



IMPACT OF E-SERVICE QUALITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION AND REPURCHASES INTENTION

Sahana Dinesh* and Muni Raju Y

Department of Commerce, Mangalore University, Mangalagangothri, Karnataka, India

ARTICLE INFO

Article History:

Received 15th April, 2022

Received in revised form 7th

May, 2022

Accepted 13th June, 2022

Published online 28th July, 2022

Keywords:

E-service quality, price perception, customer satisfaction, repurchases intention, online shopping

ABSTRACT

The increasing number of online retail platforms has aroused the need for differentiation among them. With the absence of physical contact between the transacting parties, offering quality service at competitive prices has become a key differentiator and influencing factor of customer satisfaction and repurchases intention. Therefore, the present study aimed at understanding the influence of e-service quality on customer satisfaction and repurchase intentions. For this purpose, a thorough review of past studies was undertaken to build a primary understanding of variables and measurement scale. The data was collected from a sample of 422 respondents through administering the questionnaires. The regression analysis revealed the influence of e-service quality and price perception on customer satisfaction and repurchases intention. The study also found that e-service quality and price perception influenced customer repurchase intention when mediated by customer satisfaction.

Copyright©2022 **Sahana Dinesh and Muni Raju Y**. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

The growth in e-commerce has opened up extensive opportunities to business enterprises to reach more and more customers. Online retailers gain a wider access to market compared to their offline counterparts. Customers in the online platforms also get access to a wider range of products at competitive prices. However, competitors in online marketplace are a few clicks away and this necessitates online retailers to focus on customer satisfaction and retention. The cost involved in attracting new customers is always higher than the cost of retaining the existing ones (Singh *et al*, 2012). Many authors are of the opinion that service quality is an important prerequisite for customer satisfaction and retention in online markets (Zeithaml *et al*, 2002; Wolfinbarger *et al*, 2003; Parasuraman *et al*, 2005; Collier *et al*, 2006; Kim *et al*, 2009; Kalia *et al*, 2016).

E-Service quality is the difference between the customer expectation of services from the online retailer and the actual delivery of those services by the online retailer (Suhaily *et al*, 2017). Therefore the online retailers should focus their attention on service quality in order to achieve customer satisfaction and ensure repurchases. In addition to this, customers also evaluate an online retailer based on the prices charged in the website. Kung *et al* (2002) noted that customers in an e-commerce market use price to infer quality and their expected satisfaction. Retailers also use price discounts to

increase store traffic and encourage purchases (Grewal *et al*, 1998).

The primary objective of this paper is to understand how e-service quality and price perception of the customers influence satisfaction and repurchase intention. The study also aims at finding the mediating effect of customer satisfaction on the influence of e-service quality and price perception on repurchase intention.

LITERATURE REVIEW

Customer Satisfaction (CS)

Satisfaction is a person's feelings of pleasure or disappointment that results from a comparison of product performance with expectations. If the performance meets or exceeds performance, then the customer is satisfied or delighted (Kotler *et al*, 2005). In an online context it is very important to know the drivers of customer satisfaction (Devaraj *et al*, 2002).

Repurchase Intention (RI)

Repurchase intention is a positive attitude of the customers towards the online retailer that generates repeat purchases (Suhaily *et al*, 2017). Repeat customers are a source of profit for business and profits remain ambiguous until customers come back for repeat purchases from the store (Gupta *et al*, 2007).

*Corresponding author: **Sahana Dinesh**

Department of Commerce, Mangalore University,
Mangalagangothri, Karnataka, India

E-Service Quality (ESQ), Customer Satisfaction and Repurchase Intention

The focus of online retailers has now shifted to service quality as a key factor for success in e-commerce market. Service quality in internet becomes more important due to the lack of face-to-face contact (Ahn *et al.*, 2004). Zeithaml *et al.* (2002) have noted e-service quality as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services. Service quality has a significant impact on customer satisfaction (Lin *et al.*, 2011; Hsu *et al.*, 2012; Yulisetiari *et al.*, 2017; Suhaily *et al.*, 2017). E-service quality also enhances customer satisfaction and customer trust (Rita *et al.*, 2019). Therefore, this study proposes that:

H₁: e-service quality has a positive influence on online customer satisfaction.

The quality service provided by an online store has a significant impact on repurchase intention of the customers. If an online store provides good quality services, accurate information and quick response to customer queries then the customers would repurchase from the site (Yulisetiari *et al.*, 2017). Overall service quality and customer satisfaction positively affects the online purchase intentions of customers (Lee *et al.*, 2005). Tandon *et al.* (2017) noted that website service quality has both direct effect on customer satisfaction and repurchase intention as well as indirect effect on repurchase intention. Therefore, we propose that:

H₂: e-service quality positively influences repurchase intention.

H₃: e-service quality positively influences repurchase intention when mediated by customer satisfaction.

Price Perception (PP), Customer Satisfaction and Repurchase Intention

Perceived price is a perceived level of price at a vendor in comparison with the reference price of the customer (Gupta *et al.*, 2007). Price has a significant impact on customer intention to buy or not to buy a product (Razak *et al.* 2016). As customers cannot physically examine the product before purchase, they rely on price cues to decide their purchase in an online environment (Jiang *et al.*, 2005).

Prices of products offered in an online store significantly influences customers' repurchase intention (Yulisetiari *et al.*, 2017). Suhaily *et al.* (2017) noted that though prices influence the repurchase intention of the customers, they do not have any influence on satisfaction which is primarily influenced by service quality. However the study by Jiang *et al.* (2005) revealed a positive relationship between favourable price perception and satisfaction. The study also revealed that price perception has a direct and positive effect on customer intention to return. Yasri *et al.* (2020) found that price perception positively influences the repurchase intention of Generation Y consumers. Therefore, we propose that:

H₄: Price perception has a positive influence on customer satisfaction.

H₅: Price perception has a positive influence on repurchase intention.

H₆: Price perception has a positive influence on repurchase intention when mediated by customer satisfaction.

Customer Satisfaction and Repurchase Intention:

Customer satisfaction is a primary concern for online retailers as it is a major driver of repurchases intention (Lin *et al.*, 2011; Fang *et al.*, 2011). Customer satisfaction has a positive impact on repurchase intention as satisfied customers prefer to make repurchases (Tsai *et al.*, 2007; Suhaily *et al.*, 2017; Siali *et al.*, 2017; Tandon, *et al.*, 2017; Ashfaq *et al.*, 2019; Rita *et al.*, 2019) and satisfied customers are more likely to return than the dissatisfied ones (Ibzan *et al.*, 2016). Azam *et al.* (2012) emphasize that e-commerce companies have to improve customer satisfaction in order to encourage customers to revisit and make repurchases. E-loyalty which is the favourable attitude of customers towards the e-retailer resulting in repeat purchases (Srinivasan *et al.*, 2002) has e-trust and e-satisfaction as antecedents (Kim, *et al.*, 2009). Therefore, we posit that:

H₇: Customer Satisfaction has a positive impact on repurchase intention.

RESEARCH METHODOLOGY

This study made an attempt to find the direct effect of e-service quality and price perception on customer satisfaction and repurchase intention in the online shopping context as well as the indirect effect of e-service quality and price perception on repurchase intention by mediating customer satisfaction. The population for the study were online customers in Karnataka State shopping for consumer electronics. For this purpose data was collected from a sample of 422 online customers residing in Karnataka during the period November 2021 to January 2022 by administering a questionnaire. The data was then analysed using IBM SPSS 20. Simple and Multiple Regression analysis were used to test the hypotheses. To test the statistical significance of indirect effect of independent variable on the dependent variable through the mediator variable, online Sobel Test Calculator by Preacher, K.J., and Leonardelli, G. J was used.

This study adopted the measurement instruments from previous works (Wolfenbarger *et al.*, 2003; Collier *et al.*, 2006) and the statements were rephrased to suit the present study. The data was collected on a 5-point Likert scale where 1 denoted strongly disagree and 5 denoted strongly agree or 1 denoted highly dissatisfied and 5 denoted highly satisfied. The reliability test revealed the internal consistency of the scale items.

DATA ANALYSIS AND RESULTS

Respondents Profile: 57.1 per cent of the respondents are female. 68.8 per cent of the respondents are below the age of 35 years showing that the younger generation are shopping more online. The respondents are well educated with 90.8 per cent having an educational qualification of above graduation. 83.1 per cent of the respondents have a monthly income of above 20000. 55.0 per cent of the respondents are married. The online shopping experience of the respondents is significant in determining their ability to evaluate their online shopping experiences. 75.3 per cent of the respondents have an online shopping experience of more than 3 years and 39.3 per cent of the respondents spend approximately more than INR 5000 a year on online shopping.

Hypothesis Testing

Table 1 Regression Results for impact of e-service quality on customer satisfaction

Variables	Unstandardised co-efficient		Beta	t-value	P-value
	B	Standard Error			
Constant	4.925	.572	-	8.611	<.001**
ESQ	.093	.005	.685	19.267	<.001**

Dependent Variable: CS
r=0.685, R Square=.469, F(1,420)=371.218, p-value=<.001****

Note: **denotes significance at 1% level

The R Square value in Table 1 revealed that 46.9% of the changes in customer satisfaction are influenced by e-service quality. The statistically significant F-statistic further indicated a low probability that the variation explained by the model is due to chance. The p-value is <0.001 and therefore H₁ is accepted as e-service quality has a positive and significant influence on customer satisfaction.

Table 2 Regression Results for impact of e-service quality on repurchase intention

Variables	Unstandardised co-efficient		Beta	t-value	P-value
	B	Standard Error			
Constant	8.453	1.555	-	5.436	<.001**
ESQ	.085	.013	.302	6.496	<.001**

Dependent Variable: RI
r=0.302, R Square=.091, F(1,420)=42.203, p-value=<.001****

Note: **denotes significance at 1% level

Table 2 indicated that e-service quality has a statistically significant impact on repurchase intention and the R Square value revealed that 9.1% changes in repurchase intention was explained by e-service quality. As the p-value is <0.001, there is a positive and significant influence of e-service quality on repurchase intention. Hence H₂ is accepted.

Table 3 Effect of E-Service Quality on Repurchase Intention with the Mediating effect of Customer Satisfaction

Testing Paths	B	SE(B)	Beta	t-value	P-value
Path A: Dependent Variable: CS					
R Square=.469, F(1,420)=371.218, p=.000					
IV=ESQ	.093	.005	.685	19.267	.000**
Path B: Dependent Variable: RI					
R Square=.102, F(1,420)=47.546, p=.000					
IV=CS	.663	.096	.319	6.895	.000**
Path C: Dependent Variable: RI					
R Square=.115, F(2,419)=27.198, p=.000					
IV: ESQ	.045	.018	.158	2.501	.013*
IV: CS	.438	.131	.211	3.342	.001**
Total Indirect Effect	0.093 × 0.438 = 0.041				
Sobel Test Statistic	16.25**				

Note: * denotes significance at 5% and ** denotes significance at 1%
 IV denotes Independent Variable

Table 3 shows us the mediating effect of customer satisfaction on the effect of e-service quality on repurchase intention. The first step in this regard was to find the direct effect between e-service quality and customer satisfaction. This was found to be significant at 1% level. In the next step, an indirect effect between e-service quality and repurchase intention with customer satisfaction as a mediator was found. This effect was also found to be significant at 5% and 1% level respectively. The total indirect effect of e-service quality and customer satisfaction on repurchase intention was found to be statistically significant at 1% level. This is indicated by the Sobel test statistic which is significant at 1% level. Therefore, H₃ is accepted.

Table 4 Regression Results for impact of price perception on customer satisfaction

Variables	Unstandardised co-efficient		Beta	t-value	P-value
	B	Standard Error			
Constant	13.419	.480	-	27.948	<.001**
PP	.140	.027	.245	5.187	<.001**

Dependent Variable: CS
r=0.245, R Square=.060, F(1,420)=26.909, p-value=<.001****

Note: **denotes significance at 1% level

Table 4 indicated that price perception has a statistically significant impact on customer satisfaction and the R Square value revealed that 6% changes in customer satisfaction was explained by price perception. As the p-value is <0.001, there is a significant influence of price perception on customer satisfaction. Hence, the H₄ is accepted.

Table 5 Regression Results for impact of price perception on repurchase intention

Variables	Unstandardised co-efficient		Beta	t-value	P-value
	B	Standard Error			
Constant	11.766	.974	-	12.087	<.001**
PP	.385	.055	.324	7.028	<.001**

Dependent Variable: RI
r=0.324, R Square=.105, F(1,420)=49.396, p-value=<.001****

Note: **denotes significance at 1% level

Table 5 indicated that price perception has a statistically significant impact on repurchase intention and the R Square value revealed that 10.5% changes in repurchase intention was explained by price perception. As the p-value is <0.001, there is a significant influence of price perception on repurchase intention. Hence, the H₅ is accepted.

Table 6 Effect of Price Perception on Repurchase Intention with the Mediating effect of Customer Satisfaction

Testing Paths	B	SE(B)	Beta	t-value	P-value
Path A: Dependent Variable: CS					
R Square=.060, F(1,420)=26.909, p=.000					
IV=PP	.140	.027	.245	5.187	<.001**
Path B: Dependent Variable: RI					
R Square=.102, F(1,420)=57.546, p=.000					
IV=CS	.663	.096	.319	6.895	.000**
Path C: Dependent Variable: RI					
R Square=.166, F(2,419)=41.748, p=.000					
IV: PP	.311	.055	.262	5.692	.000**
IV: CS	.529	.096	.255	5.533	.000**
Total Indirect Effect	0.140 × 0.529 = 0.074				
Sobel Test Statistic	3.776**				

Note: * denotes significance at 5% and ** denotes significance at 1%
 IV denotes Independent Variable

Table 6 presents the effect of price perception on repurchase intention mediated by customer satisfaction. The direct effect of price perception on customer satisfaction was found to be significant at 1% level. The direct effect of customer satisfaction on repurchase intention was also found to be significant at 1% level. The total indirect effect of price perception on repurchase intention with the mediation of customer satisfaction was also found to be statistically significant. The statistical significance of indirect effect was indicated by Sobel test statistic which is significant at 1% level. Hence, H₆ is accepted.

Table 7 Regression Results for impact of customer satisfaction on repurchase intention

Variables	Unstandardised co-efficient		Beta	t-value	p-value
	B	Standard Error			
Constant	7.968	1.536	-	5.187	<.001**
CS	.663	.096	.319	6.895	<.001**

Dependent Variable: RI
r=0.319, R Square=.102, F(1,420)=47.546, p-value=.000**

Note: **denotes significance at 1% level

Table 7 indicated that customer satisfaction has a statistically significant impact on repurchase intention and the R Square value revealed that 10.2% changes in repurchase intention was explained by customer satisfaction. As the co-efficient values are significant at 1% level, there is a positive and significant influence of customer satisfaction on repurchase intention. Hence H_7 is accepted.

DISCUSSION

The findings of the study revealed that e-service quality has a positive influence on customer satisfaction. This indicates that customers are satisfied when the service quality of a website such as design, efficient fulfilment, reliability of services, protection of privacy and security, and customer service are meeting the customer expectations from the website. This result is consistent with the previous studies. The results also revealed that e-service quality have a direct influence on repurchase intentions of the customers. This indicates that when the service quality offered in a website exceeds customer expectations, the customer satisfaction and trust are also enhanced. Therefore, customer intention to revisit and repurchase from the website also increases. This finding is in agreement with the findings of Kim *et al.*, (2009); Yulisetiari *et al.*, (2017); Tandon *et al.*, (2017). The results also proved that e-service quality has both direct and indirect effects on repurchase intentions. This result though is in consistent with Lee *et al* (2005) and Tandon *et al.*, (2017), was not supported by Suhaily *et al* (2017).

The results further revealed that price perception has a positive influence on both customer satisfaction and repurchase intention. This is because when the price perceived by the customer matches with the price at the e-commerce site, customers feel satisfied and develop an intention to buy again from the website. The results show congruence with the results of Jian *et al* (2005); Razak *et al.*, (2016); Yulisetiari *et al.*, (2017); Yasri *et al.*, (2020). However the results are partially inconsistent with the findings of Suhaily *et al* (2017) where price perception had a significant influence on repurchase intention, but the influence on customer satisfaction was insignificant. The result revealed that price perception also has an indirect effect on repurchase intention when mediated by customer satisfaction. The findings revealed a positive and significant influence of customer satisfaction on repurchase intention. This is because satisfied customers show a more positive attitude towards the e-commerce website and intends to purchase more from that website in future. The finding is confirming the previous studies by Tsai *et al* (2007); Lin *et al.*, (2011); Fang *et al.*, (2011); Azam *et al.*, (2012); Ibizan *et al* (2017); Suhaily and Soelasih (2017); Siali *et al.*, (2017); Ashfaq *et al.*, (2019); Rita *et al.*, (2019).

CONCLUSION

This study found that e-service quality and price perception have both direct effect on customer satisfaction and repurchase intention and an indirect effect on repurchase intention. This study is particularly important in the context of Indian e-commerce market as the market is flooded with a number of online platforms offering numerous products and services. The online retailers are competing for larger share of the market by giving attractive offers and discounts and quality services. Long term success of online retailers depends on the number of repeat purchases made by the existing customers besides new customers. Therefore, the results provide a managerial implication to the online retailers to focus on improving customer satisfaction which can lead to repurchase intention of the customers. The present study was carried out with a relatively smaller sample size. However, the results are consistent with the previous studies. Therefore, results can be generalized. More studies can be conducted in future by considering the effect of other variables like security and delivery on customer satisfaction and repurchase intention. Because, security of transactions and timely delivery of items purchased online is a matter of concern for online customers. Hence their impact on customer satisfaction and repurchase intention can be studied exclusively in the future.

Acknowledgement

The authors acknowledge the financial support extended by University Grants Commission under the Junior Research Fellowship scheme.

References

- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic commerce research and applications*, 3(4), 405-420. DOI:10.1016/j.elerap.2004.05.001
- Anderson, R. E., & Srinivasan, S.S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology & Marketing*, 20(2), 123-138. DOI: 10.1002/mar.10063
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2), 1-14. DOI: 10.1177/2158244019846212
- Azam, A., Qiang, F., & Abdullah, M. I. (2012). E-satisfaction in business-to-consumer electronic commerce. *The Business & Management Review*, 3(1), 18-26. Retrieved from https://www.researchgate.net/publication/328163060_E-satisfaction_in_business-to-consumer_electronic_commerce
- Collier, J. E., & Bienstock, C. C. (2006). Measuring Service Quality in E-Retailing. *Journal of Service Research*, 8(3), 260-275, DOI: 10.1177/1094670505278867
- Devaraj, S., Fan, M., & Kohli, R. (2002). Antecedents of B2C channel satisfaction and preference: validating e-commerce metrics. *Information systems research*, 13(3), 316-333. DOI: 10.1287/isre.13.3.316.77
- Fang, Y. H., Chiu, C. M., & Wang, E. T. (2011). Understanding customers' satisfaction and repurchase

- intentions: An integration of IS success model, trust, and justice. *Internet research*. 21(4), 479-503. DOI: 10.1108/10662241111158335
8. Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions. *Journal of Retailing*. 74(3), 331-352. DOI: 10.1016/S0022-4359(99)80099-2
 9. Hsu, C. L., Chang, K. C., & Chen, M. C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management*, 10(4), 549-570. DOI: 10.1007/s10257-011-0181-5
 10. Izban, E., Balarabe, F., & Jakada, B. (2016). Consumer Satisfaction and Repurchase Intentions. *Developing Country Studies*. 6(2), 96-100. Retrieved from <https://core.ac.uk/download/pdf/234682723.pdf>
 11. Invest India. *Retail & E-commerce*. Retrieved from <https://www.investindia.gov.in/sector/retail-e-commerce> on February 4, 2021
 12. Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing*. 39(1/2), 150-174. DOI: 10.1108/03090560510572061
 13. Kalia, P., Arora, R., & Kumalo, S. (2016). E-service quality, consumer satisfaction and future purchase intentions in e-retail. *E-Service Journal*. 10(1), 24-41. DOI: 10.2979/eservicej.10.1.02.
 14. Kim, J., Jin, B., & Swinney, J. L. (2009). The role of e-tail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing & Consumer Services*. 16(4), 239-247. DOI:10.1016/j.jretconser.2008.11.019
 15. Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing*. Essex, England: Pearson Education Limited.
 16. Kung, M., Monroe, K. B., & Cox, J. L. (2002). Pricing on the Internet. *Journal of Product & Brand Management*. 11(5), 274-287. DOI: 10.1108/10610420210442201
 17. Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*. 33(2), 161-176. DOI: 10.1108/09590550510581485
 18. Lin, C. C., Wu, H. Y., & Chang, Y. F. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, 3, 276-281. DOI:10.1016/j.procs.2010.12.047
 19. Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*. 7(X), 1-21. DOI: 10.1177/1094670504271156
 20. Preacher, K. J., & Leonardelli, G. J. (n.d.). Calculation for the Sobel Test-An Interactive Calculation Tool for mediation tests. Retrieved from <http://quantpsy.org/sobel/sobel.htm> accessed on 28th January 2021.
 21. Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value. *IISTE: Journal of Marketing and Consumer Research*, 30, 59-68. Retrieved from <https://core.ac.uk/download/pdf/234694248.pdf>
 22. Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*. 5(10). DOI: 10.1016/j.heliyon.2019.e02690
 23. Sial, F., Shakur, M. M. A., & Rasool, S. (2017). Customer Satisfaction and Repurchase Intention in Online Social Network (OSN) Shopping Experience. *International Business Management*. 11(12), 2119-2129. DOI: 10.36478/ibm.2017.2119.2129
 24. Singh, R., & Khan, I. A. (2012). An approach to increase customer retention and loyalty in B2C world. *International Journal of Scientific and Research Publications*, 2(6), 606-610. Retrieved from <https://www.academia.edu/download/40340132/ijsrp-nov-2012-print.pdf#page=607>
 25. Srinivasan, S.S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*. 78, 41-50. DOI: 10.1016/S0022-4359(01)00065-3
 26. Suhaily, L., & Soelasih, Y. (2017). What effects repurchase intention of online shopping. *International Business Research*, 10(12), 113-122. DOI: 10.5539/ibr.v10n12.p113
 27. Tandon, U., Kiran, R., & Sah, A. N. (2017). Customer Satisfaction as Mediator Between Website Service Quality and Repurchase Intention: An Emerging Economy Case. *Service Science*. 9(2):106-120. DOI: 10.1287/serv.2016.0159
 28. Tsai, H. T., & Huang, H. C. (2007). Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers. *Information & Management*, 44(3), 231-239. DOI:10.1016/j.im.2006.11.006
 29. Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting e-tail quality. *Journal of Retailing*. 79(3), 183-198. DOI: 10.1016/S0022-4359(03)00034-4
 30. Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate?. *Heliyon*, 6(11), DOI: 10.1016/j.heliyon.2020.e05532
 31. Yulisetiari, D., Subagio, A., Paramu, H., & Irawan, B. (2017). Customer repurchase intention and satisfaction in online shopping. *International Business Management*. 11(1), 215-221. Retrieved from <http://docsdrive.com/pdfs/medwelljournals/ibm/2017/215-221.pdf>
 32. Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). *A conceptual framework for understanding e-service quality: Implications for future research and managerial practice*. Working Paper No. 00-115. Marketing Science Institute, Cambridge, MA. Retrieved from https://www.msi.org/wp-content/uploads/2020/06/MSI_WP_00-115.pdf
 33. Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service Quality Delivery Through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*. 30(4), 362-375. DOI: 10.1177/009207002236911