

pISSN: 1906 - 3296 © 2020 AU-GSB e-Journal.
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Factors Influencing User Satisfaction and Repurchase Intention on Jindong's Cross-Border E-Commerce Platform: A Study of Users in Heilongjiang, China

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Received: November 07, 2024. Revised: February 09, 2025. Accepted: February 24, 2025

Abstract

Purpose: This research aimed to evaluate the effects of perceived ease of use, information quality, system quality, service quality, perceived quality, popularity, user satisfaction, and repurchase intention toward using and intention to examine dependent variables such as consumers' intention to repurchase online at jingdong.com in China. **Research design, data, and methodology:** This study was quantitative, and the researcher obtained data for analysis by distributing questionnaires to the target population. The index of Item-Objective Congruence (IOC), pilot test, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM) were methods utilized to analyze the data and test the research hypotheses proposed. **Results:** The study's findings revealed that independent variables, including system quality, information quality, service quality, perceived quality, popularity, and user satisfaction, had statistically significant impacts on customers online repurchase intention at Jingdong.com in China. However, demographic variables exhibited significance only through independent t-tests and analysis of variance. **Conclusions:** These research outcomes hold practical implications for organizations, managers, and stakeholders in Cross-border e-commerce website platforms. Additionally, insights from this study contribute to comprehending the nuances between Western and Asian cultures, aiding in developing culturally sensitive websites and targeted promotional efforts. Ultimately, the study fosters organizational growth and is a valuable resource for future researchers in this domain.

Keywords: Perceived Quality, Popularity, User Satisfaction, Repurchase Intention, E-commerce

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The e-commerce landscape in China has witnessed remarkable growth and transformation by the end of 2022. With a staggering internet user base of 1.067 billion approximately 80% actively participating in cross-border e-commerce activities, the digital realm has become a vital platform for businesses and consumers alike. The national e-commerce transaction volume soaring to 43.83 trillion CNY signifies the increasing reliance on online platforms for shopping and transactions. This growth can be attributed to the seamless integration of e-commerce into daily life, facilitated by modern technology and widespread internet

accessibility.

Major e-commerce platforms such as JD, Alibaba, and Pinduoduo have played a pivotal role in enhancing consumer experiences and expanding the global reach of goods and services. Their contributions have shaped the competitive landscape and propelled the growth of online retail sales, which reached 13.79 trillion CNY by 2022, reflecting a 4% increase from the previous year. Physical goods sales also significantly rose, reaching 11.96 trillion CNY, indicating a 6.2% growth rate. Rural areas have been included in this e-commerce revolution, with retail sales through rural networks reaching 2.17 trillion CNY and online retail sales of physical goods in these regions hitting 1.99 trillion CNY.

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The rapid development of cross-border e-commerce is evident in the total imports and exports reaching 2.11 trillion CNY in 2022, a 9.8% increase from the previous year. Exports showed robust growth at 1.55 trillion CNY, underscoring the significance of international partnerships in driving economic development and trade. China's cross-border e-commerce user base reached an impressive 845 million by 2022, representing 79.2% of internet users. This growth has been supported by improved network infrastructure and increased smartphone access, making online shopping more accessible and convenient for consumers.

The competitive landscape has shifted with the rise of live-streaming platforms, which have altered market dynamics significantly. Platforms like Douyin have experienced a surge in market share, while others like Taobao have witnessed a decline. Customer satisfaction and repurchase intention have emerged as critical business focal points in this competitive environment. Transparent return policies and reliable services are essential for building consumer trust and loyalty in the evolving e-commerce market.

In conclusion, the e-commerce sector in China is thriving, propelled by technological advancements, increasing internet penetration, and consumer demand for convenience and efficiency. The collaborative efforts of businesses, e-commerce platforms, and policymakers have driven this growth. Understanding the evolving dynamics of the market and adapting strategies to meet consumer needs will be crucial for businesses looking to succeed in China's dynamic e-commerce landscape.

2. Literature Review

2.1 System Quality

System quality, as defined by DeLone and McLean (1992, 2004), refers to an information system's ability to meet user needs through key attributes such as usability, availability, reliability, adaptability, and response time. Quality perception is subjective, as different users may evaluate the same system differently. Ariyanto et al. (2020) and Jogiyanto highlight system quality as a measure of a system's technical proficiency, including hardware and software performance. Chen (2010) similarly defines system quality as the effectiveness of an information system in processing data. A high-quality system enhances user efficiency by reducing effort and improving overall performance (Budiartha, 2016). Petter et al. (2008) emphasize system quality as a crucial factor in Business Intelligence (BI) systems, while Seddon (1997) underscores its role in determining Information Systems (IS) success.

H1: System quality has a significant impact on user satisfaction.

2.2 Information Quality

Information quality in electronic systems is assessed through dimensions like personalization, completeness, relevance, ease of understanding, and security (DeLone & McLean, 2004). It reflects how effectively information meets user needs (Carter & Bélanger, 2005). DeLone and McLean (1992) define information quality as the evaluation of system-generated output, a concept supported by Jennex et al. and Maes & Poels. Petter et al. (2008) highlight its significance in Business Intelligence (BI) systems, while Wang et al. (1995) and others (Holsapple & Lee-Post, 2006; Lin, 2007) link it to business success.

Information quality also influences user trust, particularly in e-commerce, where timeliness, accuracy, usefulness, and presentation shape perceptions (Bharati & Chaudhury, 2004). Online consumers often prioritize security, affecting satisfaction (Janda et al., 2002; Szymanski & Hise, 2000; Vijayarathy, 2004). High information quality enhances system effectiveness and user engagement (Ramayah et al., 2010), playing a crucial role in services like e-banking (Chuan-Chuan Lin & Lu, 2000) and mobile commerce, where content adequacy and usefulness are key (Lawita & Chariri, 2023).

H2: Information quality has a significant impact on user satisfaction.

2.3 Service Quality

Service quality is crucial in strategic business planning and success. It is often defined as the extent to which services meet customer expectations, or as the gap between customer expectations and perceptions (Asubonteng et al., 1996). This concept is multifaceted, with some scholars viewing it as an attitude reflecting service excellence (Parasuraman et al., 1988). Service quality assessment includes dimensions like assurance, empathy, and responsiveness, which are essential for evaluating user-centric services in electronic systems (DeLone & McLean, 2004).

Parasuraman et al. (2005) extended their SERVQUAL model to e-commerce, introducing the E-S-QUAL scale for assessing online service quality. In m-commerce, service quality is shaped by continuous customer evaluations, focusing on responsiveness and customization, indicating how well customer needs are addressed and personalized (Akbar & Parvez, 2009). Service quality in traditional models is defined by five dimensions: reliability, responsiveness, assurance, empathy, and physical evidence (Parasuraman et al., 1988; Pasaribu et al., 2022), all of which reflect customer expectations.

Since Grönroos introduced service quality in 1982, it has become a key marketing concept. The GAP model (Parasuraman et al., 1988) explains service quality as the evaluation of service performance against customer expectations, with any discrepancy affecting customer perceptions (Afthanorhan et al., 2019)

H3: Service quality has a significant impact on user satisfaction.

2.4 Perceived quality

Aaker and Jacobson (1994), as cited by Zinkhan and Smith (1992), recognize perceived quality as a component of brand equity but do not clarify whether this quality pertains to goods, services, or both. This ambiguity suggests that perceived quality, in the context of brand equity, may apply to a wide range of offerings, including both products and services.

In Grönroos' (1982) Perceived Quality Model, perceived quality is influenced by both expected and experienced quality. Expected quality is shaped by factors like market communication, corporate image, customer needs, and word-of-mouth, while experienced quality stems from technical and functional quality. Grönroos emphasizes the role of corporate image in shaping customer perceptions, aligning with Gummesson and Association (1993), who note that both "actual and perceived quality" impact customer-perceived quality.

Kotler (1997) defines quality as "the totality of characteristics and features of a product/service that bear on its ability to fulfill stated/implied needs." Huang (2009) further distinguishes between subjective and objective quality, where subjective quality is based on consumer perceptions and objective quality refers to the inherent quality of a product or service. Perceived quality arises from consumers' evaluations, comparing their expectations with their understanding of the business's offerings, as discussed by Malakooti Asl et al. (2021). Customer satisfaction plays a crucial role in shaping these perceptions (Cammarano et al., 2023).

Research shows a positive relationship between store image and perceived quality in retail, where goods and services are viewed as products (Dodds et al., 1991), underscoring the importance of both subjective and objective factors in shaping consumer perceptions. Zeithaml (1988) and other scholars have explored the concept of perceived quality as an overall assessment of a product's excellence, emphasizing its importance in shaping consumer preferences and brand differentiation. Aaker, Jacobson, and Zeithaml support this view, noting that high-quality brands generate consumer desire and market differentiation (Aaker & Jacobson, 1994; Zeithaml, 1988).

H4: Perceived quality has a significant impact on user satisfaction.

2.5 Popularity

Product popularity refers to consumers' perception of a widely recognized product, often reflected in brand recognition and consumption patterns (Chang et al., 2016). Popular brands, particularly market leaders, tend to receive more positive evaluations and capture larger market shares, contributing to their success (Kim & Kim, 2018). Popularity is known to reduce perceived risk and boost consumer confidence in their purchasing decisions (Kim & Kim, 2018), significantly influencing consumer behavior.

Scarcity and popularity cues are promotional strategies that have been extensively studied, particularly in retail and cross-border e-commerce. These cues create a sense of urgency (scarcity) or highlight widespread acceptance (popularity) to influence consumer behavior and purchasing decisions. Researchers examine their effectiveness in various contexts to better understand their impact (Aggarwal et al., 2011; Wu & Lee, 2016).

Both scarcity and popularity cues provide informational signals about supply and demand. Scarcity cues, indicating limited availability, suggest exclusivity and desirability, while popularity cues signal that a product is widely accepted, influencing consumer attitudes and decisions (Gierl et al., 2008). These cues act as communicative tools, affecting perceptions and decisions by providing insights into market dynamics.

The naive theory of popularity suggests that consumers are inclined to prefer popular products, influenced by social proof and the views of others (Steinhart et al., 2014). In contrast, the naive theory of exclusivity holds that unique or exclusive products are highly desirable, with consumers valuing distinctiveness and rarity. These cognitive shortcuts reflect how popularity and exclusivity shape consumer preferences and choices.

H5: Popularity has a significant impact on user satisfaction.

2.6 User Satisfaction

Customer satisfaction can be understood from two primary perspectives: transaction-specific and cumulative. The transaction-specific perspective assesses satisfaction based on a customer's most recent purchasing experience (Kuo et al., 2009), while the cumulative perspective considers the overall evaluation of all past interactions with a product or service.

The concept of user satisfaction emerged during the rise of consumerism in the 1970s, as noted by Hoffman and Bateson (2011), who emphasized that understanding customer needs and designing innovative service systems are

essential for building strong relationships and fostering loyalty. These systems focus on key elements such as service quality, interpersonal interactions, and the overall user experience. Cronin and Taylor (1992) defined user satisfaction as the customer's experience during a specific service encounter, while Jones and Suh (2000) viewed it as the cumulative evaluation of the entire service experience. Sapri et al. defined user satisfaction as a short-term attitude shaped by evaluations based on past service experiences.

The relationship between user satisfaction and loyalty has varied effects across studies. Kotler (1997) proposed that customer satisfaction can be measured by assessing performance, expectations, and overall satisfaction. Jogyanto elaborated that user satisfaction can be gauged through system, information, and service satisfaction, offering valuable insights into the success of system implementation within organizations (Kurniawan, 2021).

Satisfaction is often understood as an overall attitude formed through accumulated experiences with a system, such as an ERP system (Afthanorhan et al., 2019; Liébanacabanillas et al., 2013). Kotler (1997) defined customer satisfaction as the emotional response that arises when a customer's perceptions of a product or service meet or exceed expectations. According to Oliver (1981), consumer satisfaction is a psychological state resulting from the interaction of unmet expectations and pre-existing emotions about the consumption experience.

In e-commerce, customer satisfaction is critical for fostering customer loyalty and repeat purchases, which in turn enhances profitability (Reibstein, 2002).

This summary clarifies the two primary approaches to understanding customer satisfaction and underscores the importance of effective service systems in improving satisfaction and retention.

H6: User satisfaction has a significant impact on repurchase intention.

2.7 Repurchase intention

Intentions represent individuals' predictions about future behavior (Bloch et al., 1986). In the context of green products, gender has been shown to influence repurchase intentions, although results are mixed (Bhutto et al., 2019; Suhartanto et al., 2021). Repurchase intention specifically refers to the likelihood of buying the same product or brand again, which reflects consumer loyalty and ongoing interest.

Price sensitivity can weaken the link between satisfaction and repurchase intention (Sheth), and service recovery plays a crucial role in enhancing repurchase intentions by resolving service issues effectively (Alzoubi et al., 2020). Repurchase intention is influenced by positive experiences and contributes to long-term success and profitability (Chiu et al., 2009; Wangwiboolkij, 2012). It acts as a behavioral

indicator of loyalty, impacting future customer-company interactions (Fang et al., 2014; Sullivan & Kim, 2018).

3. Research Methods and Materials

3.1 Research Framework

Clark and Ivankova emphasized that conceptual frameworks are built upon prior theories and models and are closely intertwined with theoretical frameworks. Hair et al. (2013) also asserted that conceptual frameworks are models employed to substantiate relationships among variables, often depicted in study charts. Typically, these variables can be classified into three categories: independent variables, dependent variables, and mediating variables.

The independent variables in this study include system quality, information quality, service quality, perceived quality, and popularity. User satisfaction is a mediating variable that connects these independent variables to the dependent variable, repurchase intention, representing the study's outcome.

Methodologically, the study is grounded in Structural Equation Modeling (SEM) and Information Systems (IS) models. She has formulated six hypotheses representing anticipated connections between the identified variables. The conceptual framework is based on SEM and IS. This visual representation clarifies the causal relationships. Showing these intricate connections between variables enhances understanding of the research framework and supports a thorough analysis.

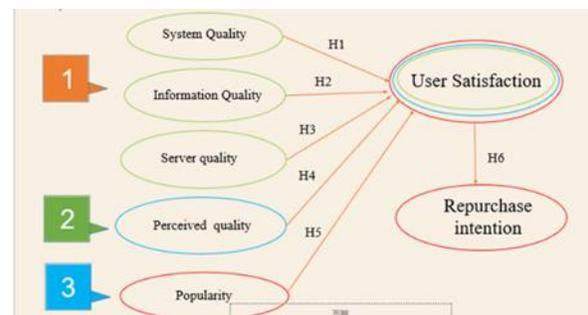


Figure 1: Conceptual Framework

H1: System quality has a significant impact on user satisfaction.

H2: Information quality has a significant impact on user satisfaction.

H3: Service quality has a significant impact on user satisfaction.

H4: Perceived quality has a significant impact on user satisfaction.

H5: Popularity has a significant impact on user satisfaction.

H6: User satisfaction has a significant impact on repurchase intention.

3.2 Research Methodology

This study employed a quantitative research approach, concentrating on vocational students across four majors, with a targeted sample size of 500 individuals. A survey questionnaire was administered to the chosen participants to gather data. Before the analysis, thorough testing was performed to verify the reliability and validity of the questionnaire. The effectiveness of the content was evaluated using the Index of Item-Objective Congruence (IOC), and initial online pilot tests were carried out with a sample of 50 participants. Cronbach's α measurements were used to assess the reliability of this research instrument.

Following the initial stages, data collection involved 500 respondents chosen from three universities through a multi-stage sampling approach. The measurement model was evaluated using Confirmatory Factor Analysis (CFA). At the same time, Structural Equation Modeling (SEM) was employed to analyze the structural model and examine the seven hypotheses presented in the conceptual framework.

3.3 Population and Sample Size

In any research endeavor, the ideal approach is to examine the issue within the entire population. However, this is often impractical. Instead, researchers typically study a "sample" that is both sizable and reflects the broader population. A sample constitutes a carefully chosen subset of the population, ensuring it mirrors the characteristics of the larger group. Opting for a representative sample reduces costs, minimizes the time required for research, and decreases the workforce necessary to conduct the study. (Acharya et al., 2013)

This article focuses on freshmen, sophomores, and juniors who have practical exposure to Cross-border e-commerce websites within the Heilongjiang region.

3.4 Sampling Technique

Sampling involves selecting a subgroup from a population to represent the broader group, with careful planning to avoid biases (Ogula, 2005; Suresh et al., 2011). Sampling methods are divided into probability and non-probability sampling. Multi-stage sampling, a probability technique, selects subgroups from a population and is used when no population list is available, offering benefits like increased accuracy and cost reduction (Acharya et al., 2013; Huang, 2009).

This study used a combination of sampling techniques: judgment sampling in the first stage, stratified random sampling in the second, and convenience sampling in the final stage. For example, in a study in Yunnan Province, China, researchers used judgmental, quota, and non-probability sampling to select schools and distributed questionnaires online.

Table 1: Sample Units and Sample Size

Primary and Secondary Schools	Population Size	Proportional Sample Size
Department of Information Engineering	1823	133
Department of Municipal and Environmental Engineering	1875	136
Department of Mechanical and Electrical Engineering	1521	110
Department of Building Engineering	1674	121
Total	6893	500

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Demographic and general data were collected from 500 teachers across four primary and secondary schools in less economically developed counties in Yunnan Province. The findings reveal that most teachers were male, making up 56.2% of the sample, while 43.8% were female. Regarding the student levels taught, the largest proportion of teachers (58.4%) worked with freshman students, followed by 30% teaching sophomores and 11.6% teaching juniors. Regarding teaching experience, 57% of the teachers had more than half a year of experience, while the remaining 43% had less than half a year of experience. Regarding teaching hours, 74.6% of teachers reported teaching between 2 to 4 hours, 10.4% taught between 5 to 7 hours, and 15% taught for more than 7 hours.

Regarding internet access, most teachers (87.4%) accessed the internet via their phones, while a smaller proportion (12.6%) used computers. This demographic breakdown provides a comprehensive overview of the teachers' characteristics, which helps contextualize the study's findings. Table 2 presents the detailed demographic information for this study.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	281	56.2%
	Female	219	43.8%
Student Status	Freshman	292	58.4%
	Sophomore	150	30%
	Junior	58	11.6%
Experience	more than half a year	285	57%
	others	215	43%
Times	2-4	373	74.6%
	5-7	52	10.4%
	3 more than 7	75	15%
Internet access	By phone	437	87.4%
	By computer	63	12.6%

4.2 Confirmatory Factor Analysis (CFA)

To put it in simpler terms, a factor in Confirmatory Factor Analysis (CFA) is like a hidden variable that affects several observable measures, explaining why these measures are correlated. These observed measures are connected because they all stem from a common, unseen cause—the latent factor. If we were to isolate this hidden construct, the correlations among the observed measures would vanish. CFA essentially provides insight into the covariance among indicators, allowing for a reduction in the number of identified factors compared to the total measured variables (Brown & Moore, 2012)

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
System Quality (SQ)	Chiu and Cho (2021)	3	0.880	0.758-0.892	0.883	0.718
Information Quality (IQ)	Oliveira et al. (2023)	3	0.801	0.682-0.798	0.805	0.580
Service quality (SVQ)	Oliveira et al. (2023)	4	0.824	0.666-0.782	0.825	0.542
Perceived quality (PQ)	Chiu and Cho (2021)	5	0.833	0.654-0.748	0.834	0.502
Popularity (POP)	Chiu and Cho (2021)	3	0.802	0.737-0.779	0.802	0.575
User Satisfaction (US)	Chiu and Cho (2021)	3	0.851	0.796-0.838	0.852	0.657
Repurchase intention (INT)	Oliveira et al. (2023)	3	0.806	0.747-0.786	0.806	0.581

This study used GFI, AGFI, NFI, CFI, TLI, and RMSEA as model fit indicators in the CFA test. Table 4 shows the convergent validity and discriminant validity for this study. These two values were validated to be acceptable. All the measurements validated the validity of the structural model estimated in this study.

considered adequate, the square root of the AVE for each variable should exceed the correlation coefficients between that variable and the other variables. Table 5 presents the square roots of the AVEs, and the results show that the correlations between all variables in this study are appropriate.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	<5.00(AI-Mamary & Shamsuddin, 2015; Awang, 2012)	374.890/168 or 2.231
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.935
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.911
NFI	≥ 0.80 (Wu & Wang, 2006)	0.956
CFI	≥ 0.80 (Bentler, 1990)	0.975
TLI	≥ 0.90 (Hair et al., 2006)	0.969
RMSEA	< 0.08 (Hu & Bentler, 1999)	0.050
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

Discriminant validity was evaluated by calculating the square root of the average variance extracted (AVE) for each variable and comparing these values to the correlations between the variables. For discriminant validity to be

Table 5: Discriminant Validity

	SQ	IQ	SVQ	PQ	POP	US	INT
SQ	0.847						
IQ	0.455	0.761					
SVQ	-0.396	-0.251	0.736				
PQ	-0.238	-0.199	0.441	0.708			
POP	-0.257	-0.237	0.177	0.349	0.758		
US	-0.571	-0.445	0.299	0.099	0.274	0.810	
INT	-0.438	-0.312	0.343	0.294	0.552	0.375	0.762

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

According to Shook et al. (2004), Structural Equation Modeling (SEM) is a statistical method that enables researchers to simultaneously analyze and evaluate the relationships between observable and latent variables by resolving a series of linear equations. Historically, SEM has been viewed as a method that combines measurement analysis with exploring directional relationships among

constructs or variables within a model (Anderson & Gerbing, 1988). This perspective allows SEM to provide analytical tools for assessing model appropriateness and testing theoretically derived causal hypotheses. These tools equip data analysts with the unique ability to evaluate interdependent relationships and analyze multiple dependent variables (DVs) concurrently (Shook et al., 2004). Bagozzi et al. (1998) noted that implementing structural modeling can be quite complex for doctoral students.

The roots of strategic management research trace back to the 1960s, but the field gained prominence following the influential work of Schendel and Hofer (1979). The Strategic Management Journal (SMJ) was established in 1980, marking a significant development in strategic management. As the field evolved, its theoretical depth increased, leading some scholars to adopt SEM to assess intricate models. Although SEM was introduced to the strategy literature in 1984, it quickly became a valuable tool for testing and validating complex theoretical frameworks (Farh et al., 1984).

Structural Equation Modeling (SEM) has significantly increased in recent years. For instance, only five studies that utilized SEM were published in the Strategic Management Journal before 1995, compared to a notable rise in publications between 1998 and 2002; this number rose to 27. In its broadest sense, SEM involves a series of linear equations that simultaneously assess two or more relationships among directly observable and unmeasured latent variables. While SEM shares some objectives with multiple regression, it is distinct in its ability to investigate a sequence of dependence relationships. This approach permits a dependent variable to function as an independent variable in later relationships within the same analysis, enabling the simultaneous examination of multiple dependent variables. (Shook et al., 2004).

Awang (2012) recommended that the Chi-square/degrees-of-freedom (CMIN/DF) ratio for model fit measures was less than 5.00, a criterion also supported by Al-Mamary and Shamsuddin (2015).

Sica and Ghisi (2007) suggested that AGFI and NFI were greater than 0.80. Bentler (1990) suggested that the CFI was greater than 0.80. Hair et al. (2006) suggested that the TLI was greater than 0.90. Hu and Bentler (1999) suggested that the RMSEA was less than 0.08. The researchers used

SPSS AMOS version 26 for the SEM calculations and adjusted the model. The fit index results for this study presented a good fit. CMIN/df = 3.849, GFI = 0.894, AGFI = 0.867, NFI = 0.917, CFI = 0.937, TLI = 0.928 and RMSEA = 0.076. Table 6 demonstrates these values.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	<5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	704.395/183 or 3.849
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.894
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.867
NFI	≥ 0.80 (Wu & Wang, 2006)	0.917
CFI	≥ 0.80 (Bentler, 1990)	0.937
TLI	≥ 0.90 (Hair et al., 2006)	0.928
RMSEA	< 0.08 (Hu & Bentler, 1999)	0.076
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

The researcher utilized regression and standardized path coefficients to evaluate the correlations between the independent and dependent variables outlined in the study's hypotheses. These relationships were assessed using AMOS software, allowing for direct and indirect effects analysis. A direct effect (DE) implies that moderating variables do not influence the relationship between two variables. In contrast, an indirect effect (IE) occurs when one or more intervening variables mediate the relationship between two variables. A relationship's total effect (TE) is calculated as the sum of direct and indirect impact (Raykov & Marcoulides, 2000).

The R-squared (R^2) value is used to further assess the model's explanatory power. This value represents the proportion of variance in the dependent variable that can be explained by the independent variables (Fornell & Larcker, 1981). Additionally, it gauges how much a variable contributes to variations in other variables (Henseler & Sarstedt, 2013). According to Falk and Miller (1992), an R^2 value of 0.1 or higher is generally acceptable.

Table 7 provides a detailed summary of the direct, indirect, and total effects of the hypothetical relationships examined in this study, offering insights into how each variable contributes to the overall model.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: SQ→US	-0.534	-11.122***	Supported
H2: IQ→US	-0.272	-5.848***	Supported
H3: SVQ→US	0.168	3.764***	Supported
H4: PQ→US	-0.181	-4.028***	Supported
H5: POP→US	0.246	5.294***	Supported
H6: US→INT	0.490	8.582***	Supported

Note: *** $p < 0.001$

Source: Created by the author

The results presented in Table 7 show the outcomes of hypothesis testing for the relationships between various quality dimensions and user satisfaction (US) and the effect of user satisfaction on user intention (INT). The findings are as follows:

H1: SQ → US: Service Quality (SQ) significantly negatively affects User Satisfaction (US), with a standardized path coefficient of -0.534 and a t-value of -11.122. This relationship is supported at a highly significant level (** $p < 0.001$) (Fornell & Larcker, 1981).

H2: IQ → US: Information Quality (IQ) also significantly negatively affects User Satisfaction (US), with a standardized path coefficient of -0.272 and a t-value of -5.848. This relationship is supported at a highly significant level (** $p < 0.001$) (Fornell & Larcker, 1981).

H3: SVQ → US: System Quality (SVQ) significantly positively affects User Satisfaction (US), with a standardized path coefficient of 0.168 and a t-value of 3.764. This relationship is supported at a highly significant level (** $p < 0.001$) (Falk & Miller, 1992).

H4: PQ → US: Product Quality (PQ) significantly negatively affects User Satisfaction (US), with a standardized path coefficient of -0.181 and a t-value of -4.028. This relationship is supported at a highly significant level (** $p < 0.001$) (Falk & Miller, 1992).

H5: POP → US: Perceived Outcome Performance (POP) significantly positively affects User Satisfaction (US), with a standardized path coefficient of 0.246 and a t-value of 5.294. This relationship is supported at a highly significant level (** $p < 0.001$) (Raykov & Marcoulides, 2000).

H6: US → INT: User Satisfaction (US) significantly influences User Intention (INT), with a standardized path coefficient of 0.490 and a t-value of 8.582. This relationship is supported at a highly significant level (** $p < 0.001$) (Raykov & Marcoulides, 2000).

In conclusion, all six hypotheses were supported, indicating that the quality dimensions (SQ, IQ, SVQ, PQ, POP) significantly impact user satisfaction, which in turn significantly influences user intention.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study examines factors influencing online repurchase intentions on Jingdong.com, highlighting key independent variables such as user satisfaction, perceived quality, popularity, service quality, information quality, and system quality. While demographic variables were significant in independent t-tests and ANOVA, their influence was less direct (Chen & Dubinsky, 2003). Understanding these factors is essential for e-commerce platforms aiming to enhance customer loyalty and retention in a competitive market.

System quality, which includes website design, loading speed, and navigation ease, significantly impacts repurchase intentions (DeLone & McLean, 2004). High system quality improves user satisfaction, leading to increased customer loyalty. E-commerce platforms should prioritize usability improvements through regular updates and user feedback mechanisms to optimize functionality and responsiveness.

Information quality also plays a critical role in influencing repurchase intentions. High-quality, accurate product descriptions, detailed specifications, and customer reviews help consumers make informed decisions and build trust in the platform (Wang et al., 2023). To enhance credibility, e-commerce platforms should maintain clear, precise product descriptions and leverage user-generated content such as customer ratings and reviews.

Service quality, including customer support and responsiveness, is another major factor affecting repurchase behavior (Parasuraman et al., 1988). Providing efficient customer service—such as live chat support, comprehensive FAQs, and user-friendly return policies—can enhance satisfaction and foster long-term loyalty. Ensuring prompt responses to customer inquiries and effective issue resolution is key to maintaining a positive shopping experience.

Perceived quality, which reflects consumer opinions on the overall value and reliability of products, strongly influences repurchase intentions (Longwell, 1994). A positive brand image enhances perceived quality, leading to repeat purchases. E-commerce platforms should invest in brand-building initiatives, including marketing campaigns, customer testimonials, and product quality assurances, to strengthen their reputation and consumer trust.

Popularity also plays a crucial role in shaping repurchase behavior. Consumers often rely on social proof when making purchasing decisions, favoring well-reviewed and widely used products (Resnik & Cialdini, 1986). E-commerce platforms can leverage this by showcasing best-selling products, customer ratings, and reviews, as well as using influencer partnerships and social sharing features to boost product visibility.

User satisfaction serves as a key mediator between independent variables and repurchase intentions (Oliver, 1999). Enhancing user satisfaction requires a holistic approach that ensures all aspects of the shopping experience—from product selection to post-purchase support—meet or exceed customer expectations. Regular feedback collection and satisfaction surveys can help identify areas for improvement and guide strategic decisions.

Although demographic variables play a lesser role, they still influence consumer behavior, particularly in cross-border e-commerce. Factors such as age, gender, income, and education level shape purchasing preferences and expectations (Kim & Kim, 2018). Segmenting target audiences based on demographics allows for personalized marketing strategies that enhance engagement and drive repurchase intentions.

Future research should explore the long-term impact of these factors on repurchase behavior through longitudinal studies. Additionally, cultural differences in e-commerce behavior could provide further insights into consumer preferences across different regions. Emerging technologies such as artificial intelligence and machine learning may also contribute to improving system quality, information accuracy, and customer satisfaction. Given the growing influence of social media, future studies should investigate how online reviews and social interactions affect repurchase intentions.

In conclusion, this study underscores the importance of multiple factors in shaping online repurchase intentions on Jingdong.com. By prioritizing improvements in system quality, service efficiency, information accuracy, and brand perception, e-commerce platforms can enhance customer loyalty and drive repeat purchases. As the e-commerce landscape evolves, companies must remain adaptive, utilizing research-driven strategies to meet changing consumer demands and sustain long-term growth.

5.2 Recommendation

The research on JD.com highlights key factors influencing online repurchase intentions among Chinese consumers, including user satisfaction, perceived quality, popularity, service quality, information quality, and system quality. Given these findings, several research recommendations can further enhance understanding in this domain.

A primary recommendation is to conduct longitudinal studies to track how consumer behavior evolves over time, as suggested by Homburg et al. (2010). This approach can help organizations adapt to shifting preferences due to technological and market changes. Additionally, while demographic factors showed significance in t-tests and

ANOVA, further exploration is needed to understand how variables like age, gender, and income influence e-commerce experiences.

Trust is another critical factor in cross-border e-commerce. Gefen et al. (2003) emphasized its role in consumer decision-making, suggesting that future research should examine its interaction with satisfaction and repurchase intentions. Moreover, qualitative studies, such as in-depth interviews, can uncover deeper consumer motivations beyond statistical findings (Huylar & McGill, 2019).

With mobile commerce on the rise, future research should compare user experiences across mobile and desktop shopping (Huang & Nuangjamnong, 2023). Advanced analytics and machine learning can also improve predictive modeling of repurchase behavior (Kumar & Reinartz, 2016). Cross-cultural comparisons, as emphasized by Hofstede (2001), could reveal how cultural factors shape e-commerce behaviors globally.

Social media's influence on brand loyalty and repurchase intentions also warrants further exploration (Laroche et al., 2013). Lastly, developing a comprehensive framework integrating trust, service quality, social influence, and technological factors can offer a holistic view of repurchase determinants.

By following these research directions, future studies can refine e-commerce strategies, benefiting both academia and industry by improving consumer loyalty and satisfaction in competitive digital markets.

5.3 Limitation and Further Study

The study on JD.com offers valuable insights into factors influencing online repurchase intention but has limitations that warrant further research. Its cross-sectional design limits causal inferences, suggesting a need for longitudinal studies to track behavioral changes over time. The study's focus on JD.com may also restrict generalizability, highlighting the importance of cross-platform and cross-cultural comparisons. While demographic factors were analyzed, more sophisticated statistical methods, such as regression analysis and SEM, could reveal deeper interactions. Self-reported data may introduce bias, which future research can mitigate by incorporating behavioral analytics. Trust, personalization, social media influence, and customer engagement are additional factors that merit exploration to develop a comprehensive model of repurchase behavior. Addressing these gaps can enhance academic understanding and provide actionable insights for e-commerce strategies.

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