pISSN: 1906 - 6406 The Scholar: Human Sciences
eISSN: 2586 - 9388 The Scholar: Human Sciences
https://assumptionjournal.au.edu/index.php/Scholar

Key Factors Influencing Customer Satisfaction and Repurchase Intentions on Online Shopping Platforms in Chengdu, China

Li Qing*

Received: September 10, 2024. Revised: October 24, 2024. Accepted: February 18, 2025.

Abstract

Purpose: This paper aimed to investigate the key factors that substantially impact online shopping satisfaction and repurchase intention of three majors at a university in Chengdu, China. **Research design, data, and methodology:** Information quality, system quality, benefits, customer support, packaging, trust, satisfaction, and repurchase intention were all interconnected in the conceptual framework. The researchers selected undergraduate students from three majors in the same college as the target university and collected 500 samples through questionnaires for quantitative research strategies. This paper adopts the multi-stage sampling strategy to collect data, using judgment and purposive sampling. Confirmatory factor analysis (CFA) and structural equation model (SEM) were used to analyze the data, and the model's goodness of fit, correlation validity, and reliability were tested for each variable. **Results:** Each variable proved to have significant direct or indirect effects on satisfaction and repurchase intention. Trust was the most significant and directly affected the dependent variable, and the second and third variables affecting satisfaction were benefits and information quality. In addition, satisfaction has a significant effect on repurchase intention. **Conclusions:** This study supplements the factors affecting online shopping satisfaction and repurchase intention from the perspective of impartial trust. It provides a more novel evaluation index of online shopping satisfaction and repurchase intention.

Keywords: Online Shopping, Information Quality, Customer Support, Satisfaction, Repurchase Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the improvement of living standards and the rapid development of the Internet, online shopping has become mainstream today. It provides consumers with a wider choice of products and easier access to the products they want, and it is increasingly changing how people live worldwide (Peppard, 1998).

Online shopping is a mode of using the Internet and information and communication technology to carry out business activities, which has the characteristics of globalization, convenience, and low cost (Dindar, 2023). Compared with traditional shopping, the economy and convenience of online shopping have ushered in rapid development, and online shopping has experienced explosive growth (Vasic et al., 2019).

The shutdown of offline activities caused by the COVID-19 pandemic has promoted the rapid development of e-commerce, and consumers are accustomed to online shopping for various daily necessities and consumer goods. Taobao (www.Taobao.com), JingDong (JD.com), and Amazon (Amazon.com) were the main platforms for online shopping. Alibaba Group released its annual report for the fiscal year 2023, reporting revenue of 886.687 billion yuan ($126.491 billion) in the fiscal year ending March 31.

According to the literature, consumer satisfaction was an important index to measure the service quality of online shopping platforms, directly affecting consumers' purchase decisions and word-of-mouth communication. The willingness to repurchase intention directly reflected consumers' trust and satisfaction with the online shopping platform, which plays a crucial role in profitability. In the fierce market competition, improving consumer satisfaction and repurchase willingness has become the focus of e-

1*Li Qing, School of Management, XiHua University, China. Email: qingli24@163.com

commerce enterprises (Chatzoglou et al., 2022).

In online shopping, customer satisfaction has indicated a significantly strong correlation between repurchase intention (Nguyen et al., 2021). Based on previous studies, this study compiled a questionnaire reflecting the actual situation of Chinese consumers and investigated the significant characteristics affecting consumer satisfaction and repurchase intention. Considering the above factors, this study adopts quantitative research to investigate the satisfaction and repurchase related to 6 essential latent variables corresponding to online shopping for undergraduate students in Chengdu, China.

2. Literature Review

2.1 Information Quality

Information quality refers to consumers' perception of the characteristics and presentation of information on online shopping platforms (Fang et al., 2011). In online shopping, information quality refers to the ability of an online shopping platform to present product information (Zo & Ramamurthy, 2009). Information quality refers to the availability of product attribute information, which can help customers evaluate products (Xu & Koronios, 2005). Information quality was the subjective judgment on the quality and usefulness of information relative to their expectations of information or other available information in a certain information use environment (Hilligoss & Rieh, 2008). Information quality is the customer perception and understanding of the website's content; complete, easy-to-understand, personalized, relevant, and secure information will make consumers feel that they have a deeper understanding of the problem, increasing consumer satisfaction (Bao & Huang, 2018).

H1: Information quality has a significant impact on satisfaction in online shopping.

2.2 System Quality

System quality, including website design and interactivity, was an important prerequisite for customer satisfaction in commercial and consumer e-commerce environments (Lin, 2007). System quality was the basic condition of an e-commerce system; availability, availability, response time, reliability, and adaptability were important indicators for evaluating the quality of a website system (DeLone & McLean, 2004). System quality was a comprehensive and complete description of the function of the information system, which was designed for the normal operation of the information system (Sun et al., 2021). In the online shopping market, indicators such as simple content layout, convenient product search, strong website visibility, convenient website navigation, always available website, and fast website loading speed were used to evaluate system quality and the impact of system quality on users' purchase satisfaction (Fang et al., 2011). System quality plays an important role in forming customers' online shopping satisfaction. When consumers use the website to browse or purchase, functional problems (system crashes) may lead to consumers' dissatisfied shopping experience (Collier & Bienstock, 2006).

H2: System quality has a significant impact on satisfaction in online shopping.

2.3 Benefits

According to Rogers (1995), benefits can be referred to as comparative advantage, the degree to which it offers more benefit than its alternatives. The benefit was the sum of all the advantages of satisfying a consumer's need or desire. In other words, consumers believe that their lives have been made better in some way through online shopping with a certain website. Online shopping provides an important incentive for consumers to form a positive attitude towards online shopping. When consumers can feel the benefits of the website, they are more likely to develop a favorable impression of online shopping. (Al-Debei et al., 2015). In online shopping, benefits were expressed in various aspects, such as saving time, saving money on various products, reducing prices, and reasonable pricing (Polas et al., 2022). Benefits significantly affect customers' online shopping motivation. Consumers can reduce the time cost of online shopping and obtain more product information and product-related evaluation to complete the purchase transaction more conveniently (Waqas et al., 2023). Receiving additional offers in the post-purchase phase, such as discount vouchers, gifts, or loyalty points, was likely to trigger positive consumer emotions and increase consumers repurchase intention (Ma et al., 2022).

H3: Benefits has a significant impact on satisfaction in online shopping.

2.4 Customer Support

Customer support was support for customers to help them have a simple, enjoyable brand experience before and after they buy and use a product (Zeithaml et al., 2002). Customer support is the interaction between customers and sales companies, which strongly predicts customer satisfaction in online shopping (Liu et al., 2008). High-quality customer support (interaction with online customer representatives, communication with customer service at any time, and engagement quality) can help online platform merchants improve customer satisfaction and further influence

consumers' willingness to repurchase (Kumar & Anjaly, 2017). In other words, customer support is crucial for a quality e-commerce company to ensure the business success of the company in the e-commerce environment (Islam & Sunil, 2023). In online shopping, customer support has always been used as a feedback mechanism to deal with problems, and consumers regard customer support failure as a very serious problem affecting purchase satisfaction, thus negatively affecting their future purchase intention (Chang & Wang, 2012).

H4: Customer support has a significant impact on satisfaction in online shopping.

2.5 Packaging

Packaging was a way to protect products from shipping, create a brand identity, and manage shipping costs. Stylish and excellent packaging can improve the customer experience and increase profitability (Ma et al., 2022). Gómez et al. (2015) emphasized that packaging impacts customer satisfaction and consumer shopping behavior in offline shopping. Packaging was a key touchpoint after consumers shop online, which was likely to drive customer satisfaction and repurchase intentions as consumers value the impact of packaging on the condition of their food (Zhao et al., 2021). For online shopping, packaging represents the customer's first impression of the product. When transportation is reliable and fast, packaging stimulates consumer satisfaction and repurchase intention (Taghavi & Seyedsalehi, 2015). Packaging is very important in the online marketplace and may increase the willingness of customers to return products if they were damaged in transit or delayed delivery (Lin et al., 2020).

H5: Packaging has a significant impact on satisfaction in online shopping.

2.6 Trust

According to the study of Urban et al. (1999), trust was the foundation of all social life. In the business world, various trust factors influence the attitudes and actions of buyers toward sellers. Trust is a double refraction concept with cognitive and emotional components, which reflects an individual's willingness to rely on their partner's behavior in a relationship (Ha et al., 2016). Trust is a sense of security about circumstances, actions, and ideas and refers to the general expectation of security in the words of others (Santo & Marques, 2021). In online shopping, trust plays an important role in determining the customer's behavior toward the service website, and trust increases the customer's willingness to purchase the company's services or products online (Bilgihan et al., 2015). Trust can generate positive customer emotions, increase product confidence, and enhance brand awareness by generating familiarity (Tan et al., 2023).

H6: Trust has a significant impact on satisfaction in online shopping.

2.7 Satisfaction

According to Kottler and Keller (2009), satisfaction is a sense of pleasure about expectations and desires. In the service industry, customer satisfaction is a transaction-oriented evaluation in which the customer feels satisfied and communicates the idea to others positively in situations where the customer needs or expects immediate and appropriate service (Saleem et al., 2017). In online shopping, satisfaction refers to consumers' satisfaction index of the online shopping experience, which will make customers feel that it was wise to use online shopping and that shopping was to meet their own needs (Sheng & Liu, 2010). Satisfaction was the basis of consumers' repeated purchases, and satisfaction needs became the focus of online shopping (Suhaily & Soelasih, 2017). In online shopping, customer satisfaction was positively correlated with repurchase intention. Improving customer satisfaction becomes the key to improving consumers repurchase intention. (Nguyen et al., 2021).

H7: Satisfaction has a significant impact on repurchase intention in online shopping.

2.8 Repurchase Intention

According to the study of Hellier et al. (2003), rep urchase intention was defined as the willingness of onl ine consumers to buy the product again, representing t he possibility of consumers participating in further buy back behavior after self-evaluation. Repurchase intentio n refers to the degree to which customers are convince d to repurchase a specific service or product from a s pecific company (Chanthasaksathian & Nuangjamnong, 2021). The willingness to repeat purchases is crucial to the performance of the sales company, and repurchase s represent a kind of customer loyalty (Nguyen et al., 2021). Repurchase intention is the decision of consume rs to buy a specific product or service in the same co mpany again by considering their current situation and possible circumstances (Dutta, 2016). In online shoppin g, customer satisfaction was positively correlated with online repurchase intention, and online consumers who were satisfied with services tended to repurchase from the same online merchant (Abrar et al., 2017).

3. Research Methods and Materials

3.1 Research Framework

After reviewing the previous academic research, the research constructed the conceptual framework. It depended on the Information Systems Success model (ISS) and Unified Theory of Acceptance and Use of Technology (UTAUT) from three theoretical frameworks. (Fang et al., 2011) pointed out that information quality, system quality, and trust were important determinants of customer satisfaction, and satisfaction was positively correlated with customers repurchase intention. (Ma et al., 2022) investigates the post-purchase experience of consumers when they buy fresh food online; benefits, customer support, and packaging have an important impact on consumer satisfaction and significantly improve consumers repurchase intention by enhancing satisfaction. Pappas et al. (2014) consider that satisfaction and trust are the basic elements needed to successfully maintain customers and verify the moderating effect of satisfaction and repurchase intention.

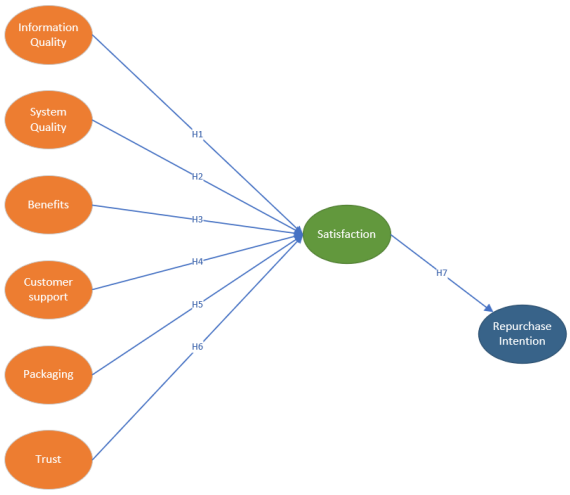

Figure 1: Research Conceptual Framework

H1: Information quality has a significant impact on satisfaction in online shopping.
H2: System quality has a significant impact on satisfaction in online shopping.
H3: Benefits has a significant impact on satisfaction in online shopping.
H4: Customer support has a significant impact on satisfaction in online shopping.
H5: Packaging has a significant impact on satisfaction in online shopping.
H6: Trust has a significant impact on satisfaction in online shopping.
H7: Satisfaction has a significant impact on repurchase intention in online shopping.

3.2 Research Methodology

The researcher adopts a probability sampling method to conduct research and conducts a questionnaire survey on undergraduate students of three majors from the School of Management at Xihua University, including business administration, accounting, and logistics management. The researchers screened the data obtained from the questionnaire survey to ensure that the collected surveys affecting online shopping satisfaction and repurchase intention were objective and impartial. Firstly, validation screening items were used to classify and survey participants with specific characteristics (Chew et al., 2008). secondly, the questionnaire collected the basic information of the participants who participated in the questionnaire, such as gender, age, career direction, and online shopping frequency (Coppock & McClellan, 2019). Finally, the answers to the questions were rated using a five-point Likert scale; the number 5 represents very supportive, and one represents very opposed. (Bertram, 2007).

In this research, three online shopping research experts with Ph.D. degrees were invited to perform IOC for content validity, and 30 students were invited to take the pilot test. Sarkisian et al. (2007) pointed out that the range of 10 to 30 participants was considered appropriate. Therefore, 30 students were selected for the pilot test in this study, and Cronbach's Alpha score was used to verify the reliability of the questionnaire.

After determining the tool's validity and reliability, an online questionnaire was issued to 500 undergraduate students at Xihua University through the questionnaire Star. The study used Jamovi and AMOS to evaluate the data. In addition, CFA was used to assess factor loading, T-values, CR, AVE, and SEM to test hypotheses and analyze the direct and indirect effects between potential variables.

3.3 Population and Sample Size

The target population includes undergraduate students of three majors in the School of Management of Xihua University, a representative comprehensive university in Chengdu. Israel (1992) believes that the minimum sample size for complex research frameworks in SEM was two hundred to five hundred participants. In the structural equation model's sample size calculator, the researcher calculated that the minimum sample size was 444. This study investigated a total of 1631 interviewed students, and 500 students from three majors were selected as the final sample.

3.4 Sampling Technique

This research adopted a multi-stage sampling method, with 1631 students from the three majors of the target university with online shopping experiences. Using quota selection, 500 students from the three majors were selected as the final sample. Firstly, purposive sampling was used to select three majors in the most distinctive colleges at Xihua University, the selection criteria being to ensure the sample was representative. Secondly, the researchers used convenience sampling to screen participants from screening questions to ensure that the target respondents were undergraduate students with at least 2-3 times online shopping experience. Finally, stratified random sampling was used to select 500 respondents from three majors as the final sample.

Table 1: Sample Units and Sample Size

Major	Population Size	Proportional Sample Size
Business administration	541	166
Accounting	862	264
Logistics management	228	70
Total	**1631**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Table 2 shows the detailed demographics of the 500 respondents. Males accounted for 23.00%, and females accounted for 77.00%. According to the major affiliation, 33.20% of the students were majoring in business administration, 52.80% in accounting, and 14% in logistics management. In terms of academic year, the first-year students were 29.20%, second-year students were 27.60%, third-year students were 22.60%, and fourth-year students were 20.60%.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	115	23.00%
	Female	385	77.00%
Major	Business administration	166	33.20%
	Accounting	264	52.80%
	Logistics management	70	14.00%
Academic Year	1st Year	146	29.20%
	2nd Year	138	27.60%
	3rd Year	113	22.60%
	4rd Year	103	20.60%

4.2 Confirmatory Factor Analysis (CFA)

CFA was a research method used to measure whether the correspondence between factors and measured items was consistent with the researcher's prediction. CFA aims to validate theoretical models using empirical data and construct validity evaluation, which is the most widely used CFA (Alavi et al., 2020). The calculation results of factor loading and the values of each observed variable show that the matrix's goodness of fit was good in the study. (Mardia et al., 2024).

As shown in Table 3, Cronbach's Alpha coefficient for six potential latent was over 0.80, two were greater than 0.7, the entire factor load was greater than 0.50, and the CR was all over 0.70. AVE was greater than 0.50 (Sarmento & Costa, 2016).

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
Information quality (IQ)	Fang et al. (2011).	5	0.848	0.691-0.763	0.849	0.530
System quality (SQ)	Fang et al. (2011).	6	0.868	0.696-0.774	0.868	0.523
Benefits (B)	Kumar and Anjaly (2017)	6	0.866	0.702-0.735	0.866	0.520
Customer support (CS)	Otim and Grover (2006)	5	0.858	0.709-0.759	0.859	0.549
Packaging (P)	Zhang and Ma (2020)	6	0.867	0.695-0.745	0.867	0.522
Trust (T)	Pappas et al. (2014)	4	0.823	0.706-0.751	0.823	0.538
Satisfaction (SAT)	Hsu et al. (2006)	3	0.769	0.695-0.758	0.769	0.526
Repurchase Intention (RI)	Pappas et al. (2014)	3	0.775	0.709-0.771	0.777	0.537

The calculation results of factor loading and the values of each observed variable show that the matrix's goodness of fit in the study was good. (Mardia et al., 2024). As shown in Table 4, the characteristics were compared by CMIN/DF, GFI, AGFI, CFI, NFI, TLI, and RMSEA in the CFA test of research.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.101
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.993
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.923
NFI	≥ 0.80 (Wu & Wang, 2006)	0.991
CFI	≥ 0.80 (Bentler, 1990)	0.915

Fit Index	Acceptable Criteria	Statistical Values
TLI	≥ 0.80 (Sharma et al., 2005)	0.991
RMSEA	< 0.08 (Pedroso et al., 2016)	0.014
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

As shown in Table 5, the diagonal value was obtained by calculating the square root of AVE. The discriminant validity compares the correlation coefficient between the square root value of the AVE from each construct and the other constructs.

Table 5: Discriminant Validity

	IQ	SQ	B	CS	P	T	SAT	RI
IQ	**0.728**							
SQ	0.34	**0.723**						
B	0.13	0.145	**0.721**					
CS	0.104	0.115	0.221	**0.741**				
P	0.153	0.149	0.245	0.283	**0.722**			
T	0.062	0.107	0.094	0.009	0.112	**0.733**		
SAT	0.325	0.32	0.351	0.284	0.364	0.361	**0.725**	
RI	0.142	0.221	0.119	0.208	0.172	0.156	0.428	**0.741**

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

4.3 Structural Equation Model (SEM)

After the CFA evaluation, the expected hypotheses were analyzed using Structural Equation Modeling (SEM). SEM is a method to establish, estimate, and test causality, and the model contains both observable obvious variables and potential variables that cannot be directly observed (Sarstedt et al., 2022). SEM can quantify the influence of a certain variable by eliminating the influence of other variables and can also effectively quantify the comprehensive influence of multiple influencing factors on the target variable by considering the interaction between independent variables (Yang et al., 2021). As shown in Table 6, after correction by SPSSAMOS version 28, the goodness of fit of SEM was verified.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.271
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.920
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.908
NFI	≥ 0.80 (Wu & Wang, 2006)	0.977
CFI	≥ 0.80 (Bentler, 1990)	0.901
TLI	≥ 0.80 (Sharma et al., 2005)	0.975
RMSEA	< 0.08 (Pedroso et al., 2016)	0.023
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

According to the measurement results in Table 7, trust has the greatest influence on customer satisfaction, and the final standardized path coefficient(β) was 0.397 (T-value was 7.320***). Benefits have the second greatest significant impact on customer satisfaction, which β was 0.261(T-value was 5.239***), the following information quality, which β was 0.254 (T-value was 5.110***), packaging, β was 0.250 (T-value was 5.069* * *), system quality, β was 0.218 (T-value was 4.462* * *), customer support, β was 0.214 (T-value was 4.375* * *). In addition, satisfaction significantly impacts customer repurchase intention, which β was 0.497 (T-value was 7.940***).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: IQ → SAT	0.254	5.110 ***	Supported
H2: SQ → SAT	0.218	4.462 ***	Supported
H3: B → SAT	0.261	5.239 ***	Supported
H4: CS → SAT	0.214	4.375 ***	Supported
H5: P→ SAT	0.250	5.069 ***	Supported
H6: T→ SAT	0.397	7.320***	Supported
H6: SAT → RI	0.497	7.940***	Supported

Note: *** p<0.001
Source: Created by the author

As shown in Table 7, seven hypotheses were proposed. In terms of H1, information quality significantly impacts Satisfaction in online shopping, with the β for this hypothesis being 0.254. The quality of information depends on consumers' perception and understanding of the website's content; when the information provided seems complete, easy to understand, personalized, relevant, and secure, consumers will feel that they have a deeper understanding of the problem, which will increase their Satisfaction (Bao & Huang, 2018).

In terms of H2, system quality significantly impacts Satisfaction in online shopping, with the β for this hypothesis being 0.218. The importance of system quality to customer satisfaction has been proven in various fields, and system quality is also a key factor affecting online shopping satisfaction (Tzeng et al., 2021).

In terms of H3, benefits significantly impact satisfaction in online shopping, with the β for this hypothesis being 0.261. Benefits are an influential factor in enhancing customer satisfaction. For example, a small free gift, loyalty points, or discount voucher can increase customer satisfaction, so it was also a strategy to compensate for customer dissatisfaction (Ma et al., 2022).

Regarding H4, customer support significantly impacts satisfaction in online shopping, with the β for this hypothesis being 0.214. In online shopping, customer support was a complaint-handling mechanism; consumers regard customer support failures as a very important factor affecting customer satisfaction and negatively impacting their future purchase intentions. In other words, customer support was one of the key factors affecting customer satisfaction (Chang & Wang, 2012).

In terms of H5, packaging has a significant impact on satisfaction in online shopping, with the β for this hypothesis being 0.250. For online shopping, packaging represents the first impression of the product received by the customer, and the impact of packaging on customer satisfaction will be even more significant when shipping is reliable and fast. Packaging will encourage online purchase intentions (Taghavi & Seyedsalehi, 2015).

Regarding H6, trust significantly impacts satisfaction in online shopping, with the β for this hypothesis being 0.397. Singh and Sirdeshmukh (2000) believe that in any relationship between buyer and seller, customers' trust assessment before the transaction directly affects customer satisfaction. In online shopping, trust affects consumer satisfaction, increased sales, and consumers' value perception of such enterprises. (García-Salirrosas et al., 2022)

Finally, in terms of H7, satisfaction has a significant impact on repurchase intention in online shopping, with the β for this hypothesis being 0.497. The correlation between customer satisfaction and online repurchase intention concluded that online consumers who were satisfied with website services tended to make repurchases from the same online store (Abrar et al., 2017). In online shopping, improving customer satisfaction can increase repurchase intention (Nguyen et al., 2021).

5. Conclusion and Recommendation

5.1 Conclusion

The study mainly analyzes the factors influencing online shopping satisfaction and repurchase intention among undergraduate students of three majors in the same college as a public university in Chengdu. The conceptual framework involves seven hypotheses to determine the mechanisms associated with information quality, system quality, benefits, customer support, packaging, trust, satisfaction, and repurchase intention. This study designed and distributed scale items to 500 students with the shopping experience, and was scientifically calculated using CFA to verify the validity and reliability of the conceptual framework. In addition, the main factors affecting satisfaction and repurchase intention were verified by SEM, and the experimental results show that all hypotheses were supported.

Trust directly affects the dependent variable and has the most significant effect on satisfaction. The second and third variables affecting satisfaction were benefits and information quality, with similar standardized path coefficients. In addition, satisfaction has a significant impact on repurchase intention.

5.2 Recommendation

This paper investigates the basic determinants of college students' online shopping satisfaction and repeated purchase intention in Chengdu, China. In the data of this quantitative survey, the researchers focus on the internal relationship between information quality, system quality, benefits, customer support, packaging, trust, satisfaction, and repurchase intention, which provides a more reasonable strategy for online shopping platforms to improve customer satisfaction and repurchase intention. Firstly, satisfaction is a construct that affects repurchase intention in online shopping. In other words, satisfaction was the degree of recognition of the product when the customer compared the perceived performance and expectation, which was the basis for the repeated purchase of consumers. Therefore, the online shopping platform should fully enhance consumer satisfaction to improve customers repurchase intention.

Secondly, six potential variables positively impact consumers, of which the most influential was trust. Trust enhances customer confidence and ensures online suppliers do not engage in fraud. Online platform merchants should establish an image of integrity, abide by commitments, and fulfill the quality of goods and transaction security guarantees. At the same time, the merchants should disclose price and product information, maintain transparency, and allow customers to have a clear understanding of the products purchased. By providing authentic user reviews and feedback, customers can trust the platform more and make purchasing decisions based on this information.

Thirdly, regarding benefits, online shopping platform merchants can provide consumers with important incentives to help form favorable online shopping attitudes. Merchants should actively explore users' personalized needs to improve shopping satisfaction. They can also provide consumers with additional discounts, discount coupons, loyalty points, or

gifts in the post-purchase stage to trigger positive emotions and increase consumer satisfaction.

Fourthly, in terms of customer support, when consumers have problems and complaints, the online platform merchants should proactively deal with them and provide reasonable solutions as far as possible. Merchants should also provide clear explanations and guidance for common problems that plague most users. A good service attitude and timely response were the keys to improving customer satisfaction.

Fifthly, regarding packaging, online platform merchants guide consumers to understand the product by cleverly using packaging design to convey the features, functions, and advantages, adding QR codes, URLs, or social media information on the packaging. In addition, for special holidays or promotional seasons, timely adjustment of packaging design can enhance marketing effect and improve consumer satisfaction.

Sixthly, information quality depends on consumers' perception and understanding of the website's content. Online shopping platform merchants provide complete, easy-to-understand, personalized, relevant, safe, and reliable information, which further increases consumers' understanding of products and consumer satisfaction.

Ultimately, in terms of system quality, an online platform should provide the online shopping system module with a simple content layout, convenient product search, strong website visibility, convenient website navigation, an always-available website, and fast website loading speed to enhance the shopping experience and satisfaction of consumers with online shopping.

5.3 Limitation and Further Study

The shortcoming of the research was that the target was only students of three majors in a representative public university in the Chengdu area, and further exploration can be carried out in three ways. Firstly, the research object can be expanded to the whole population, and the research scope can be expanded to other parts of China. Secondly, technology acceptance theory can be considered from multiple latitudes, such as TPB, TRA, and UTAUT. Finally, we can use online shopping platforms' review, collection, and consumption information to build a research mechanism of dynamic satisfaction and repeated purchase intention.

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