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Examining the Factors Impacting Undergraduate Satisfaction and Repurchase Intention Toward E-Commerce Platforms in Yibin, China

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Abstract

Purpose: This study examined key factors impacting undergraduate students' satisfaction and repurchase intention toward e-commerce platforms in Yibin, China. The conceptual framework explored the relationships among System Quality (STQ), Information Quality (IQ), Service Quality (SVQ), Popularity (POP), Satisfaction (SAT), E-Trust (ET), and Repurchase Intention (RPI). **Research design, data and methodology:** The researcher employed a quantitative approach (n=500), administering questionnaires to undergraduate students from the School of Mechanical Engineering, Sichuan University of Science & Engineering, Yibin, China. Non-probability sampling methods included judgmental sampling for target selection, quota sampling for sample size determination, and convenience sampling for online data collection. Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) assessed model fit, reliability, and construct validity. **Results:** The results revealed that system quality, information quality, service quality, and popularity significantly influenced satisfaction, which acted as a mediating variable affecting repurchase intention. Information quality had the strongest impact on satisfaction, followed by service quality, system quality, and popularity. Additionally, e-trust significantly influenced repurchase intention. **Conclusions:** Based on these findings, e-commerce platform operators should focus on enhancing system performance, information reliability, service excellence, and platform recognition to elevate user satisfaction. Additionally, building e-trust can significantly reinforce undergraduate users' repurchase intentions.

Keywords: E-Commerce Platform, Satisfaction, Repurchase Intention, Undergraduate, Yibin

JEL Classification Code: A22, I23, L81, O30

1. Introduction

The rapid growth of e-commerce has significantly transformed consumer behavior across the globe. In China, platforms such as Taobao, JD.com, and Pinduoduo have become integral to daily life, especially among the younger population (Statista, 2023). The rise of mobile internet and digital payment tools like Alipay and WeChat Pay has made online shopping more convenient than ever. According to the China Internet Network Information Center (CINIC, 2022), over 70% of Chinese university students shop online regularly, positioning them as a critical demographic in the e-commerce ecosystem due to their digital fluency and early brand-shaping behaviors.

Undergraduate students are an appropriate target group for this study because they represent a technologically engaged segment with high usage frequency and evolving loyalty patterns. Their purchasing decisions are shaped by peer influence, promotional cues, system convenience, and online reviews, factors that strongly interact with e-

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commerce platform features such as system quality, service quality, and information accuracy. These characteristics make them ideal for studying satisfaction and repurchase intention in a dynamic online shopping environment.

Despite the booming e-commerce industry, there exists a research gap in understanding how students from underdeveloped or less digitally mature regions such as Yibin perceive and engage with e-commerce platforms. While prior studies have predominantly focused on metropolitan consumers or professionals, there is limited empirical research examining the experience of university students in smaller urban centers where digital infrastructure and service delivery may be inconsistent (Zang et al., 2022; Zhang & Nuangjamnong, 2022).

This study addresses this gap by investigating the key determinants of e-commerce satisfaction and repurchase intention among undergraduate students at Sichuan University of Science & Engineering in Yibin. The study builds on a validated conceptual framework that integrates dimensions such as system quality, information quality, service quality, platform popularity, and e-trust. It explores how these factors influence student satisfaction and, subsequently, their intention to repurchase, reflecting not only their personal experience but also offering insight into broader behavioral trends in emerging digital markets.

The significance of this study lies in its potential to guide e-commerce platforms in improving regional service delivery and customer experience. Understanding how satisfaction and trust drive repurchase behavior among young users in developing regions can help platforms enhance loyalty, reduce attrition, and refine marketing strategies. These findings can inform both business practice and regional digital policy.

Therefore, the specific objectives of this research are: (1) to identify the key factors influencing undergraduate students' satisfaction with e-commerce platforms in Yibin, (2) to analyze the relationship between satisfaction and repurchase intention, and (3) to provide practical recommendations to enhance the e-commerce experience and customer retention strategies in smaller urban regions.

2. Literature Review

2.1 Factors Impacting on Satisfaction and Repurchase Intention

DeLone and McLean (1992) defined system quality as an information system's desirable features, including reliability, ease of use, functionality, and response time. Tam et al. (2020) expanded this to include adaptability, availability, and usability, emphasizing its importance in e-commerce success. Petter and McLean (2009) highlighted system quality as the efficiency, convenience, and user-friendliness of an information system. Seddon (1997) emphasized its role in response time, reliability, and usability, while Wang (2008) found that system quality significantly influences user satisfaction and reuse intentions.

DeLone and McLean (1992) defined information quality as the accuracy and relevance of system-generated content. Iivari (2005) identified four key dimensions: accuracy, completeness, consistency, and currency. Gonzales and Wareham (2019) found a positive relationship between information quality, reliability, relevance, accuracy, timeliness, and clarity, and user satisfaction. Aldholay et al. (2018) highlighted sufficiency and timeliness as essential factors, while Petter et al. (2008) described information quality as the relevance, completeness, and accuracy of system outputs.

DeLone and McLean (2004) defined service quality as the overall support provided, regardless of whether it is from an internal IS department or an external provider. Grönroos (1984) described service quality as customers' overall evaluation based on experience, while Kano et al. (1984) emphasized its role in meeting customer expectations. Zeithaml et al. (1996) linked service quality to a website's efficiency in shopping, purchasing, and delivery. Oliver's (1980) disconfirmation model evaluates service quality based on how well it meets customer expectations (Santos, 2003).

Chang (2013) defined popularity as consumers' perception of a brand's awareness and recognition. Greater popularity increases purchase confidence by reflecting widespread consumer approval. Chang et al. (2016) reinforced that popularity is based on brand awareness and recognition, while Zeithaml et al. (1996) described it as collective consumer sentiment toward an e-commerce platform. Garcia et al. (2020) emphasized that high platform popularity can justify consumer purchase decisions due to herd behavior, while Zhu and Zhang (2010) defined popularity as widespread acceptance and recognition.

Oliver (1980) defined satisfaction as an individual's assessment and emotional reaction to a product or service experience. Johnson and Fornell (1991) described it as a cumulative evaluation based on expectations and performance. Hu (2015) linked satisfaction in e-commerce to perceived usefulness and continued use, while Kuo et al. (2009) defined it as the emotional response from repeated interactions with a service provider. Lin and Wang (2006) viewed satisfaction as a consumer's post-purchase evaluation reflecting their overall experience.

Mayer et al. (1995) defined e-trust as a consumer's willingness to be vulnerable to a service provider based on expectations of beneficial or non-harmful actions. Dhingra et al. (2020) described it as confidence in transactional

obligations being fulfilled. Gefen et al. (2003) linked e-trust to privacy and security, ensuring consumers feel safe using e-commerce services. Papadomichelaki and Mentzas (2009) reinforced that trust in e-commerce is tied to data security and risk perception, while Faraoni et al. (2019) emphasized trust as a key factor in online purchase confidence.

Kim (2012) defined repurchase intention as a consumer's likelihood of making a repeat purchase, driven by satisfaction and perceived usefulness. Hellier et al. (2003) viewed it as choosing the same business for repeat purchases, while Khalifa and Liu (2007) specifically tied it to continued online platform use. Maditinos and Theodoridis (2010) found that higher satisfaction increases repurchase likelihood, while Garcia et al. (2020) described it as a crucial indicator of customer loyalty and sustained brand preference.

2.2 Research Hypothesis and Relationship between Variables

2.2.1 Relation between System Quality and Satisfaction

Bharati and Chaudhury (2004) found that high system quality enhances user satisfaction in online shopping. Similarly, Chen et al. (2010) identified system quality as a key determinant of e-commerce success, directly influencing user satisfaction. Lin (2007) demonstrated that well-designed e-commerce systems with high-quality attributes significantly improve satisfaction, while McKinney et al. (2002) emphasized system quality as a critical factor in customer satisfaction within e-commerce. Wang (2008) provided a comprehensive analysis of e-commerce success models, underscoring the role of system quality in user satisfaction. DeLone and McLean (2003) reaffirmed in their IS Success Model that system quality significantly impacts satisfaction. Liao et al. (2009) further emphasized its importance in technology adoption and continuance, affecting user experience. Ahn et al. (2007) examined web quality and its influence on user acceptance and satisfaction in online retail. Hsu and Lu (2007) explored consumer behavior in online gaming communities, highlighting the role of system quality in user satisfaction. Koufaris (2002) applied the Technology Acceptance Model to online consumer behavior, reinforcing the significant impact of system quality on satisfaction. Based on the above literature, the following research hypotheses emerged from this paper.

H1: System quality has a significant impact on satisfaction.

2.2.2 Relation between Information Quality and Satisfaction

Research consistently shows that information quality significantly impacts customer satisfaction in e-commerce. High-quality information, accurate, relevant, timely, and complete, is crucial for informed decision-making on e-commerce platforms. DeLone and McLean (1992) identified information quality as a critical factor in user satisfaction within their Information Systems Success Model. Similarly, Lee and Kozar (2006) found that higher information quality reduces uncertainty and enhances perceived value, leading to greater satisfaction. Xu et al. (2013) demonstrated that accurate and relevant information fosters customer trust and satisfaction, essential for successful e-commerce interactions. Chen and Barnes (2007) further emphasized that timely and comprehensive information boosts consumer confidence, increasing satisfaction.

Several studies highlight the role of information quality in shaping user experiences. Kim et al. (2008) found it essential for building customer loyalty, while Lin (2007) noted that enhanced perceived ease of use and usefulness significantly impact satisfaction. Park and Kim (2003) reinforced that information accuracy and completeness on product pages influence both customer satisfaction and purchasing behavior. Wang and Strong (1996) asserted that high-quality information enables well-informed decisions, thereby driving user satisfaction. Koufaris (2002) linked information quality to an improved online shopping experience, increasing satisfaction and repurchase intentions. Lastly, McKinney et al. (2002) highlighted that both the content and format of e-commerce information significantly impact user satisfaction, underscoring its multifaceted importance. Based on the above literature, the following research hypotheses emerged from this paper.

H2: Information quality has a significant impact on satisfaction.

2.2.3 Relation between Service Quality and Satisfaction

Research in the e-commerce sector consistently highlights that service quality significantly impacts customer satisfaction. Key attributes such as reliability, responsiveness, assurance, and empathy are essential for delivering positive customer experiences. Zeithaml et al. (2002) demonstrated that enhanced service quality in e-commerce platforms leads to increased satisfaction by effectively meeting customer expectations.

Lee and Lin (2005) found that high service quality, including efficient problem resolution and personalized services, directly correlates with higher customer satisfaction and loyalty in online shopping environments. Yang and Jun (2002) emphasized the role of website functionality and responsiveness as integral components of service quality that foster customer satisfaction. DeLone and McLean (2003) confirmed that service quality is a key factor in user satisfaction within information systems, underscoring its relevance to e-commerce. Negash et al. (2003) further validated that superior service quality

enhances user satisfaction and perceived value, driving customer loyalty. Santos (2003) indicated that high service quality, including efficient delivery and reliable customer service, significantly affects customer satisfaction and repurchase intentions in e-commerce. Liu and Arnett (2000) highlighted that timely and effective service support is crucial for achieving high satisfaction in online markets. Studies by Bauer et al. (2006) and Parasuraman et al. (2005) reinforced the critical role of service quality in e-commerce, stressing the importance of seamless service and robust support systems for enhancing customer satisfaction. Based on the above literature, the following research hypotheses emerged from this paper.

H3: Service quality has a significant impact on satisfaction.

2.2.4 Relation between Popularity and Satisfaction

Mudambi and Schuff (2010) found that online reviews significantly influence consumer purchasing decisions and satisfaction, with popular products perceived as more reliable and trustworthy. Chevalier and Mayzlin (2006) demonstrated that book sales and customer satisfaction are closely linked to the volume and positivity of online reviews, highlighting the role of popularity in consumer decision-making. In the context of mobile applications, Ghezzi et al. (2016) showed that app popularity, measured by downloads and ratings, directly affects user satisfaction and retention. Li and Hitt (2008) emphasized that popular products receive more positive feedback, which enhances customer satisfaction and loyalty. Liu (2006) illustrated that online service popularity, reflected in user reviews and ratings, significantly impacts customer satisfaction by providing social proof and reducing perceived risk. Zhu and Zhang (2010) found that higher popularity leads to increased customer satisfaction due to greater trust and perceived value. Chen et al. (2011) indicated that popular products with numerous positive reviews enjoy higher satisfaction due to validation from other users. Similarly, Park et al. (2007) concluded that the popularity of e-commerce websites, demonstrated by user traffic and reviews, significantly influences customer satisfaction. Studies by Kim and Srivastava (2007) support the idea that popularity positively affects customer satisfaction in e-commerce by enhancing perceived reliability and trustworthiness. Based on the above literature, the following research hypotheses emerged from this paper.

H4: Popularity has a significant impact on satisfaction.

2.2.5 Relation between Satisfaction and Repurchase Intention

Anderson and Srinivasan (2003) found that satisfied customers are more likely to make repeat purchases due to positive experiences with a company. Similarly, Harris and Goode (2004) showed that satisfaction boosts repurchase intentions by enhancing trust and perceived value. Reichheld and Schefter (2000) argued that satisfaction is a key driver of customer loyalty and repeat purchases in online settings. Kim et al. (2009) demonstrated that higher levels of satisfaction correlate directly with stronger intentions to repurchase, highlighting the role of positive customer experiences in fostering loyalty.

Chang and Chen (2008) supported these findings, showing that satisfaction enhances repurchase intention by reinforcing trust and reducing perceived risks. In mobile commerce, Thong et al. (2006) found that satisfied users have higher repurchase intentions due to seamless, positive experiences. Ribbink et al. (2004) noted that satisfaction influences repurchase intentions by improving service quality perceptions. Homburg and Giering (2001) emphasized that customer satisfaction is critical for predicting repurchase intentions, particularly in competitive online markets. Finally, Guo et al. (2012) highlighted that high satisfaction levels lead to increased customer loyalty and repurchase behavior, further validating satisfaction's critical role in e-commerce. Based on the above literature, the following research hypotheses emerged from this paper.

H5: Satisfaction has a significant impact on repurchase intention.

2.2.6 Relation between e-Trust and Repurchase Intention

Kim et al. (2009) found that higher levels of e-trust lead to increased repurchase intentions by enhancing customer confidence in online transactions. Similarly, Gefen (2002) emphasized that e-trust in online vendors is crucial for fostering repeat purchasing behavior. Jarvenpaa et al. (2000) established that e-trust positively influences consumer intentions to revisit and repurchase from e-commerce sites. Harris and Goode (2010) indicated that e-trust mitigates perceived risks in online shopping, encouraging repurchase intentions. Pavlou and Fygenson (2006) showed that trust in e-commerce platforms enhances customer loyalty and repeat purchase behavior. Ribbink et al. (2004) demonstrated that e-trust directly impacts customer satisfaction, which in turn affects repurchase intentions. Urban et al. (2009) and McKnight et al. (2002) reinforced the critical role of e-trust in driving repurchase intentions by reducing uncertainties and promoting a secure online shopping environment. Schlosser et al. (2006) emphasized trust as a key determinant of consumer loyalty and repeat purchases in e-commerce. Finally, Sirdeshmukh et al. (2002) concluded that e-trust enhances repurchase intentions by improving the overall shopping experience and fostering long-term customer relationships. Based on the above literature, the following research hypotheses emerged from this paper.

H6: E-Trust has a significant impact on repurchase intention.

3. Research Methods and Materials

3.1 Research Framework

The foundational theories referenced in this study include the Information System Success Model (ISSM) by DeLone and McLean (1992), the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975), and the Expectation Confirmation Theory (ECT) by Oliver (1980). Based on these foundations, the researcher has developed a conceptual framework for the study, as illustrated in Figure 1.

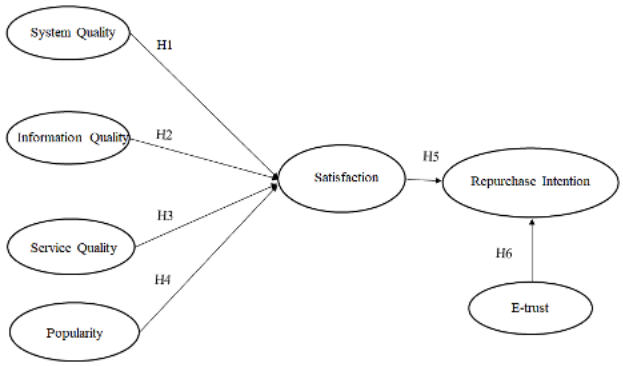

Figure 1: Conceptual Framework

The objective of this study was to explore the factors influencing undergraduate students' satisfaction and repurchase intention when using e-commerce platforms in Yibin, China. These factors included system quality, information quality, service quality, popularity, satisfaction, repurchase intention, and e-trust. We analyzed the causal relationships among these variables to understand how they influence students' satisfaction and their intention to repurchase from e-commerce platforms.

3.2 Research Methodology

By employing a quantitative approach with non-probability sampling, the researcher distributed questionnaires to students from the School of Mechanical Engineering at Sichuan University of Science & Engineering through an online survey platform. The collected data were analyzed to examine the factors influencing undergraduate students' satisfaction and repurchase intention when using e-commerce platforms in Yibin, China.

The questionnaire for this study was structured into three sections. The first section included screening questions to ensure respondents met the study criteria. The second section utilized a 5-point Likert scale to measure all variables, corresponding to the six hypotheses of this research. The scale ranged from (1) strongly disagree to (5) strongly agree. The third section collected demographic information, including gender, age, and experience of use.

Before conducting the full-scale survey, the researcher conducted a pilot test with 50 respondents. The questionnaire was validated through expert review using the Item-Objective Congruence (IOC) index. All items exceeded the recommended IOC threshold of 0.67 (Rovinelli & Hambleton, 1977), confirming content validity. The reliability of the instrument was assessed using Cronbach's Alpha, with all constructs surpassing the threshold value of 0.70 (Nunnally & Bernstein, 1994), thereby confirming internal consistency.

The researcher distributed the questionnaire to the target respondents and obtained a valid response set of 500. The final sample size of 500 was justified based on SEM guidelines, which recommend 200-400 responses for models with latent variables (Hair et al., 2019). This study's framework includes multiple constructs, and a larger sample enhances model stability and statistical power. Additionally, Cochran's formula with a 95% confidence level and 5% margin of error suggests a minimum of 385 respondents, supporting the adequacy of the 500-sample size.

Statistical analysis was conducted using SPSS AMOS, with confirmatory factor analysis (CFA) employed to assess the accuracy and validity of the model's convergence. These evaluations verified the conceptual framework's fit and ensured the overall reliability and validity of the study. Following this, structural equation modeling (SEM) was applied to examine the causal relationships among the variables.

3.3 Sampling Technique

Using non-probability sampling techniques, including judgmental sampling and quota sampling, the researchers selected four grades from the School of Mechanical Engineering at Sichuan University of Science & Engineering in Yibin, Sichuan Province, China. Questionnaires were distributed through an online survey platform. The specific sampling approach for this study is outlined in Table 1.

Table 1: Sample Size of School of Mechanical Engineering

Grades of Undergraduates	Population Size	Proportional Sample Size
Freshman	636	124
Sophomore	552	107
Junior	647	126

Grades of Undergraduates	Population Size	Proportional Sample Size
Senior	735	143
Total	**2570**	**500**

Source: Sichuan University of Science and Engineering, Academic Affairs Office (2024)

From May to August 2024, the researcher conducted a questionnaire survey. Data screening ensured that the target population, students from Sichuan University of Science and Engineering, was appropriate. These students actively participated and completed the online questionnaire carefully.

4. Results and Discussion

4.1 Demographic Profile

The target survey population consisted of 286 women (57.2%) and 214 men (42.8%), representing students from all academic years, from freshmen to seniors. All participants were experienced in using e-commerce platforms for online shopping. The data collected from their feedback helped examine the factors influencing undergraduates' satisfaction and repurchase intentions with e-commerce platforms in Yibin, China. Table 2 presents the demographic information for this study.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	214	42.8
	Female	286	57.2
Grade	Freshmen	124	24.8
	Sophomore	107	21.4
	Junior	126	25.2
	Senior	143	28.6

4.2 Confirmatory Factor Analysis (CFA)

This paper used confirmatory factor analysis (CFA) to measure each variable in the conceptual framework. Table 3 presents the CFA results, including Composite Reliability (CR) and Average Variance Extracted (AVE) for each variable. The CFA results show that all constructs exhibit satisfactory internal consistency, with Cronbach's Alpha values ranging from 0.759 to 0.907. According to Nunnally and Bernstein (1994), Cronbach's Alpha values above 0.70 indicate acceptable reliability. The factor loadings for the items within each variable range from 0.633 to 0.886, which is within an acceptable range. As per Hair et al. (2019), factor loadings of 0.60 or higher are considered acceptable for confirmatory models.

The CR values for all variables exceed the recommended threshold of 0.7 (Fornell & Larcker, 1981), indicating good construct reliability, with values ranging from 0.762 to 0.901. The AVE values range from 0.503 to 0.708, suggesting sufficient convergent validity, as all AVE values exceed the 0.5 threshold (Fornell & Larcker, 1981). These results indicate that the measurement model demonstrates adequate reliability and validity, making it suitable for further analysis.

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

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
System Quality (STQ)	Tam et al. (2020)	4	0.809	0.705-0.808	0.830	0.550
Information Quality (IQ)	Tam et al. (2020)	6	0.907	0.633-0.876	0.901	0.606
Service Quality (SVQ)	Tam et al. (2020)	4	0.791	0.641-0.775	0.800	0.503
Popularity (POP)	Chiu and Cho (2019)	3	0.759	0.663-0.800	0.762	0.518
E-Trust (ET)	Miao et al. (2022)	3	0.768	0.710-0.747	0.774	0.533
Satisfaction (SAT)	Chiu and Cho (2019)	3	0.879	0.815-0.886	0.879	0.708
Repurchase Intention (RPI)	Chiu and Cho (2019)	3	0.774	0.710-0.752	0.771	0.529

Note: CR = Composite Reliability, AVE = Average Variance Extracted

Table 4 presents the goodness of fit indices for the Confirmatory Factor Analysis (CFA). The model demonstrates a good fit with the data, as all fit indices meet or exceed the acceptable criteria. The CMIN/df value is 1.301, well below the threshold of 5.00, indicating a good model fit. The GFI, AGFI, and NFI values are 0.948, 0.934, and 0.944, respectively, all surpassing the recommended thresholds of 0.85 and 0.80, showing that the model explains a significant portion of the variance. The CFI and TLI values are 0.986 and 0.984, both exceeding the 0.80 threshold, further confirming a strong fit. Additionally, the RMSEA value is 0.025, which is below the maximum acceptable value of 0.08, suggesting a good approximation of the population covariance matrix.

Table 4: Goodness of Fit for Measurement Model

Index	Criterion	Statistical Value
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.301
GFI	≥ 0.85 (Wu & Wang, 2006)	0.948
AGFI	≥ 0.80 (Wu & Wang, 2006)	0.934

Index	Criterion	Statistical Value
NFI	≥ 0.80 (Wu & Wang, 2006)	0.944
CFI	≥ 0.80 (Bentler, 1990)	0.986
TLI	≥ 0.80 (Sharma et al., 2005)	0.984
RMSEA	< 0.08 (Sica & Ghisi, 2007)	0.025

Note: 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

Table 5 presents the discriminant validity results, showing the factor correlations between variables. All correlation values are below the recommended threshold of 0.85, indicating that no two constructs share more variance with each other than they share with their indicators. This confirms that the measurement model demonstrates adequate discriminant validity, as the factors are sufficiently separate from one another. The square roots of the Average Variance Extracted (AVE), displayed on the diagonal, are all greater than the inter-construct correlations in their corresponding rows and columns. This supports discriminant validity as per the Fornell-Larcker criterion (Fornell & Larcker, 1981). Overall, the results indicate that the constructs measured in this study are distinct and can be treated as separate variables for further analysis.

Table 5: Discriminant Validity

Variable	Factor Correlations						
	STQ	IQ	SVQ	POP	ET	SAT	RPI
STQ	**0.742**						
IQ	0.706	**0.778**					
SVQ	0.478	0.525	**0.709**				
POP	0.390	0.358	0.485	**0.720**			
ET	0.680	0.637	0.521	0.491	**0.730**		
SAT	0.613	0.629	0.490	0.429	0.707	**0.841**	
RPI	0.453	0.394	0.407	0.366	0.532	0.533	**0.727**

Note: The diagonally listed value is the AVE square roots of the variables

4.3 Structural Equation Model (SEM)

Table 6 presents the goodness of fit indices for the Structural Equation Model (SEM), calculated using SPSS AMOS version 26. The model shows a satisfactory fit with the data, as the fit index values meet the acceptable criteria.

The CMIN/df value is 3.324, below the threshold of 5.00, indicating a good fit. The GFI, AGFI, and NFI values are 0.853, 0.823, and 0.849, respectively, all exceeding the minimum thresholds of 0.85 and 0.80, demonstrating the model's strong explanatory power. The CFI and TLI values are 0.889 and 0.877, both above the 0.80 threshold, confirming the model's adequacy. The RMSEA value is 0.068, below the maximum acceptable value of 0.08, suggesting a good approximation of the population covariance matrix. These results indicate that the SEM provides a good fit to the data, confirming its suitability for further analysis.

Table 6: Goodness of Fit for Structural Model

Index	Criterion	Statistical Value
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	3.324
GFI	≥ 0.85 (Wu & Wang, 2006)	0.853
AGFI	≥ 0.80 (Wu & Wang, 2006)	0.823
NFI	≥ 0.80 (Wu & Wang, 2006)	0.849
CFI	≥ 0.80 (Bentler, 1990)	0.889
TLI	≥ 0.80 (Sharma et al., 2005)	0.877
RMSEA	< 0.08 (Sica & Ghisi, 2007)	0.068

Note: 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

Based on the regression weights and R^2 variances for each variable, the researcher calculated the significance of the study model. Table 7 presents the results of these calculations, which support all the study hypotheses. System Quality influenced Satisfaction (β=0.205), Information Quality influenced Satisfaction (β=0.635), Service Quality influenced Satisfaction (β=0.163), and Popularity influenced Satisfaction (β=0.170). Satisfaction influenced Repurchase Intention (β=0.495), and E-Trust influenced Repurchase Intention (β=0.186).

Table 7: Hypothesis Testing Result

Hypothesis	Standardized path coefficients (β)	t-value	Test Result
H1: STQ → SAT	0.205	4.707*	Supported
H2: IQ → SAT	0.635	13.597*	Supported
H3: SVQ → SAT	0.163	3.738*	Supported
H4: POP → SAT	0.170	3.819*	Supported
H5: SAT → RPI	0.495	8.210*	Supported
H6: ET → PRI	0.186	3.417*	Supported

Note: *=p-value<0.05

Based on the results in Table 7, the researcher concluded the following:

H1 indicated that System Quality is a key driver of Satisfaction, with a standard coefficient of 0.205 in its structural path. This positive impact aligns with the findings of Chen et al. (2010) and Ahn et al. (2007), who found that system quality determines success and user acceptance in online retail.

H2 indicated that Information Quality is a key driver of Satisfaction, with a standard coefficient of 0.635 in its structural path. This result supports the work of Xu et al. (2013), who argued that e-commerce information significantly influences customer satisfaction in e-commerce interactions.

H3 indicated that Service Quality is a key driver of Satisfaction, with a standard coefficient of 0.163 in its structural path. This finding emphasizes the importance of high service quality in achieving customer satisfaction, as

noted by Bauer et al. (2006) and Parasuraman et al. (2005).

H4 indicated that Popularity is a key driver of Satisfaction, with a standard coefficient of 0.170 in its structural path. Positive feedback, reviews, and ratings have been shown to impact satisfaction, as demonstrated by Chen et al. (2011) and Ghezzi et al. (2016).

H5 indicated that Satisfaction is a key driver of Repurchase Intention, with a standard coefficient of 0.495 in its structural path. This result supports Homburg and Giering (2001), who found that satisfaction positively predicts repurchase intention among e-commerce customers.

H6 indicated that E-Trust is a key driver of Repurchase Intention, with a standard coefficient of 0.186 in its structural path. Trust in e-commerce platforms improves the overall shopping experience, thereby influencing repurchase intentions, as supported by Sirdeshmukh et al. (2002).

5. Conclusions and Recommendation

5.1 Conclusions

This study aimed to analyze the factors influencing undergraduate satisfaction and repurchase intention on e-commerce platforms in Yibin, China. With the rapid growth of e-commerce, understanding the elements that drive customer satisfaction and repeat usage is increasingly important. The study proposed six hypotheses to explore the relationships between these factors.

The target population consisted of undergraduate students at the School of Mechanical Engineering at Sichuan University of Science & Engineering in Yibin. A survey was distributed to 500 students who had previously used e-commerce platforms. The data collected from these responses were analyzed, supporting the conceptual framework based on prior literature. Satisfaction was used as a mediating factor influencing repurchase intention (Seiders et al., 2005). The 500 responses were analyzed using SPSS and JAMOVI for measurement validation, and the framework was tested in AMOS, confirming the factor structure. Confirmatory Factor Analysis (CFA) results validated the model, indicating a good fit (Brown, 2015). The validity and reliability tests, including composite reliability, Cronbach's alpha, factor loading, and average variance extracted (AVE), confirmed the constructs' robustness. Structural Equation Modeling (SEM) was used to examine the impact of satisfaction on repurchase intention, supporting all six research hypotheses.

The results indicated that system quality, information quality, service quality, and popularity directly affected satisfaction, which in turn influenced repurchase intention. Additionally, e-trust directly impacted repurchase intention. These findings show that platform quality, information, services, and popularity contribute significantly to student satisfaction, which enhances repurchase intention. Furthermore, satisfaction and e-trust were found to have a direct impact on repurchase intention, providing insights into consumer behavior in e-commerce. These findings are valuable for e-commerce operators to optimize their strategies, enhance customer satisfaction, and improve loyalty.

5.2 Recommendations

Based on the findings of this paper, we recommend the following. Firstly, e-commerce platforms should enhance their system, information, and service quality by implementing targeted improvements to optimize the user experience. For example, establishing a feedback mechanism to regularly assess platform quality and using the results to guide system upgrades and customer support improvements would be beneficial.

Secondly, we recommend that e-commerce platforms invest in building strong user communities, using customer satisfaction as a foundation for engagement (Dunham et al., 1994). In these communities, undergraduate students can interact, share shopping experiences, and provide feedback, fostering trust and long-term user retention.

Finally, e-commerce platforms should strategically allocate resources across system quality, information quality, service quality, and popularity to maximize their impact on customer satisfaction and repurchase intention. The introduction of a continuous feedback system would allow platforms to refine their strategies based on user preferences, ensuring an optimal shopping environment. Future research on the relationship between satisfaction, trust, and repurchase intention could further refine these recommendations and contribute to the ongoing development of e-commerce strategies.

5.3 Limitation and Further Study

The limitations of this study include the measurement of variables at the individual level and the data collection conducted within a specific timeframe (Glick, 1985). The participants, undergraduate students from a specific region with prior experience using e-commerce platforms, may limit the generalizability of the findings. Future research could expand on this study by incorporating similar variables and using a longitudinal or experimental design. Additionally, collecting data at multiple time points would provide deeper insights into the evolving nature of satisfaction, trust, and repurchase intention in e-commerce contexts.

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