

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

Understanding Factors Impacting on Consumer Satisfaction and Continuance Intention Toward Online Shopping for Residents in Zhanjiang, China

Chengyi Tang*

Received: November 18, 2024. Revised: January 20, 2025. Accepted: February 18, 2025

Abstract

Purpose: This study explored the factors influencing online shopping satisfaction among shoppers in Zhanjiang City, Guangdong Province. A conceptual framework proposes navigability, customer service, tracking, return, trust, customer satisfaction, and continuance intention. **Research design, data, and methodology:** The scope of this study is to investigate the influencing factors of the 500 residents of 9 districts and counties in Zhanjiang City, Guangdong Province, China, who are all over 18 years old and have rich online shopping experience (at least half a year), and investigate their satisfaction with online shopping platforms and their willingness to continue using them. Confirmatory factor analysis (CFA) and structural equation model (SEM) are used to analyze the data, verify the model's goodness of fit, and determine the causal relationship between hypothesis test variables. **Results:** Customer service, tracking, returns, and trust directly and significantly affect customer satisfaction. Customer satisfaction directly and significantly affects the intention to continue. However, in this study, the effect of navigability on customer satisfaction is not significant, so this hypothesis needs to be supported. **Conclusions:** This study it has important theoretical and practical value for improving the user experience of residents using online shopping platforms in various provinces and cities in China.

Keywords: Navigability, Customer Service, Satisfaction, Continuance Intention, Online Shopping

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the acceleration of social informatization, e-commerce and commerce have emerged and developed rapidly worldwide as a means of power (Al Karim, 2013). China Internet Network Information Center (2024), as of December 2023, the number of Internet users in China has reached 1.092 billion, 24.8 million more than that in December 2022, and the Internet penetration rate has reached 77.5%. As an important form of business in the digital economy, online shopping consumption continues to play a role in stabilizing growth and promoting consumption. Li (2023), chief expert on e-commerce of China International E-commerce Research Center, pointed out that the national

online retail sales in 2023 reached 15.4 trillion yuan, ranking first in the world for 11 consecutive years, among which the online retail sales of physical goods increased by 8.4% over the previous year, the growth rate was 2.2 percentage points higher than the previous year; The proportion of total retail sales of social consumer goods reached 27.6%, accounting for an increase of 0.4 percentage points over the previous year. As of December 2023, the number of online shopping users in China reached 915 million, an increase of 69.67 million over December 2022, accounting for 83.8% of the total Internet users.

*Chengyi Tang, Zhanjiang University of Science and Technology. Email: tom_chengyi@163.com

© 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.

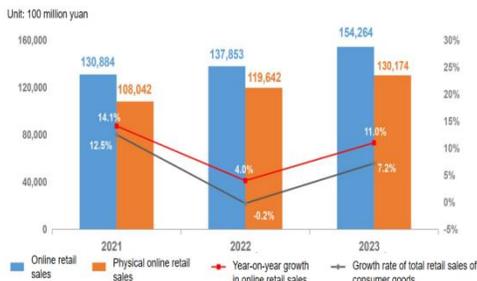


Figure 1: China's online retail sales growth statistics chart
Source: National Bureau of Statistics of China

The connotation of grid shopping can be explained as network shopping is the e-commerce platform through the Internet connection operator and the consumer; the buyer pays the money, and the platform provides a business model for goods and services from individuals or businesses (Izogo & Jayawardhena, 2018). Using an e-commerce platform to transfer goods or services from sellers to consumers in cash flow, information flow, and logistics, no matter which link, as long as there is network participation, should be classified as online shopping. This kind of new shopping pattern has broken the time and space barrier in the traditional business pattern and has a huge attraction and influence on the consumer, the enterprise, and the market. It is an ideal model for achieving a “Win-win” effect in the new economic era (Ma, 2023; Rose & Dhandayudham, 2014).

In order to create and maintain interaction with customers, there are plenty of opportunities for electronics suppliers. While not all customers are the same to a company, the ones who spend more and buy more are the most important. Customer retention is, therefore, a major concern for companies looking to gain a competitive advantage. Previous research has shown that increased customer retention leads to higher company profits (Lee & Chung, 2009). Therefore, it is crucial to identify the important factors that affect customers repurchase intention. From previous research, one such factor is satisfaction. A satisfied customer is more likely to return, making satisfaction a key factor influencing customers' online purchase behavior and an important factor for customer loyalty. Kim et al. (2002) identified the importance of online experience. Studying the impact of different experience levels on key factors that influence online shopping behavior would be interesting.

The development of e-commerce is becoming more and more mature, and the competition between e-commerce platforms is becoming more and more fierce. The advantages of low prices and the network demographic dividend are gradually disappearing. E-commerce platforms have begun to optimize and improve the service functions provided by e-commerce platforms to meet the ever-growing needs of consumers. The service function provided by the e-

commerce platform refers to the service function provided by the e-commerce platform according to the needs of consumers and combined with its capabilities, such as capital and technology (Zhou et al., 2009). Consumers' demand for the service function of the e-commerce platform is the demand for the service function provided by the e-commerce platform generated by consumers from their own perspectives, such as income level, education level, place of residence, and other factors. Consumers have different demands for service functions (Shanthi & Desti, 2015). If consumers' demand for service functions does not match the services the e-commerce platform provides, this will reduce consumer satisfaction. Therefore, the optimization of service functions provided by e-commerce platforms must be based on consumers' demand for each type of service function so that the service functions provided by e-commerce platforms can match those required by consumers to the greatest extent so as to improve consumers' satisfaction (Kumar & Raheja, 2012). Therefore, the main research problem of this paper is how to make the service function provided by the e-commerce platform fit with the consumer's demand for the service function of the e-commerce platform. Specifically, this study aims to analyze the causal relationship between online shopping navigation, customer service, delivery tracking, return service, trust in customer satisfaction, and continuous willingness and propose targeted improvement plans according to consumers' demand types and satisfaction.

2. Literature Review

2.1 Navigability

Highly navigable user interfaces, such as websites, have been demonstrated to lower the number of errors and the amount of time required for learning, enhancing both performance and user happiness. Santos and Boote (2003) assert that providing a well-organized, well-structured, navigable website with concise and understandable content is essential to facilitate online purchases. Siau and Shen (2003) detail the importance of navigation in helping customers trust mobile commerce systems. They believe that the functionality available on mobile devices is one of the key factors in building a trusting relationship. Chiou (2004) emphasize that a person's level of support from a mobile system can influence their experience and preference for services. These studies show that in some specific areas, support is an effective means to help customers build confidence in the product and service. Such support can significantly impact the user's trust in the system or service (Britton, 2014). This paper proposes a new method to evaluate the usability of mobile commerce systems to help enterprises better manage their products, service quality, and

customer satisfaction. McNally et al. (2012) state that the seaworthiness of web pages and the readability of content can guide or enhance users' trust in the system, which may change users' trust in the system and affect their perceptions and actions.

H1: Navigability has a significant effect on customer satisfaction of online shopping.

2.2 Customer Service

We often find a direct and positive association between the quality of service, the contentment of customers, and their loyalty. Traditionally, customers' perception of product/service quality is obtained through their experience. However, in e-commerce, customers' experience often comes from online platforms: access to service information through network channels. Komara and Ariningrum (2013) state that the quality of electronic services offered by a firm is closely connected to the level of satisfaction experienced by its customers, regardless of whether they are happy or unsatisfied. It is vital to build a comprehensive system that measures the quality of each step of the service process to bolster client loyalty and improve the quality of electronic services. This will enhance customer satisfaction. For online businesses, it is necessary to establish an electronic quality of service component to improve online customer satisfaction (Widiaputri et al., 2018). Electronic service quality comprises customer perception, customer experience, and service personnel behavior. Tobagus (2018) Based on the results of an in-depth study of online store websites, the quality of e-services is closely related to e-satisfaction. There is a clear correlation between the quality of electronic service and the level of customers' pleasure with electronics and their faith in electronics. Della Prisanti (2017) study shows a positive association between the quality of e-services and the level of e-satisfaction experienced by consumers. This conclusion is consistent with that research. In addition, electronic quality can also indirectly affect customer satisfaction through customer value perceived by consumers. Widiaputri et al. (2018) conducted a study with Go-Ride customers and found that the e-service quality affected users' e-satisfaction. These results support the above view. Lin and Lee's (2006) empirical research shows that in the network environment, service quality positively impacts user satisfaction. This study further analyzes how the quality of consumers' service experience indirectly affects their satisfaction by affecting the perceived quality in the network environment. Norizan and Abdullah (2010) indicate that the customers' impression of the quality of the service has a major influence on their level of satisfaction, which in turn impacts the customers' intentions to buy in the future.

H2: Customer service has a significant effect on customer satisfaction of online shopping.

2.3 Tracking

Gourdin (2006) thinks that the quality of the logistics and distribution service may be a significant indicator of the level of satisfaction experienced by customers who shop electronically. Esmaili and Hallowell (2015) argued that providing exceptional service is necessary to completely fulfill the market's needs and meet the consumer's expectations. Businesses must perform well in evaluating the quality of their services to ensure the quick and steady growth of their logistics businesses. When forecasting consumer satisfaction, just-in-time delivery, shipping, and handling are only somewhat relevant compared to pricing, which is often stressed by studies on e-commerce (Reibstein, 2002). Lalonde et al. (1976) considered that customer happiness was an essential indication of the growth of the logistics business. They advocated that logistics services at that time should further increase consumer satisfaction on the premise of having the ability to fulfill consumers' demands. He et al. (2012) focus on consumer satisfaction and two aspects of logistics service quality, one of which is the impact of service capability. The other is the dimension of customer perceived value. One dimension is the ability to deliver. This paper analyzes the action mechanism of these two aspects of consumer satisfaction. Through the in-depth discussion of empirical research methods, we observe that consumer satisfaction is greatly affected by the above factors. This paper discusses how to improve customer satisfaction from the perspective of consumers and the main reasons that affect customer satisfaction. Previous research literature has indicated that online shopper satisfaction is affected by two main reported factors: the correct delivery of the items to the customer's address and the appropriate management of any returns that may be made (Hsu, 2008). Ho and Wu (1999) state that the logistical regulations that are in place in the context of e-commerce are the most important aspect that determines the level of consumer happiness. This paper investigates the logistics behavior in online shopping and analyzes its basic characteristics. The recommended features cover on-time delivery, after-sales maintenance, warranty services, and the ability to return goods. This article aims to investigate the influence mechanism of various logistics distribution forms on consumers' satisfaction levels. Cao et al. (2018), there is a high probability that customer satisfaction positively correlates with post-purchase logistics services. These services include shipping, tracking, and return services.

H3: Tracking has a significant effect on customer satisfaction of online shopping.

2.4 Return

Reinartz and Kumar (2003) think that when customers obtain high-quality return logistics services, merchants will leave a positive impression on consumers. As a result, consumers will be ready to continue purchasing items from merchants, and their opinion of their self-worth will also increase. Customers with a high return rate are more likely to engage in a greater degree of transaction with retailers because of this. Wang and Zuo (2015) focuses on consumer satisfaction and focuses on four aspects of logistics service quality, the first of which is consumer cost. The second is about the quality of communication; The third point is about process service; the Fourth is the result and feedback dimension. The fourth point is about the return policy. In this paper, from the perspective of customers, combined with the theoretical basis, the comprehensive evaluation model of customers on enterprises, including perceived value, expectation confirmation, and behavior intention, is constructed. The in-depth study of empirical research methodologies has led us to the realization that the criteria above significantly impact the level of pleasure experienced by consumers. Fan (2017) researched the relationship between customer happiness and the quality of logistics services using the B2C model and discovered that consumer pleasure is interconnected with seven aspects, including the accuracy of information response and the timeliness of logistics services. More specifically, these aspects favorably correlate with the satisfaction level experienced by customers.

H4: Return has a significant effect on customer satisfaction of online shopping.

2.5 Trust

Elrado (2014) defines trust as the readiness of a person to depend on other people in a transaction because the individual has confidence in the other party. Consumer trust is a powerful weapon in relationship building, as customer confidence in the company is high, which strengthens the company in cultivating relationships with stakeholder groups. When maintaining business relationships, consumer trust has always been an important factor. This is especially true in the case of e-commerce businesses, where customers are required to make a payment before receiving their order, even if they cannot see or touch the product being offered (Reichheld & Schefer, 2000). Ghane et al. (2011) state that e-trust directly and positively affects e-satisfaction. The empirical analysis of the relationship between trust and satisfaction is an important issue in this field. The trust of network users in electronic services is largely determined by the quality of the electronic services provided, and this trust is largely determined by the security standards in which they

transact (Hasanuddin & Sjahruddin, 2017). Therefore, companies must pay attention to the perceived value of their customers' services and their long-term attitude towards them, thus bringing them higher trust. Andhini (2017) trustworthiness has a significant effect on customer satisfaction. Research has shown that CSR can significantly increase a company's satisfaction with its services and that this effect is achieved by increasing consumer trust. A company's commitment to social responsibility enhances people's satisfaction and trust in the company and its services and ultimately motivates consumers to maintain their loyalty. Therefore, it is significant to study the moderating effect of social responsibility on the relationship between customer satisfaction and trust. Park et al. (2017) believe that having a higher degree of trust in the company and its services will ultimately motivate consumers to maintain their loyalty.

H5: Trust has a significant effect on customer satisfaction of online shopping.

2.6 Satisfaction

Satisfaction describes consumers' overall feelings and emotional feedback about the online shopping experience. It includes not only consumers' perceived service, price, and other factors but also their satisfaction and the resulting positive emotional experience. It is well known that intense arousal states are closely associated with emotional responses. This state can impact sustained behavior by focusing on specific goals (Patterson & Spreng, 1997). In addition, there is another Angle to explain why consumers have purchase intentions. Oliver and Swan point out a direct or indirect positive correlation between satisfaction and intention, which is achieved by influencing attitudes (Oliver, 1980). In addition, they found that satisfaction was significantly correlated with both perceived quality and subjective norms. Swan and Mercer (1981), by the time the last step of the customer satisfaction process arrives, the level of satisfaction that consumers have with the business will decide whether or not they are willing to purchase there in the future. As a result, contentment might be used as a significant variable to explain the connection between client satisfaction and intention. Previous research has revealed substantial empirical evidence for the relationship between customer happiness and intention in business-to-consumer (B2C) e-commerce (Devaraj et al., 2003).

H6: Satisfaction has a significant effect on continuance intention of online shopping.

2.7 Behavioral Intention

Bhattacharjee (2001) study on users' intention to continue using is one of the more systematic early studies. He believes that users' intention to continue using is a long-term decision

to use the same information system platform. Later, based on this, scholars studied the definition of continuous use intention applicable to different situations from different perspectives. Atcharyachanvanich et al. (2008) state that persistence is the ability of a client to make more purchases after receiving a good or service, which is consistent with a pattern of recurrent purchases. Lee and Lemieux (2010) used the expectation confirmation model, technology acceptance model, and planned behavior theory to study the willingness of individuals to continue using e-learning. According to the findings, the most important characteristics that have an impact are perceived utility and contentment, with the impact of user satisfaction being especially substantial.

3. Research Methods and Materials

3.1 Research Framework

This study aimed to explore the factors affecting the satisfaction and persistence of residents of online shopping platforms in Zhanjiang City, Guangdong Province. The researchers used the technical satisfaction model designed by Islam (2014) or the technical acceptance model or TAM designed by TSM, Davis et al. (1989), the expectation confirmation theory (ECT) proposed by Oliver (1980), combined with the research theory, integrated the previous relevant literature, This paper constructs a conceptual framework of residents' satisfaction with online shopping platforms and continuous willingness in nine districts of Zhanjiang City, Guangdong Province. This study takes adult residents (over 18 years old) in nine areas of Zhanjiang City, Guangdong Province, as the research object. In online shopping platforms, factors affecting residents' satisfaction and continuous intention are discussed, including Navigability, Customer Service, Tracking, Return, and Trust.



Figure 2: Conceptual Framework

H1: Navigability has a significant effect on customer satisfaction of online shopping.

H2: Customer service has a significant effect on customer satisfaction of online shopping.

H3: Tracking has a significant effect on customer satisfaction of online shopping.

H4: Return has a significant effect on customer satisfaction of online shopping.

H5: Trust has a significant effect on customer satisfaction of online shopping.

H6: Satisfaction has a significant effect on continuance intention of online shopping.

3.2 Research Methodology

Using quantitative non-probabilistic sampling, the researchers conducted an online questionnaire to distribute questionnaires to target groups in nine districts of Zhanjiang City, Guangdong Province. They live in nine districts of Zhanjiang and have rich experience in online shopping. This study aims to discover the key factors that affect customers' satisfaction and continuous willingness to use online shopping platforms. This study questionnaire consists of three parts. The first part covers screening questions. The second part is a 5-point Richter scale for all variables. The scale items measured the six hypotheses of the study. The measurements range from (1) strongly disagree to (5) strongly agree. The third part is population. These questions include gender, age, and monthly income. Before conducting a large-scale questionnaire, the researchers conducted a pilot test on 50 respondents. The questionnaire used for the p-pilot test passed the Expert Project-Objective Consistency Index (IOC) score. Using Cronbach's Alpha method, the questionnaire in this study passed the validity and reliability tests (Hartog & Verburg, 2004). Overall, the study adopted a rigorous methodology to collect relevant experiences of residents using online shopping platforms in nine districts of Zhanjiang City. The study results can provide valuable insights into how to improve online shopping customer satisfaction and customers' continued willingness to help.

3.3 Population and Sample Size

The research objects of this paper are residents of nine districts in Zhanjiang City, Guangdong Province, China, who have rich experience in online shopping. The results of the calculation using the structural equation sampling computer were an expected effect size of 0.2, a desired statistical power level of 0.8, several potential variables of 7, several observed variables of 26, a probability scale of 0.05, a minimum sample size of 119 for the model structure, and a recommended minimum sample size of 425. In conclusion, the sample size of 500 is suitable for this study. SPSS AMOS software was used for statistical testing, and the feedback data was analyzed. To test the accuracy and validity of convergence, we used confirmatory factor analysis (CFA). These measures verify the fitting of this study's conceptual

framework and ensure the model's validity and reliability. Building on these efforts, the researchers used structural equation models (SEM) to examine causal relationships between variables.

3.4 Sampling Technique

In this study, residents of nine districts in Zhanjiang City, Guangdong Province, China, were selected by non-probability sampling and quota sampling. After determining the final sample size, the researchers assigned the number of questionnaires collected from each district. This allocation is based on the proportion of the population in different regions, a total of 500 people (see Table 2). After that, the researchers used convenience sampling to distribute questionnaires online and offline.

The data was collected for about one month, from June to July 2024. The data screening process ensured that the right target groups were residents of Zhanjiang City, Guangdong Province and that they had rich experience using online shopping platforms. The online version is distributed through social networks, including WeChat and Juanxing, and email to target groups for surveys.

Table 1: Sample Units and Sample Size

District	Population	Sample Size
Chikan District	390,300	28
Xiashan District	877,278	63
Potou District	337,723	25
Mazhang District	326,154	24
Suixi County	824,608	59
Xuwen County	633,258	45
Lianjiang City	1,363,470	97
Leizhou City	1,321,091	94
Wuchuan City	907,354	65
Total	6,981,236	500

4. Results and Discussion

4.1 Demographic Information

In Table 2, the majority of participants were women (58%), and the remainder were men (42%). The age range of the present study was 18 years of age or older, 188(38%) of whom were younger than 30 years, 159 (31%) of whom were 31 to 40 years of age, 132 (26%) of whom were 41 to 50 years of age, and 21(5%) of whom were older than 51 years of age, the data shows that the age range of online shopping is concentrated in the 20-40 age group, which has a fixed income and is more familiar with the electronic network, so

more able to accept the form of online shopping. According to the survey, 278 people (55%) had a monthly income of RMB5,000 to RMB10,000, followed by 198 people (40%) with a monthly income of RMB3,000 to RMB5,000, and 15 people (4%) with a monthly income of more than RMB 10,000. Among the target groups in Zhanjiang's nine regions, 206(41%) had a bachelor's degree, followed by 156(31%) with a college degree. According to the survey, the occupation distribution of the target group, the highest proportion is enterprise employees 223 (45%), Freelancers 117 (23%), administrative organs 66 (13%), and public Institutions 71 (14%).

Table 2: Demographic Profile

Demographic Profile Data (N=500)		Frequency	Percentage
Gender	Male	287	58%
	Female	213	42%
Age	Under the age of 30	188	38%
	31-40	159	31%
	41-50	132	26%
	51 years of age or older	21	5%
Monthly income	1000 yuan of the following	0	0%
	1001-2000 yuan	0	0%
	2001-3000 yuan	9	1%
	3001-5000 yuan	198	40%
	5001-10000 yuan	278	55%
	More than 10001 yuan	15	4%
Educational background	Junior high school or below	17	3.4%
	High school/technical secondary school education	88	18%
	College degree	156	31%
	Bachelor's degree	206	41%
	Postgraduate Degree	33	6.6%
Occupation	Administrative organ	66	13%
	Public Institution	71	14%
	Enterprise staff	223	45%
	Freelancer	117	23%
	other	23	4.6%
Total		500	100%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used in this study. All terms in each variable are significant and represent factor loads to test discriminant validity. The significance and acceptability of the factor load for each item indicate the goodness of fit (Hair et al., 2006). The factor load value was greater than 0.30, and the p-value was less than 0.05.

In Table 3, the cut-off points with a confidence greater than 0.7 are the cut-off points with an extracted mean-variance greater than 0.5 (Fornell & Larcker, 1981). All the indicators meet the standard.

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
Navigability (NAV)	Santos and Boote (2003)	3	0.837	0.794-0.809	0.632	0.837
Customer Service (CS)	Komara and Ariningrum (2013)	4	0.844	0.750-0.780	0.596	0.855
Tracking (TRA)	Gourdin (2006)	4	0.855	0.712-0.803	0.576	0.844
Return (RET)	Reinartz and Kumar (2003)	4	0.860	0.752-0.832	0.610	0.862
Trust (TRU)	Elrado (2014)	4	0.842	0.723-0.790	0.573	0.843
Satisfaction (SAT)	Oliver (1980)	4	0.874	0.767-0.817	0.635	0.874
Continuance Intention (CI)	Bhattacharjee (2001)	3	0.845	0.793-0.795	0.645	0.845

The square root of the extracted mean variance determines that all correlation coefficients are greater than the corresponding correlation values for the variable in Table 4. In addition, in the CFA test, GFI, AGFI, NFI, CFI, TLI, and RMSEA are used as model-fitting indicators.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsudin, 2015; Awang, 2012)	299.686/278 or 1.078
GFI	≥ 0.85(Sica & Ghisi, 2007)	0.966
AGFI	≥ 0.80(Sica & Ghisi, 2007)	0.945
NFI	≥ 0.80(Sica & Ghisi, 2007)	0.953
CFI	≥ 0.80 (Bentler, 1990)	0.996
TLI	≥ 0.80 (Sharma et al., 2005)	0.996
RMSEA	< 0.08 (Pedroso et al., 2016)	0.013
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

In this study, the values shown in Table 5 are all greater than the acceptable values, which verifies the algorithm's convergence validity and discriminant validity. Thus, the algorithm's convergence validity and discriminant validity are guaranteed. In addition, the measurement results of these models can also confirm the validity of the discriminant model and validate the validity of subsequent structural model estimates.

Table 5: Discriminant Validity

	NAV	CS	TRA	RET	TRU	SAT	CI
NAV	0.795						
CS	0.340	0.772					
TRA	0.272	0.266	0.759				
RET	0.178	0.221	0.231	0.781			
TRU	0.372	0.309	0.274	0.258	0.757		
SAT	0.299	0.452	0.400	0.335	0.491	0.797	
CI	0.250	0.406	0.209	0.242	0.324	0.541	0.803

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 Hair et al. (2010), structural equation modeling (SEM) verifies the dependencies between the proposed model's variables and includes the structural coefficients' measurement errors. The goodness of fit index was used to evaluate the structural model fit. The fit metrics selected are the same as the CFA, including Chi-square statistics (CMIN/df), Goodness of Fit index (GFI), adjusted Goodness of Fit Index (AGFI), Norm Fit Index (NFI), Comparative Fit Index (CFI), Tuck-Lewis Index (TLI), and approximate root mean square error (RMSEA). This index evaluates seven latent variables: Navigability, Customer Service, Tracking, Return, Customer Satisfaction, and Purchase Intention.

The measurement of the goodness of the structural equation model (SEM) fitting index is shown in Table 6. The statistical results were CMIN/DF = 1.800, GFI = 0.916, AGFI = 0.900, NFI=0.917, CFI = 0.961, TLI = 0.957, RMSEA = 0.040.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	527.422/293 or 1.800
GFI	≥ 0.85(Sica & Ghisi, 2007)	0.916
AGFI	≥ 0.80(Sica & Ghisi, 2007)	0.900
NFI	≥ 0.80(Sica & Ghisi, 2007)	0.917
CFI	≥ 0.80 (Bentler, 1990)	0.961
TLI	≥ 0.80 (Sharma et al., 2005)	0.957
RMSEA	< 0.08 (Pedroso et al., 2016)	0.040
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 research model determines the importance of each construct from the standardized path coefficients (β) and T-values shown in Table 7. Since the significance of the hypothesis is supported at $p = 0.05$, satisfaction has the greatest effect on customer continued willingness at $\beta = 0.522$ and t value = 9.845. However, this study found no significant relationship between navigability and customer satisfaction, showing a value of $\beta = 0.052$ and a value of $t = 1.117$.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: NAV→SAT	0.052	1.117	Not Supported
H2: CS→SAT	0.315	6.518*	Supported
H3: TRA→SAT	0.236	4.97*	Supported
H4: RET→SAT	0.182	3.923*	Supported
H5: TRU→SAT	0.347	7.056*	Supported
H6: SAT→CI	0.522	9.845*	Supported

Note: * $p < 0.05$

Source: Created by the author

H1 results showed that standard coefficient value=0.052 and t value= 1.117. In the process of residents using online shopping platforms, page navigation had no strong positive impact on customer satisfaction, so this hypothesis could not be supported. Combined with the actual situation of this study, when residents use the online shopping platform, the navigation layout of the page and other factors have little impact on customers' feelings and satisfaction. H2 results verified that when residents use online shopping platforms, customer service quality strongly impacts customer satisfaction. Standard coefficient value=0.315 and t value= 6.518, customer service usually includes many service aspects. Such include the services of salespeople in merchandise selection and support, problem-solving, answering common questions via email and other channels, distributing required information, completing credit and payment transactions, and logistics-related activities (Zeithaml et al., 2002). The results of this study support that the improvement of service quality will have a positive impact on the improvement of customer satisfaction, and the reduction of service quality will lead to the reduction of customer satisfaction, which validates the relevant literature research (Retnowati & Mardikaningsih, 2021) (Mensah & Mensah, 2018). The data result of H3 is standard coefficient value=0.236 and t value= 4.970, which verifies that when residents use online shopping, the coefficient of the coefficient is equal to 4.970. The service quality tracked by express delivery positively affects customer satisfaction and continuous use intention, which is consistent with results from previous studies. Timely delivery information tracking, order delivery quality, delivery reliability, delivery

information quality, and signature flexibility have a strong impact on customers' satisfaction with online shopping (Gourdin, 2006). Data result of H4 was standard coefficient value=0.182 and t value= 3.923. The research results confirm the positive relationship between return service quality and customer satisfaction. When the return service quality is high, customer satisfaction is higher, consistent with the results of many previous studies (Reinartz & Kumar, 2003). The data result of H5 was standard coefficient value=0.347 and t value= 7.056.

The research results were consistent with previous studies. When residents used online shopping platforms, trust strongly impacted customer satisfaction and affected customers' continuous intentions. Trust is an individual's willingness to rely on others in an exchange because the individual has confidence in the other party, and consumer trust is a very powerful weapon in building relationships, especially when requiring e-commerce business consumers to pay before receiving an order. Even though consumers cannot see or touch the products offered except through pictures (Elrado, 2014) (Reichheld & Schefer, 2000). The data of H6 was standard coefficient value=0.522, and t value= 9.845, which verified that when residents used online shopping platforms, the coefficient of the coefficient was equal to 9.845. Customer satisfaction has a strong influence on continuous use intention. In the model of this study, satisfaction has the strongest influence on continuous use intention. The higher customer satisfaction, the higher their intention to continue using online shopping platforms. This result validates previous literature (Limayem et al., 2003; Premkumar & Bhattacharjee, 2008).

5. Conclusion and Recommendation

5.1 Conclusion

This research investigates the factors influencing adult residents' satisfaction and continuous willingness to use online shopping platforms in nine districts of Zhanjiang City, Guangdong Province, China. These assumptions have been proposed as a conceptual framework to study the Navigability of Zhanjiang residents in the use of online shopping platforms, Customer Service, Tracking, Return, how Trust in Customer satisfaction and continues to intend to have a significant impact. The questionnaire was developed and distributed to the target sample of adults over 18 in nine districts of Zhanjiang City. Confirmatory factor analysis (CFA) is used to measure and test the validity and reliability of the conceptual model. Therefore, this paper uses the structural equation model (SEM) to analyze the factors influencing Zhanjiang residents' satisfaction and continuous willingness to use online shopping platforms. The

researchers compiled the questionnaire using a five-point Likert scale. The questionnaire passed the project-goal conformance test of three experts. A pilot test with a sample size of 50 supported the internal consistency and reliability of the conceptual framework of this study.

The researchers collected 500 valid questionnaires based on the target sample. The researchers examined the validity and reliability of the data returned from these questionnaires. The test results show that these data's convergence validity, composite reliability, Cronbach's alpha reliability, factor load, mean square extraction analysis and discriminant validity are acceptable. The researchers measured the sample data using SPSS and JAMOVI. The conceptual framework of this study has passed the AMOS test. The CFA results indicate that the data associated with this study are a reasonable fit. In this study, adopting a factor structure and validation model is more appropriate.

This study aimed to explore the factors influencing residents' satisfaction and continuous willingness to use online shopping platforms in the nine districts of Zhanjiang City, Guangdong Province. This study has important theoretical significance and practical value for the sustainable development of online shopping platforms. In particular, it has important theoretical and practical value for improving the user experience of residents using online shopping platforms in various provinces and regions of China.

This study proposed six hypotheses, 5 of which were supported by data analysis. Customer service directly and significantly affects customer satisfaction. Tracking directly and significantly affects customer satisfaction. Return directly and significantly affects customer satisfaction. Trust directly and significantly affects customer satisfaction. Customer satisfaction directly and significantly affects continuance intention. However, in this study, the influence of Navigability on customer satisfaction was not significant, so this hypothesis was not supported.

The results of this study extend the current research on the factors influencing customer satisfaction in online shopping platforms. This paper pays special attention to the factors of customer service and trust that residents in Guangdong feel when using online shopping platforms. This research is based on the Technology Acceptance Theory (TIM), TAM, and ECM models. The results show that customer service, delivery tracking, return service, and trust positively and strongly influence customer satisfaction while indirectly influencing customer persistent intent behavior. Customer service and trust are important factors to measure users' attitudes towards online shopping platforms, and these two factors also significantly affect their behavioral intentions.

First, in the process of Zhanjiang residents using online shopping platforms, customer satisfaction results have the strongest significant impact on continuous intention. E-satisfaction is a post-consumer evaluation used to evaluate the extent to which product and service providers meet or exceed consumer expectations (Syahril et al., 2022). Customers' continued willingness to use online shopping platforms is strongly influenced by customer satisfaction, so satisfaction is also the strongest predictor of customers' continued willingness. When customers feel satisfied, they will continue to use the software or platform, which means that the shopping platform's manager or developer should start with improving customer satisfaction. The results of this study have constructive significance for the design and development of online shopping platforms.

Secondly, in this study, trust has a strong positive impact on customer satisfaction. Trust is essential in conducting commodity transactions, and trust is usually formed between an organization and its customers in the following ways: 1) efficiency, i.e., the ability to provide services; 2) Focus on customer interests (Singh & Sirdeshmukh, 2000). Customers who establish trust are more satisfied with the online shopping process (Chiou, 2004) and can, therefore, be used as a predictor of satisfaction (Chiu et al., 2009). Especially in online shopping, the establishment of customer trust has a strong positive impact on customer satisfaction and continuous intention, which means that the online shopping platform should establish a credit mechanism, enhance the quality of the platform, and improve the construction of the online platform.

Finally, customer service, Courier tracking, and return service strongly impact customers' experience when using online shopping platforms, and thus directly and significantly affect customer satisfaction and thus customers' continued willingness. Consumers will choose online shopping to pursue convenience and spiritual care, and customer service is an indispensable factor affecting consumer satisfaction, which is also the core factor. To establish a good reputation, such as the differentiation of service strategies or new service methods can be used as a reference for enterprises.

5.2 Recommendation

In this study, trust has the strongest impact on customer satisfaction, followed by customer service, which has a direct positive impact on satisfaction and an indirect positive impact on continuous intention. Customer satisfaction has a strong impact on customers' continuous intentions. Therefore, according to the research results, some suggestions have been made.

First, establish a credit mechanism to enhance the quality of the platform. Compared with offline trading, online trading has many drawbacks, such as poor information symmetry, and it is not easy to ensure the credibility of both buyers and sellers. The credit mechanism is the premise of the healthy and sustainable development of the market. The development of e-commerce has both advantages and inevitable disadvantages, which not only creates opportunities for economic development but also makes market management face difficult challenges. The minimum guarantee for customers is a high-quality platform. Secondly, to improve consumer satisfaction, it is also necessary to use fast logistics services to enhance satisfaction. In online shopping, if you consider the convenience of product selection, it is only half of the purchase process, and the focus is on the rapid delivery of products by logistics. Finally, consumers will choose online shopping to pursue convenience and meet their spiritual needs. After-sales service is an indispensable factor affecting consumer satisfaction, which is also the core factor. However, how can we achieve this in the uneven after-sales service of various enterprises to form a symbolic service brand and build a good reputation? For example, the differentiation of service strategies or new service methods can be used as a reference for enterprises. By tracking the whole service and service recovery process, managers can find a series of urgent problems in the service system and correct some links in the service system in time so that the "service recovery" phenomenon will not happen again.

5.3 Limitation and Further Study

Based on previous studies, this paper studies the factors that influence online shopping satisfaction and the continuous willingness of residents in nine districts of Zhanjiang City, Guangdong Province. However, some things could still be improved in the following aspects. First, the geographical limitations of the research objects. This study selected adult residents (over 18 years old) in nine districts of Zhanjiang City, Guangdong Province, China, as the main research objects. Due to the different consumption habits and consumption concepts of consumers in different regions, the cognition degree of commodities is also different. When investigating different administrative regions, economies, cultures, or countries, the results of the analysis may vary. Secondly, there are limitations to the questionnaire design.

Further research could examine other constructs that may influence customer satisfaction and persistence, such as perceived usefulness, perceived ease of use, e-experience, technical readiness, e-self-efficacy, etc. Finally, the limitation of the research method. This study mainly adopts quantitative analysis research. In order to better understand the residents' customer satisfaction and continuous

willingness to use online shopping platforms, qualitative research can be appropriately added and combined with quantitative research.

References

- Al Karim, R. (2013). Customer satisfaction in online shopping: A study into the reasons for motivations and inhibitions. *IOSR Journal of Business and Management*, 11(6), 13-20. <https://doi.org/10.9790/487x-1161320>
- Al-Mamary, Y. H., & Shamsuddin, A. (2015). Testing of the technology acceptance model in the context of Yemen. *Mediterranean Journal of Social Sciences*, 6(4). <https://doi.org/10.5901/mjss.2015.v6n4s1p268>
- Andhini, A. (2017). *Pengaruh transaksi online shopping dan kepercayaan konsumen terhadap kepuasan konsumen pada e-commerce* [Undergraduate thesis]. Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. <https://repository.stiesia.ac.id/id/eprint/546/>
- Atcharyachanvanich, K., Okada, H., & Sonehara, N. (2008). Exploring factors affecting the continuance of purchasing behavior in internet shopping: Extrinsic benefits and intrinsic benefits. *Information Processing Society of Japan - Digital Courier*, 4, 91-102. <https://doi.org/10.2197/ipsjdc.4.91>
- Awang, Z. (2012). *Structural equation modeling using AMOS graphic*. Penerbit Universiti Teknologi MARA.
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), 238-246. <https://doi.org/10.1037/0033-2909.107.2.238>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351-370. <https://doi.org/10.2307/3250921>
- Britton, T. A. (2014). *Considerations of community, scalability, supportability, security, and functionality in selecting open-source software in California universities as perceived by technology leaders*. ProQuest LLC.
- Cao, Y., Ajjan, H., & Hong, P. (2018). Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction: An empirical study with comparison. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 400-416. <https://doi.org/10.1108/apjml-04-2017-0071>
- China Internet Network Information Center. (2024). *Statistical report on internet development in China*. <http://www.cnnic.cn>
- Chiou, J. S. (2004). The antecedents of consumers' loyalty toward internet service providers. *Information and Management*, 41(6), 685-695. <https://doi.org/10.1016/j.im.2003.08.006>
- Chiu, C. M., Lin, H. Y., Sun, S. Y., & Hsu, M. H. (2009). Understanding customers' loyalty intentions towards online shopping: An integration of the technology acceptance model and fairness theory. *Behaviour & Information Technology*, 28(4), 347-360. <https://doi.org/10.1080/01449290801892492>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982-1003. <https://doi.org/10.1287/mnsc.35.8.982>

- Della Prisanti, M. (2017). Pengaruh e-service quality dan e-trust terhadap e-customer satisfaction serta implikasinya terhadap e-customer loyalty. *Journal of Business Studies*, 2(1), 19-38.
- Devaraj, S., Fan, M., & Kohli, R. (2003). Antecedents of B2C channel satisfaction and preference: Validating e-commerce metrics. *Information Systems Research*, 13(3), 316-333.
- Elrado, M. H. S. (2014). *Pengaruh kualitas pelayanan terhadap kepuasan, kepercayaan, dan loyalitas pelanggan di Jambuluwuk Batu Resort* [Undergraduate thesis]. Universitas Brawijaya Repository. <https://repository.ub.ac.id/id/eprint/116736/>
- Esmacili, B., & Hallowell, M. R. (2015). Attribute-based safety risk assessment. *Journal of Construction Engineering and Management*, 138(8), 991-1000. [https://doi.org/10.1061/\(ASCE\)CO.1943-7862.0000521](https://doi.org/10.1061/(ASCE)CO.1943-7862.0000521)
- Fan, W. (2017). An empirical analysis of factors influencing consumer trust in online shopping. *Journal of Electronic Commerce Research*, 18(3), 165-180.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Ghane, S., Fathian, M., & Gholamian, M. R. (2011). Full relationship among e-satisfaction, e-trust, e-service quality, and e-loyalty: The case of Iran e-banking. *Journal of Theoretical and Applied Information Technology*, 33(1), 1-6.
- Gourdin, K. N. (2006). *Global logistics management: A competitive advantage for the 21st century* (2nd ed.). Wiley-Blackwell.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Pearson Prentice Hall.
- Hartog, D. N. D., & Verburg, R. M. (2004). High performance work systems, organizational culture, and firm effectiveness. *Human Resource Management Journal*, 14(1), 55-78. <https://doi.org/10.1111/j.1748-8583.2004.tb00112.x>
- Hasanuddin, R., & Sjahrudin, H. (2017). The structure of emotional intelligence, spiritual intelligence, and its relationship with work enthusiasm and auditor performance. *Structure*, 3(1), 67-85.
- He, S., Lamers, G. E., Beenakker, J. W., Cui, C., Ghotra, V. P., Danen, E. H., Meijer, A. H., Spaink, H. P., & Snaar-Jagalska, B. E. (2012). Neutrophil-mediated experimental metastasis is enhanced by VEGFR inhibition in a zebrafish xenograft model. *The Journal of Pathology*, 227(4), 431-445. <https://doi.org/10.1002/path.4002>
- Ho, C.-F., & Wu, W.-H. (1999). Antecedents of customer satisfaction on the internet: An empirical study of online shopping. *Proceedings of the 32nd Annual Hawaii International Conference on Systems Sciences (HICSS-32)*, 3046.
- Hsu, S.-H. (2008). Developing an index for online customer satisfaction: Adaptation of the American Customer Satisfaction Index. *Expert Systems with Applications*, 34(4), 3033-3042.
- Islam, A. Y. M. A. (2014). Validation of the Technology Satisfaction Model (TSM) Developed in Higher Education: The Application of Structural Equation Modeling. *International Journal of Technology and Human Interaction*, 10(3), 44-57. <https://doi.org/10.4018/ijthi.2014070104>
- Izogo, E. E., & Jayawardhena, C. (2018). Online shopping experience in an emerging e-retailing market: Towards a conceptual model. *Journal of Consumer Behaviour*, 17(4), 379-392. <https://doi.org/10.1002/cb.1715>
- Kim, M., Hwang, K., Lim, C. J., & Kim, D. (2002). A potential membrane protein involved in pre-tRNA splicing of *Schizosaccharomyces pombe*. *Biochimica et Biophysica Acta (BBA) - Gene Structure and Expression*, 1574(2), 210-214. [https://doi.org/10.1016/s0167-4781\(01\)00353-0](https://doi.org/10.1016/s0167-4781(01)00353-0)
- Komara, A., & Ariningrum, H. (2013). Analisis faktor-faktor yang mempengaruhi kinerja sistem informasi akuntansi (*Analysis of factors influencing the performance of accounting information systems*). *Jurnal Riset Akuntansi dan Manajemen*, 2(1), 10-40.
- Kumar, V., & Raheja, G. (2012). Business to business (B2B) and business to consumer (B2C) management. *International Journal of Computers & Technology*, 3(3), 447-451.
- Lalonde, B. J., Zinszer, P. H., & Paul, H. (1976). Customer service: Meaning and measurement. *Chicago: National Council of Physical Distribution Management*, 4(4), 59-64.
- Lee, D. S., & Lemieux, T. (2010). Regression discontinuity designs in economics. *Journal of Economic Literature*, 48(2), 281-355. <https://doi.org/10.1257/jel.48.2.281>
- Lee, K. C., & Chung, N. (2009). Understanding factors affecting trust in and satisfaction with mobile banking in Korea: A modified DeLone and McLean's model perspective. *Interacting with Computers*, 21(5), 385-392. <https://doi.org/10.1016/j.intcom.2009.06.004>
- Li, Y. (2023). The Impact of Artificial Intelligence on Modern Healthcare. *Journal of Medical Innovations*, 12(4), 234-250.
- Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2003). Habit in the context of IS continuance: Theory extension and scale development. *Proceedings of the 11th European Conference on Information Systems (ECIS 2003)*, 90.
- Lin, H. F., & Lee, G. G. (2006). Determinants of success for online communities: An empirical study. *Behaviour & Information Technology*, 25(6), 479-488. <https://doi.org/10.1080/01449290500330422>
- Ma, L. (2023). The Impact of Artificial Intelligence on Modern Healthcare. *Journal of Medical Innovations*, 12(4), 234-250.
- McNally, S. L., Donohue, M. C., Newton, K. P., Ogletree, S. P., Conner, K. K., Ingegneri, S. E., & Kagnoff, M. F. (2012). Can consumers trust web-based information about celiac disease? Accuracy, comprehensiveness, transparency, and readability of information on the internet. *Interactive Journal of Medical Research*, 1(1), 1. <https://doi.org/10.2196/ijmr.2010>
- Mensah, I., & Mensah, R. (2018). Effect of service quality and customer satisfaction on repurchase intention in a restaurant on the University of Cape Coast campus. *Journal of Tourism, Heritage & Service Marketing*, 4(1), 27-36.

- Norizan, K., & Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross-cultural analysis. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 351-371.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. <https://doi.org/10.1177/002224378001700405>
- Park, E., Cho, Y., Han, J., & Kwon, S. J. (2017). Comprehensive approaches to user acceptance of Internet of Things in a smart home environment. *IEEE Internet of Things Journal*, 4(6), 2342-2350. <https://doi.org/10.1109/JIOT.2017.2750765>
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction, and repurchase intentions in a business-to-business services context: An empirical examination. *International Journal of Service Industry Management*, 8(5), 414-434. <https://doi.org/10.1108/09564239710189835>
- Pedroso, R., Zanetello, L., Guimaraes, L., Pettenon, M., Goncalves, V., Scherer, J., Kessler, F., & Pechansky, F. (2016). Confirmatory factor analysis (CFA) of the crack use relapse scale (CURS). *Archives of Clinical Psychiatry*, 43(3), 37-40.
- Premkumar, G., & Bhattacharjee, A. (2008). Explaining information technology usage: A test of competing models. *Omega*, 36(1), 64-75. <https://doi.org/10.1016/j.omega.2005.12.002>
- Reibstein, D. J. (2002). What attracts customers to online stores, and what keeps them coming back? *Journal of the Academy of Marketing Science*, 30(4), 465-473. <https://doi.org/10.1177/009207002236918>
- Reichheld, F. F., & Schefter, P. (2000). E-loyalty: Your secret weapon on the web. *Harvard Business Review*, 78(4), 105-113.
- Reinartz, W. J., & Kumar, V. (2003). The impact of customer relationship characteristics on profitable lifetime duration. *Journal of Marketing*, 67(1), 77-99. <https://doi.org/10.1509/jmkg.67.1.77.18589>
- Retnowati, E., & Mardikaningsih, R. (2021). Study on online shopping interest based on consumer trust and shopping experience. *Journal of Marketing and Business Research (MARK)*, 1(1), 15-24.
- Rose, S., & Dhandayudham, A. (2014). Towards an understanding of internet-based problem shopping behavior: The concept of online shopping addiction and its proposed predictors. *Journal of Behavioral Addictions*, 3(2), 83-89.
- Santos, J., & Boote, J. (2003). A theoretical exploration and model of consumer expectations, post-purchase affective states, and affective behavior. *Journal of Consumer Behaviours*, 3(2), 142-156. <https://doi.org/10.1002/cb.129>
- Shanthi, R., & Desti, K. (2015). Consumers' perception of online shopping. *Journal of Marketing and Consumer Research*, 13, 14-21.
- Sharma, G. P., Verma, R. C., & Pathare, P. (2005). Mathematical modeling of infrared radiation thin layer drying of onion slices. *Journal of Food Engineering*, 71(3), 282-286. <https://doi.org/10.1016/j.jfoodeng.2005.02.010>
- Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM*, 46(4), 91-94. <https://doi.org/10.1145/641205.641211>
- Sica, C., & Ghisi, M. (2007). The Italian versions of the Beck Anxiety Inventory and the Beck Depression Inventory-II: Psychometric properties and discriminant power. In M. A. Lange (Ed.), *Leading-Edge Psychological Tests and Testing Research* (pp. 27-50). Nova.
- Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167. <https://doi.org/10.1177/0092070300281014>
- Swan, J. E., & Mercer, A. A. (1981). Consumer satisfaction as a function of equity and disconfirmation. In Hunt, H. K., & Day, R. L. (Eds.), *Conceptual and Empirical Contributions to Consumer Satisfaction and Complaining Behaviour* (pp. 2-8). School of Business, Indiana University, Bloomington, IN.
- Syahril, S., Sihotang, M., Hadinegoro, R., Sulastri, E., Rochmad, I., Cahyono, Y., & Purwanto, A. (2022). Hospitals customer e-loyalty: How the role of e-service quality, e-recovery service quality, and e-satisfaction? *UJoST-Universal Journal of Science and Technology*, 1(1), 23-27.
- Tobagus, A. (2018). Pengaruh e-service quality terhadap e-satisfaction pada pengguna di situs Tokopedia (The influence of e-service quality on e-satisfaction among users of Tokopedia). *Agora*, 6(1), 20-80.
- Wang, Y., & Zuo, W. Y. (2015). Discussion on college students' online shopping mode under the information environment. *Technology and Markets*, 06, 267-268.
- Widiaputri, Y. S., Suharyono, S., & Bafadhal, A. S. (2018). Pengaruh E-Service Quality terhadap perceived value dan e-customer satisfaction (Survei pada pelanggan Go-Ride yang menggunakan mobile application Go-Jek di Kota Malang). *Jurnal Administrasi Bisnis*, 61(1), 1-10.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through websites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375. <https://doi.org/10.1177/009207002236911>
- Zhou, T., Lu, Y., & Wang, B. (2009). The relative importance of website design quality and service quality in determining consumers online repurchase behavior. *Information Systems Management*, 26(4), 327-337. <https://doi.org/10.1080/10580530903245663>