhue, 2007; Yoo & Donthu, 2001). Recent academic studies (Chiu, Chiu, & Chang, 2007; Delone & Mclean, 2004) are more related to the influence of website quality toward e-buyers' satisfaction, yet the effect on consumer purchase behavior. Based on the above reason, in this study the purchase behavior was added to be the result of satisfied relationship.

3. Research methodology

Online questionnaire survey was conducted to collect the data for hypotheses testing. The operational definition and measurements for constructed used in this study were explained as follows.

System quality refers to the consumer’s belief about the performance characteristics of the web system of online store, including availability, ease of use, reliability, and response time (Delone & Mclean, 2003; Mckinney, Kanghyun, & Zahedi, 2002). Information quality indicated The accuracy, completeness, ease of understanding, and relevance of the online shopping store (Delone & Mclean, 2003; Mckinney, et al., 2002). Further, satisfaction is an overall evaluation based on the total purchase and consumption experience with a good or service over time (Anderson, Fornell, & Lehmann, 1994). Finally, Repurchase intention is the individual’s judgment about buying again a designated service from the same online merchant (Hellier, Geursen, Carr, & Rickard, 2003).

All the measurements used in current study were adapted from existing literature. The measurements of system quality and information quality are adapted from Chiu et al. (2007). Some modifications are made depend on study’s context. Measurements of consumer satisfaction and repurchase intention were adopted from Ribbink, Riel, Liljander, and Streukens (2004) and were modified according to the study’s context.
4. Data Analysis

The results showed that information quality will positive and direct effect on customer satisfaction ($\beta=0.76$, $p<0.001$). Thus, Information Quality has positive effect on customer satisfaction toward online store. Satisfaction also has significant effect on repurchase intention ($\beta=0.56$, $p<0.001$). Customer satisfaction has positive and direct effects on consumer repurchase intention. System quality on the other hand shows no significant toward satisfaction.

5. Discussion and managerial implications

Current study aims to investigate the influence of web site quality (includes system quality and information quality) on online consumers’ satisfaction and their repurchase intention. Online consumers who had repeatedly purchase from the same online store were recruited to participate the online survey.

The results indicated that relevant and complete information are key to drive customer satisfaction, which will in turn results in the repurchase behavior. Thus, how to satisfy customer through website quality and then enhance customer repurchase intention is very important issue for online store owners.

Acknowledgment

Funding of this research work is supported by the National Science Council (grant number, NSC 100-2410-H-005 -002 -MY2), Taiwan.

References:


