



Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



An investigation on the Influence of Service quality, Trust, Satisfaction on Online Repurchase Intention and Willingness to Recommend in China

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Abstract

Online shopping is becoming more and more common for Chinese customers. Although China has shown the widespread use of electronic networks and information, there are still doubts about the factors influencing the intention of repeat purchase and recommendation. The purpose of this study is to research the influence of service quality, trust, satisfaction on online repurchase intention and willingness to recommend in China to collect data, 451 questionnaires were distributed to Chinese using Jingdong shopping platform website to purchase products/services online from September 2020 to October 2020, and 51 cases were removed, and there were 400 respondents left, which occupy 88.7% as a usable data set. Furthermore, Pearson's correlation coefficient, and descriptive statistics were applied to test the influence. Through purpose and convenience sampling techniques, non-probability is applied to collect data from sampling units. Five-point Likert was designed to explore the instrument. In addition, statistical analysis outcome displayed that “service quality” is significant influence on trust, “service quality” and “trust” are significant influence on satisfaction, “trust” and “satisfaction” are significant influence on repurchase intention, and “satisfaction” and “repurchase intention” are significant influence on willingness to recommend. However, “service quality” is not influence on repurchase intention, and “trust” is not influence on willingness to recommend.

Key Words: service quality, satisfaction, trust, online purchase intention, willingness to recommend



Introduction

According to the world marketing environment in recent years, online shopping has gradually become one of the main channels for users to purchase. Several researchers have devoted themselves to uncover the influence between customer satisfaction and repurchase intention (Qureshi et al., 2009). However, later researches have demonstrated that only high satisfaction doesn't definitely lead to customer repurchase intention (pavlou, 2003). Repurchase intention may be affected by several mediators.

One method to improve the competitiveness of e-commerce platforms is to retain users. Loyal customers have relatively low price sensitivity and can be influenced by low-cost media

Low-cost media can influence loyal customers and loyal customers care less about price (Gómez et al., 2006). But customer retention is a complex case, and repurchase intention will be influenced differently by different factors. Therefore, it is very valuable to study the influencing factors of consumers' repurchase intention. Many researchers use a lot of resources like service quality and satisfaction to identify and predict the influencing factors of repurchase intention (González, 2015; Zeithaml, 1988; Hellier et al., 2003). Other studies have found that the expense

of retaining customers is much lower than the expense of finding new customers, thus increasing profits (Namukasa, 2013; Ostrowski et al., 1993; Reichheld et al., 1996). Therefore, it is necessary to study the repurchase intention of consumers.

In addition, another method is to let users recommend to others. Recommendation intention also involves many influencing factors. Izogo (2016) proposed that satisfaction and trust have an impact on recommendation intention, among which satisfaction has a direct impact on recommendation intention, while trust is only indirect. If there is a good relationship between the organization and the customer, the customer can promote the business development of the organization through recommendation (Reichheld and Sasser, 1990).

Based on the collected data of questionnaire related to Jingdong shopping website in China, this research focuses on the influence among service quality, trust, satisfaction, repurchase intention, and willingness to recommend.

Research objective

1. To investigate the influence of service quality on trust.
2. To study the influence of service quality and trust on satisfaction.

3. To analyze the influence of service quality, trust, and satisfaction on repurchase intention.

4. To test the influence of trust, satisfaction, and repurchase intention on willingness to recommend.

Theory

Service Quality: Quality of service is usually defined as "those features of a product that meets customer needs and thus provides customer satisfaction" (Juran and Godfrey, 1999). In other words, service quality is the result of perceived service and expected service due to customers' perception of many factors (Chumpitaz and Papatidamis, 2007; Urban, 2013; Vassiliadis et al., 2013). In essence, service quality includes the implication of excellence or superiority (Hennig-Thurau and Hansen, 2000), reaching or surpassing expectations (Kotler and Keller (2012), and conforming to specifications (Olsen, 2002).

Trust: Trust is defined as the willingness of customers to participate in future transactions in relationship marketing, which reflects buyer is assured that seller's trading behavior is reliable, which leads to the reduction of opportunism awareness and risk in the future (Steenkamp et al., 1998; Hennig-Thurau and Hansen, 2000; Kotler and Keller, 2012). Also, some researchers believe trust is defined as belief's cognitive expectation

(Morgan and Hunt, 1994; Liu and Wu, 2007; Palmer, 2008; Lin and Lu, 2010; Milan et al., 2015).

Satisfaction: Satisfaction is defined as a customer's overall pleasure resulting from perceived results associated with expectations (Kotler and Keller, 2012). Therefore, satisfaction could be regarded as the emotional and emotional reaction of customers in the service experience after consumption (Ringle et al., 2011; Namukasa, 2013; González, 2015). Also, Oliver (1980) believed that consumers' satisfaction is measured by comparing their expectations before consumption or purchase with their actual views after consumption or purchase. In addition, Grönroos (1984) indicated that in the service environment, customer satisfaction is based on the combination of technical quality and functional quality.

Repurchase intentions: Repurchase intentions refer to in consideration of his or her present position and possible condition, his or her intention to buy a service again in the same company (Hellier et al., 2003). Also, repurchase intention is used to measure whether customers will purchase goods from e-retailers in the future. This is different from the purchase intention. Purchase intention is that the customer is considering making the first purchase (Lee et al.,

2011). Furthermore, repurchase intention is that customers buy back a specific service or product in a specific organization (Rajaobelina and Bergeron, 2009). Moreover, repurchase intention is described as applying a specific brand when there is a demand for services again (Harris and Goode, 2010). In addition, repurchase intention is described as an effort by consumers to purchase the same brand, product, or service again (Goh et al., 2016).

Willingness to Recommend: Dichter (1966) explored this phenomenon from the perspective of Psychology/motivation. He believed that consumers will make suggestions to others based on various ways of participation. The degree of participation depended on the consumer experience. These experiences could take many forms: personal experience with a service provider in advance; information gained through advertising or other forms of provider communication; or the experience of others. If customers were satisfied with service performance, they were more likely to recommend your brand to others (Hennig-Thurau et al., 2002). The company increased new trade by ensuring the business recommendation of current customers (Johnson et al., 2003; Zeithaml et al., 1996). A customer would only recommend other customers to the company he or she is

confident in, for he or she was pleased to the previous experience and he or she would like to conduct trade with the company again (Izogo, 2016). Therefore, interacting with specific customers frequently increases the willingness of customers to recommend a business to their financial services companies (Wong et al., 2007).

Related review literature

Relationship between service quality and trust

Chenet et al. (2016) studied service quality, trust, commitment, and service differentiation in business relationships. When the researchers collected data from a sample of commercial customers of a large European financial company, they found that service quality had a significant large influence on trust. Also, Lien et al. (2014) described that service quality has a direct relationship with trust towards inpatients in 15 medium-to-large hospitals in Taiwan.

Relationship between service quality and satisfaction

Psomas et al. (2020) indicated that the service quality has a statistically significant impact on citizens' satisfaction towards a sample of customers of the Greek Citizen's service centers. Moreover, Chenet et al. (2016) described that

service quality and commitment had a significant medium to a large impact on satisfaction based on the data of commercial customers of a large European financial company.

Relationship between service quality and repurchase intention

Saleem et al. (2017) studied that the impact of service quality and trust on repurchase intention, and indicated that service quality has a direct relationship with repurchase intention. Also, a topic was studied by Zeithaml et al. (1996) and Cronin and Taylor (1992) that service quality has a significant positive influence on repurchase intention. In addition, Gotlieb et al. (1994) and Storbacka et al. (1994) studied the impact of satisfaction on the intended repurchase intentions of customer in diverse environments.

Relationship between trust and satisfaction

Many researchers demonstrated that trust has directly relationship with satisfaction. (Gustafsson et al., 2005; verhoef et al., 2009; Milan et al., 2015; veloutsou, 2015). Also, Dehghanpouri et al. (2020) found that trust is statistically significant influence on satisfaction.

Relationship between trust and repurchase

intention

Saleem et al. (2017) studied that the impact of service quality and trust on repurchase intention, and revealed that trust has a direct relationship with repurchase intention. Also, Izogo (2016) showed that trust is, directly and indirectly, influence on repurchase intention by analyzing the data of bank customer responses.

Relationship between trust and willingness to recommend

The literatures proposed that willingness to recommend is closely related to the quality of customers' trust with the company (Finn, 2005; berry and Parasuraman, 1991). Also, Guenzi and Georges (2010) mentioned that trust positively influences customers' willingness to recommend based on a sample of consumers in the Italian bank.

Relationship between satisfaction and repurchase intention

Some studies showed that satisfaction has a positive impact on guiding repurchase intention (Hellier et al., 2003; Gustafsson et al., 2005; ringle et al., 2011). In addition, Pavlou (2003) showed that satisfaction is indirectly influence on customer repurchase intention.

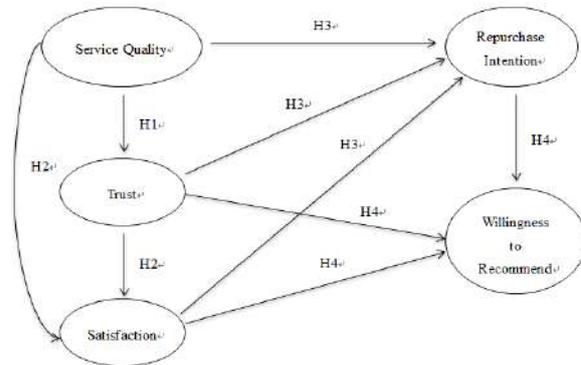
Relationship between satisfaction and willingness to recommend

Izogo (2016) proposed that satisfaction has a direct impact on willingness to recommend. Also, satisfaction provides better coefficients in willingness to recommend than trust. Furthermore, the literatures proposed that customers' satisfaction is directly related to willingness to recommend (Finn, 2005; berry and Parasuraman, 1991).

Relationship between repurchase intention and willingness to recommend

Olaru et al. (2008) demonstrated that repurchase intention is a direct influence on willingness to recommend when the researchers investigated the Australian customers of a R & D service organization. Furthermore, Izogo (2016) studied that repurchase intention is a significant influence on willingness to recommend, by analyzing data of bank customer responses.

Conceptual framework



Research hypothesis

H1₀: Service quality is not statistically significant influence on trust.

H1_a: Service quality is statistically significant influence on trust.

H2₀: Service quality and trust are not statistically significant influence on satisfaction.

H2_a: Service quality and trust are statistically significant influence on satisfaction.

H3₀: Service quality, trust, and satisfaction are not statistically significant influence on repurchase intention.

H3_a: Service quality, trust, and satisfaction are statistically significant influence on repurchase intention.

H4₀: Trust and satisfaction, and repurchase intention are not statistically significant influence on willingness to recommend.

H4_a: Trust and satisfaction, and repurchase intention are statistically significant influence on willingness to recommend.

Research Methodology

The research is designed to study the factor influencing repurchase intention and willingness to recommend towards Jingdong shopping website. This research used descriptive method in the survey. Refer to Zikmund (2003), the targeted population’s phenomenon or characteristic is been described in the descriptive method.

In this research, the researcher adopts the method of issuing questionnaires online. The researcher investigates many targeted population through questionnaires, which are the Chinese people who have experience in purchasing from Jingdong shopping platform. The respondents should answer several individual questions, and finish the rest of Five-point Likert scale questionnaire. The survey will distribute 400 samples to respondents online based on the wjx.cn website by using convenient sampling of non-probability. The researcher groups 400 respondents’

information items of data, and further segments them into service quality, trust, satisfaction, repurchase intention, willingness to recommend. Also, the researcher process, analyze and summarize the data through statistical software to find the influence between independent and dependent variables.

Findings

According to the descriptive analysis, among 400 respondents, there are 50.0% male and 50.0% female. For the age, the majority of respondents with 34.8% are aged between 26-35 years old. As to the education level, the majority of respondents with 70.5% are bachelor degree. As to the employment category, the majority of respondents with 51.2% are company employees. For the monthly income, the majority of respondents are between 6001-10000 Yuan with 34.0%.

Table1: Findings of Descriptive Analysis

Variable	Frequency(f)	Percentage(%)
Gender: Male	200	50.0
Age: 26-35	139	34.8
Education level: Bachelor degree	282	70.5
Employment category: Company employee	205	51.2
Monthly income (Yuan): 6001-10000	136	34.0

Hypothesis H1_a was analyzed by Simple Linear Regression, while hypotheses H2_a, H3_a, and H4_a were analyzed by Multiple Linear Regression.

Hypotheses service quality in H3₀ and trust in H4₀ were failed to rejected, and other null hypotheses were rejected. The results are shown in Table 2.

Table2: Findings of hypothesis Testing Results

Hypothesis Description	Variables	Standardized Coefficient (Beta)	Sig. Level	Results
H1 _a : Service quality is statistically significant influence on trust.	Service quality	.864	.000	Rejected H1 ₀
H2 _a : Service quality and trust are statistically significant influence on satisfaction.	Service quality	.429	.000	Rejected H2 ₀
	Trust	.527	.000	Rejected H2 ₀
H3 _a : Service quality, trust, and satisfaction are statistically significant influence on repurchase intention.	Service quality	.002	.971	Failed to reject H3 ₀
	Trust	.346	.000	Rejected H3 ₀
	Satisfaction	.541	.000	Rejected H3 ₀
H4 _a : Trust and satisfaction, and repurchase intention are statistically significant influence on willingness to recommend.	Trust	.61	.156	Failed to reject H4 ₀
	Satisfaction	.488	.000	Rejected H4 ₀
	Repurchase intention	.423	.000	Rejected H4 ₀



Discussion

Based on the result of hypothesis one, the researchers discovered that service quality was the highest influencing factor on trust at the highest beta of 0.864. Followed by the result of hypothesis two, trust was statistically significant influence on satisfaction at the beta of 0.527. According to the result of hypothesis three, satisfaction was statistically significant influence on repurchase intention at the beta of 0.541. Based on the result of hypothesis four, satisfaction was statistically significant influence on willingness to recommend at the beta of 0.488. However, service quality was not statistically significant influence on repurchase intention at 0.971, which was greater than 0.05. Also, trust was not statistically significant influence on willingness to recommend at 0.156, which was greater than 0.05.

Based on the analysis outcome of hypothesis one, service quality is statistically significant influence on trust. This supports the conception of which service quality is significant influence on trust (Chenet et al., 2016; Lien et al., 2014). Next, the analysis outcome of hypothesis two is that trust is statistically significant influence on satisfaction. This supports the conception of Gustafsson et al. (2005), verhoef et al. (2009), Milan et al., (2015), veloutsou, (2015), and Haron et al. (2020). According to the analysis outcome of hypothesis three, satisfaction is statistically significant

influence on repurchase intention. This is accorded with the conception of Hellier et al. (2003), Gustafsson et al. (2005), ringle et al. (2011), and Pavlou (2003). According to the analysis outcome of hypothesis four, satisfaction is statistically significant influence on willingness to recommend. This is accorded with the conception of Izogo (2016) Finn (2005), and berry and Parasuraman (1991).

Summary and Recommendations

Through data analysis, the results of this study are helpful to management and marketing and summarize the factors that affect customers' attitudes towards online shopping, that is, service quality is significant influence on trust. Also, trust is significant influence on satisfaction. In addition, satisfaction is significant influence on repurchase intention.

Because of service quality's significant influence on trust, Jingdong should make the shopping process convenient and fast, recruit more couriers and train the couriers to make sure Jingdong delivery goods in time, give training to customer service so that they can solve customers' problems quickly, and optimize the website's interface to make the interface clean and clear. On account of trust's significant direct influence on satisfaction, Jingdong should build trust with customers. Therefore, Jingdong should make sure the product description matches the actual item, and make sure the price of the product is reasonable and



transparent. Also, Jingdong should not leak customers' privacy. Moreover, the most important is to increase satisfaction, since satisfaction has a significant influence on repurchase intention and willingness to recommend. Therefore, Jingdong should focus on improving customers' satisfaction to increase the probability of repurchase intention and willingness to recommend. Jingdong should improve logistics delivery service and improve product quality and make sure there is no fake product and low-quality product. Also, Jingdong ought to improve the exchange and refund service to increase satisfaction. Finally, the efforts of Jingdong to increase customer trust and satisfaction will greatly enable customers to repurchase and recommend them to others. This will greatly reduce Jingdong's cost of publicity and exposure to find new customers.

Future Studies

The research examined the factors of service quality, trust, and satisfaction affecting repurchase intention and willingness to recommend. The researchers will give some recommendations for future studies so that other researchers can extend the topic by using different searching designs.

The researcher only collected the samples of this study from the users of Jingdong. It was limited that only collected data from just one website. Also, if the data

of many websites' users are collected in the research, the confidence level will be higher than this. Future studies may study other shopping websites such as Taobao.com, Lazada.com, and Amazon.com. In addition, the study just covered some factors of service quality, trust, and satisfaction that affect online repurchase intention and willingness to recommend. Further research also needs to investigate additional independents that influence online repurchase intention and willingness to recommend, such as perceived value, loyalty, and brand image.

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