

The Effect of E-service Quality and Customer Satisfaction and Trust to Customer Online Shopping Behavior

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ABSTRACT

China's e-commerce sector is experiencing rapid growth. Among Chinese cities, Beijing stands out with its robust development, consistently ranking among the top three in the nation. Nonetheless, Beijing's e-commerce enterprises encounter various challenges. This research endeavors to examine the interplay between e-service quality, customer satisfaction, trust, and online shopping behavior within the Beijing e-commerce landscape. Descriptive method was considered by the researchers. The respondents of the study are the users of online shopping platforms that operates in Beijing China who have experience using major online consumption platforms. The sample size is 385 people which was calculated by Raosoft software. The respondents of the study were chosen using the simple random sampling design. Moreover, constructed survey questionnaires served as a tool with five-key point Likert scale. The Statistical Package for Social Sciences (SPSS) was employed in the statistical analysis of data. The following statistical tools were used in the study: frequency and percentage, mean, reliability and validity analysis, Analysis of Variance and Multiple Linear Regression. The study resulted in a strong positive relationship between customer satisfaction, trust and over-all e-service quality. Specifically, customer satisfaction and trust resulted in a very strong relationship to customer behaviors. For the comparison of means when grouped according to profile variables, customer satisfaction level and over-all e-service quality have a significant difference when grouped to frequency of purchase. Based on the results of the study, the researchers proposed a development program to help improve the quality of e-services and thus increase customer re-purchase rates.

KEYWORDS

E-service Quality; Customer Satisfaction; Customer Trust; Customer Online Shopping Behavior; E-commerce

1. INTRODUCTION

China's e-commerce industry is currently booming. China is the world's largest e-commerce market. The top 10 B2C e-commerce cities in China in 2020 are Hangzhou, Beijing, Shanghai, Nanjing, Guangzhou, Shenzhen, Changsha, Fuzhou, Suzhou and Chengdu. In this ranking, Beijing has the strongest development momentum and ranks the top three. Hence, the research on customers in Beijing will have a very important reference value for all e-commerce companies in northern China. The current e-commerce market in Beijing is huge, covering a variety of industries, including e-commerce platforms, electronic payment, logistics and distribution. Among them, the e-commerce enterprises such as Jingdong, Tmall and Qunar have a huge market share and user base, and have a wide influence in both domestic and international markets. From 2011 to 2021, online retail sales in Beijing increased from 29.8 billion yuan to 539.2 billion yuan, an increase of more than 17 times. The share of Beijing's total retail sales rose from 4.3% to 36.3%, a record high. The development of

e-commerce in Beijing also has problems such as fierce market competition, increasing cost of logistics distribution, lax supervision of laws and regulations, and obvious increase of online shopping complaints. To sum up, although Beijing's e-commerce market has great potential, it is also faced with challenges in all aspects. Only with strong competitiveness and innovative spirit, can Beijing's e-commerce enterprises take advantage of future market competition.

Nowadays, product quality and service experience have become important factors for people to buy products. As a result, companies are making efforts to improve the quality of goods and services. The same goes for e-commerce platforms. With the decrease in traffic dividend and the peak of user scale, providing consumers with benefits and convenience of online shopping and creating a safe and secure shopping environment has become a new direction of e-commerce platform competition.

For many consumers, convenience is crucial to shopping, so providing a variety of shopping methods, fast delivery methods, 24-hour customer consultation and after-sales support can improve customer satisfaction and trust. In addition, consumers are generally concerned about security in online shopping, so providing safe online payment, shopping security, express delivery security, personal information protection and other services can improve consumers' trust and purchase intention. Product quality is also one of the most important factors for consumers when shopping. For consumers, user experience of products, brand reputation, quality and reputation can affect consumers' purchasing decisions and trust. Finally, for most consumers, price is the primary factor to consider the purchase, so providing reasonable prices and various preferential, gifts, discounts and other services can increase consumers' purchase intention and trust.

To have an easy and better understanding, the researchers defined the following terminologies according to how it is used in the study:

Customer satisfaction is a measure of how your organization's total product performs to a set of customer requirements [1] In this study, customer satisfaction only refers to whether online shopping customers are satisfied with the services of e-commerce websites.

Trust is part of an individual or group's beliefs in certain attributes, such as integrity, reliability, and skill [2]. In this study, customer trust refers to the degree of trust that online shopping customers have for e-commerce sites, such as word-of-mouth and repeat visits.

The customer service definition provides not only what your customers need but also what they want, even if they may not know it [3]. In this study, customer service refers to the customer service and return and exchange services provided by e-commerce websites.

E-service quality is the difference between customers' expectations for service performance priorities the service encounters and their expectations about service performance before the service offering [4]. In this study, E-service quality refers to the services provided by e-commerce websites, including website design, return and exchange, security, logistics and so on.

Order fulfillment is in the most general sense the complete process from point of sales inquiry to delivery of a product to the customer. Sometimes Order fulfillment is used to describe the more narrow act of distribution or the logistics function, however, in the broader sense it refers to the way firms respond to customer orders [5]. In this study, Fulfilment refers to Timeliness of Delivery, Order Accuracy and Delivery Condition.

Repurchase intentions refer to a consumer's desire to repeat the transaction with the brand online in the hope they will get the same—if not better—value in the exchange process [6]. In this study, repurchase refers to the willingness of customers to make repeated purchases

commerce acceptance, online safety perception, personal preferences, and privacy concerns are important factors for e-commerce adoption in a society [7]. In this study, security/privacy refers to privacy protection of personal data and security of online payments.

This is defined as the consumer revisit intention as customers' perception of the likelihood that they will revisit the target website in the future [8]. In this study, site revisit refers to that the customer visits the e-commerce website several times.

Web design is the process of planning, conceptualizing, and arranging content online. It should also be noted that different disciplines and industries have different objectives in designing websites and should thus prioritize different website design elements [9]. In this study, website design refers to Information Quality, Website Aesthetics, Purchase Process, Product Selection, Price Offerings, Website personalization and System Availability.

Word-of-mouth can be defined as a form of communication among consumers based on their personal experiences and impressions of a product or service [10]. In this study, word of mouth refers mainly to online comments.

2. OBJECTIVES

This study investigated the relationship between the quality of e-service, customer satisfaction, customer trust and customer online shopping behavior. To help the e-commerce enterprises in northern China represented by Beijing to improve customer retention and re-purchase rate. By studying the relationship between the three variables, this paper provided reference suggestions for e-commerce companies to develop more accurate marketing strategies.

The study determined the effect of e-service quality and customer satisfaction and trust on customer online shopping behavior. Specifically, answered the following questions:

- 1) What is the profile of respondents in terms of:
 - 1.1. Sex;
 - 1.2. Civil status;
 - 1.3. Preferred Platform; and
 - 1.4. Frequency of purchase?
- 2) How may the level of the following variables be assessed by the customers of E-Commerce in Beijing China?
 - 2.1. Customer Satisfaction;
 - 2.2. Customer Trust; and
 - 2.3. Over-all e-service Quality.
- 3) What is the level of e-service quality of an E-Commerce company when described in terms of:
 - 3.1. Website design;
 - 3.2. Customer service;
 - 3.3. Security/ privacy; and
 - 3.4. Fulfillment?
- 4) To what extent do online customers have the following behavior?
 - 4.1. Repurchase intention;
 - 4.2. Word of Mouth; and
 - 4.3. Site revisit.
- 5) Is there a significant difference on the e-service quality, level of customer satisfaction, and customer trust of the E-Commerce company when grouped according to profile?

- 6) Does the above-mentioned construct of e-service quality significantly affect the over-all e-service quality?
- 7) Does the over-all e-service quality significantly affect the customer satisfaction and trust?
- 8) Does customer satisfaction significantly affect the repurchase intention, word of mouth and site revisit of the online customers?
- 9) Does customer trust significantly affect the repurchase intention and word of mouth of the online customers?
- 10) Based on the findings of the study what E-Commerce Marketing Strategy may be developed?

3. MATERIALS AND METHODS

The study is based on the model proposed by Rita, Oliveira and Farisa (2019) that focused on determining the relationships among the variables used in the study such as E-service Quality, Customer Satisfaction and Trust and its impact on the customer behavior in online shopping. The E-service quality was represented by Web design, customer service, security/privacy and fulfillment. Customer satisfaction and trust were a direct measure and customer behavior online is represented by repurchase intention, word of mouth and site revisit [11].

Descriptive method was considered by the researchers since this paper adopts quantitative analysis, through the collection, measurement, classification, calculation and interpretation of quantitative data, to understand the essential characteristics and regularity behind the data more deeply and objectively. The respondents of the study are the users of online shopping platforms that operates in Beijing China who have experience using major online consumption platforms such as JD, Taobao, Pin-Duoduo, VipShop, Amazon and so on. The sample size is 385 people which was calculated by Raosoft software. The respondents of the study were chosen using the simple random sampling design. The approved questionnaire was input through Sojump in a structured form. Moreover, constructed survey questionnaires served as a tool with five-key point Likert scale by having a 1-5 scale, 1 as its low level and 5 as its high level. The Statistical Package for Social Sciences (SPSS) was employed in the statistical analysis of data. The following statistical tools were used in the study; frequency and percentage, mean, reliability and validity analysis, Analysis of Variance and Multiple Linear Regression.

4. RESULTS AND DISCUSSION

4.1. What is the Profile of Respondents in terms of:

4.1.1. Sex

Table 1. Sex

Sex	Frequency	Percentage
Male	188	48.83
Female	197	51.17
Total	385	100

According to Table 1, 197 or 51.17% of the total respondents are female, while the remaining 188 or 48.83% are male.

4.1.2. Civil Status

Table 2. Civil Status

Civil Status	Frequency	Percentage
Married	73	18.96
Unmarried	304	78.96
Annulled	7	1.82
Widowed	1	0.26
Total	385	100

According to Table 2, 304 respondents or 78.96% are unmarried, followed by single customers with a frequency of 73 or 18.96% of the total respondents, annulled with a frequency of 7 or 1.82%, and widows with a frequency of 1 or 0.26%.

4.1.3. Preferred Platform

Table 3. Preferred Platform

Preferred Platform	Frequency	Percentage (out of 385)
JingDong	253	65.71
TaoBao	241	62.60
PinDuoDuo	169	43.90
Amason	11	2.86
VIPshop	65	16.88
Others	33	8.57

According to Table 3, 253 or 65.71% preferred JingDong platform, followed by TaoBao with a frequency of 241 or 31.2%. The third is PinDuoDuo with a frequency of 169 or 21.9%. This was followed by VIPshop with a frequency of 65 or 8.4%, Others with a frequency of 33 or 4.3%, and Amazon with a frequency of 11 or 1.4%. Based on the results of the study, the combined percentage of JingDong and TaoBao accounts for more than 60% of the overall market share.

4.1.4. Frequency of Purchase

Table 4. Frequency of Purchase

Frequency of Purchase	Frequency	Percentage
one or two times a week	267	69.35
three to five times a week	91	23.64
more than five times a week	27	7.01
Total	385	100

According to Table 4, 267 or 69.35% of the total respondents purchase one or two times a week, while 91 or 23.64% shop three to five times a week. There are even 27 or 7.01% who shop more than five times a week.

4.2. How may the level of the following variables be assessed by the customers of E-Commerce in Beijing China?

Regarding the level of customer satisfaction, customer trust, and the overall quality of service provided by online shops as evaluated by E-commerce customers in Beijing, China.

4.2.1. Customer Satisfaction Level

Table 5. Customer Satisfaction

Customer Satisfaction	Mean	Interpretation
I am satisfied with this online shop.	3.95	Agree
The online shop is getting close to the ideal online retailer	3.64	Agree
The online shop always meets my needs.	3.80	Agree
Composite Mean	3.79	Agree

According to Table 5, the composite mean for customer satisfaction was 3.79. Among the indicators, it was found that the item "I am satisfied with this online shop" obtained the highest weighted mean of 3.95, indicating agreement.

4.2.2. Customer Trust Level

Table 6. Customer Trust

Customer Trust	Mean	Interpretation
I can expect good advice from this online shop.	3.67	Agree
This online shop is genuinely interested in customer's welfare.	3.53	Agree
If problems arise, one can expect to be treated fairly by this online shop	3.98	Agree
I am happy with the standards by which this online shop is operating.	3.73	Agree
This online shop operates scrupulously.	3.66	Agree
You can believe the statements of this online shop.	3.57	Agree
Composite Mean	3.69	Agree

For customer trust, according to Table 6, the composite mean was 3.69. The item "If problems arise, one can expect to be treated fairly by this online shop" received the highest mean of 3.98, interpreted as agreement.

4.2.3. Over-all E-service Quality Level

Table 7. Over-all E-service Quality

Overall E-service Quality	Mean	Interpretation
Overall: my purchase experience with this online shop is excellent.	3.74	Agree
The overall quality of the service provided by this online shop is excellent.	3.75	Agree
My overall feelings toward this online shop are very satisfied.	3.72	Agree
Composite Mean	3.74	Agree

Lastly, according to Table 7, the overall e-service quality achieved a composite mean of 3.74. The item "The overall quality of the service provided by this online shop is excellent" garnered the highest mean of 3.75, generally indicating positive feedback.

4.3. What is the level of e-service quality of E-Commerce company be described in terms of:

4.3.1. Website Design Level

Table 8. Website Design

Website Design	Mean	Interpretation
The information on the website is pretty much what I need to carry out my tasks.	3.65	Agree
The website displays a visually pleasing design.	3.69	Agree
The website has no difficulties with making a payment online	4.14	Agree
The website displays a visually pleasing easy to read content.	3.79	Agree
The site has a wide variety of products that interest me.	3.94	Agree
The website offers discounts or free shipping. It has lower prices	3.71	Agree
The website allows me to interact with it to receive tailored information.	3.54	Agree
When I use the website, there is very little waiting time between my actions and the website's response.	3.79	Agree
Composite Mean	3.78	Agree

According to Table 8, the assessment of e-service quality in terms of website design obtained a composite mean of 3.78. The item "The website has no difficulties with making a payment online" got the highest mean of 4.14 with verbal interpretation of slightly disagree.

4.3.2. Customer Service Level

Table 9. Customer Service

Customer Service	Mean	Interpretation
The online shop has customer service representatives available online. I am very satisfied with the customer service of this online store.	3.75	Agree
The online shop provides me with convenient options for returning items.	3.89	Agree
Composite Mean	3.82	Agree

According to Table 9, for the e-service quality in terms of customer service obtained a composite mean of 3.82. The item "The online shop provides me with convenient options for returning items" got the highest mean of 3.89 and verbally interpreted as agree.

4.3.3. Security/Privacy Level

Table 10. Security/Privacy

Security/Privacy	Mean	Interpretation
The online shop has adequate security features. For example: This site protects information about my credit card.	3.75	Agree
I trust the website administrators will not misuse my personal information.	3.39	Neutral
Composite Mean	3.57	Agree

According to Table 10, for the e-service quality in terms of security/privacy obtained a composite mean of 3.57. The item “The online shop has adequate security features. For example: This site protects information about my credit card.” got the highest mean of 3.75 and verbally interpreted as agree.

4.3.4. Fulfillment Level

Table 11. Fulfillment

Fulfillment	Mean	Interpretation
The product is delivered by the time promised by the company. It quickly delivers what I ordered.	3.92	Agree
You get what you ordered from this website.	3.92	Agree
The ordered products arrived in good condition.	3.87	Agree
Composite Mean	3.91	Agree

According to Table 11, for the e-service quality in terms of fulfillment obtained a composite mean of 3.91. The item “The product is delivered by the time promised by the company. It quickly delivers what I ordered.” and the item “You get what you ordered from this website.” got the highest mean of 3.92 and verbally interpreted as agree.

4.4. To what extent do online customers may have the following behavior?

As to the assessment of extent of the repurchase intention, word of mouth, and site revisit as online customers behavior.

4.4.1. Repurchase Intention

Table 12. Repurchase Intention

Repurchase Intention	Mean	Interpretation
I will make more purchases through this online shop in the future.	3.90	Agree

According to Table 12, repurchase intention obtained the composite mean of 3.90. Among the indicators, it shows that the item “I will make more purchases through this online shop in the future.” got the highest weighted mean of 3.90 and verbally interpreted as Agree.

4.4.2. Word of Mouth

Table 13. Word of Mouth

Word of Mouth	Mean	Interpretation
I will say positive things about this online shop to other people.	3.97	Agree
I will recommend this online shop to anyone who seeks my advice.	3.80	Agree
Composite Mean	3.88	Agree

According to Table 13, word of mouth obtained the composite mean of 3.88. Among the indicators, it shows that the item “I will say positive things about this online shop to other people.” got the highest weighted mean of 3.97 and verbally interpreted as Agree.

4.4.3. Site Revisit

Table 14. Site Revisit

Site Revisit	Mean	Interpretation
I will re-visit this online shop in the future.	4.01	Agree
I will make my next purchase from this online shop.	3.99	Agree
Composite Mean	4.00	Agree

According to Table 14, site revisit obtained the composite mean of 4.00. Among the indicators, it shows that the item “I will re-visit this online shop in the future.” got the highest weighted mean of 4.01 and verbally interpreted as Agree.

4.5. Is there Significant Difference on the E-Service Quality, Level of Customer Satisfaction and Customer Trust of the E-Commerce Company When Grouped According to Profile?

Regarding the significant difference on the e-service quality, level of customer satisfaction and customer trust when grouped according to profiles.

4.5.1. Is there significant difference on the e-service quality, level of customer satisfaction and customer trust when grouped by sex?

Table 15. Sex

Variables	Sex	Mean	p-value	Decision on H ₀	Interpretation
Customer Satisfaction	Male	3.77	0.454	Failed to Reject	Not Significant
	Female	3.82			
Customer Trust	Male	3.72	0.368	Failed to Reject	Not Significant
	Female	3.67			
Over-all E-service Quality	Male	3.76	0.401	Failed to Reject	Not Significant
	Female	3.71			

According to Table 15, results showed that e-service quality, level of customer satisfaction and customer trust have no significant difference when grouped by sex.

4.5.2. Is there significant difference on the e-service quality, level of customer satisfaction and customer trust when grouped by civil status?

Table 16. Civil Status

Variables	Civil Status	Mean	p-value	Decision on H ₀	Interpretation
Customer Satisfaction	Married	3.66	0.046	Reject	Significant
	Unmarried	3.83			
	Annulled	3.52			
	Widowed	3.00			
Customer Trust	Married	3.59	0.150	Failed to Reject	Not Significant
	Unmarried	3.72			
	Annulled	3.43			
	Widowed	4.00			
Over-all E-service Quality	Married	3.61	0.224	Failed to Reject	Not Significant
	Unmarried	3.77			
	Annulled	3.62			
	Widowed	4.00			

According to Table 16, customer satisfaction has significant difference when grouped by civil status with the p-value of 0.046.

4.5.3. Is there significant difference on the e-service quality, level of customer satisfaction and customer trust when grouped by frequency of purchase?

Table 17. Frequency of Purchase

Variables	Frequency of Purchase	Mean	p-value	Decision on H ₀	Interpretation
Customer Satisfaction	one or two times a week	3.74	0.025	Reject	Significant
	three to five times a week	3.90			
	more than five times a week	3.98			
Customer Trust	one or two times a week	3.66	0.186	Failed to Reject	Not Significant
	three to five times a week	3.76			
	more than five times a week	3.78			
Over-all E-service Quality	one or two times a week	3.68	0.015	Reject	Significant
	three to five times a week	3.87			
	more than five times a week	3.86			

According to Table 17, Customer satisfaction and over-all e-service quality have significant differences when grouped by the frequency of purchase with the p-values of 0.025 and 0.015.

4.6. Does the Above-mentioned Construct of E-Service Quality Significantly Affect the Over-All E-Service Quality?

This section of the study illustrates the Influence of e-service quality on over-all e-service quality (OAEQ). E-service quality contains the factors of Website Design (WD), Customer Service (CS), Security Privacy (SP) and Fulfillment (FF).

Table 18. Relationship between E-service Quality and Over-all E-service Quality

Over-all e-service Quality	B	p-value	Decision on H ₀	Interpretation
Constant	0.123	0.046	Reject	Significant
Website Design	0.443	<0.001	Reject	Significant Effect
Customer Service	0.252	<0.001	Reject	Significant Effect
Security Privacy	0.086	0.025	Reject	Significant Effect
Fulfillment	0.172	0.001	Reject	Significant Effect

According to the Multiple Linear Regression and Table 18 that the P values are all below than .05 which means that e-service quality has significant effect on over-all e-service quality. The R² is equal to .568 which indicated that their correlation coefficient is 0.568. The F value is 124.848. According to the data, the researchers can draw the following regression model:

$$\text{OAEQ} = 0.123 + 0.443\text{WD} + 0.252\text{CS} + 0.086\text{SP} + 0.172\text{FF} \quad (1)$$

This formula shows that the Website Design (WD), Customer Service (CS), Security Privacy (SP) and Fulfillment (FF) all have a positive correlation with over-all e-service quality (OAEQ) and their correlation coefficient are 0.443, 0.252, 0.086 and 0.172 which means that when the level of Website Design (WD) increase 1 the level of over-all e-service quality will increase 0.443. When the level of Customer Service increases by 1 the level of over-all e-service quality will increase 0.252. When the level of Security Privacy increases by 1 the level of over-all e-service quality will increase 0.086.

When the level of Fulfillment increases by 1 the level of over-all e-service quality will increase 0.172. The constant between them is 3.480 which means when the e-service quality level is 0, the over-all e-service quality still have a constant value of 3.480.

4.7. Does the over-all e-service quality significantly affect the customer satisfaction and trust?

For the effect of over-all e-service quality (OAEQ) on customer satisfaction (CS).

Table 19. Relationship between E-service Quality and Customer Satisfaction

Customer Satisfaction	B	p-value	Decision on H ₀	Interpretation
Constant	1.296	<0.001	Reject	Significant
Over-all e-service Quality	0.668	<0.001	Reject	Significant Effect

According to the Multiple Linear Regression and Table 19 that the P values is below than .05 which means that over-all e-service quality has significant effect on customer satisfaction. The R² is equal to .449 and the F value is 312.165. Therefore, the researchers can draw the following regression model:

$$CS = 1.296 + 0.668OAEQ \quad (2)$$

This formula shows that the Over-all E-service Quality (OAEQ) has a positive correlation with Customer Satisfaction and their correlation coefficient are 0.668 which means that when the level of Over-all E-service Quality increase 1 the level of Customer Satisfaction will increase 0.668. The constant between them is 1.292 which means when the Over-all E-service Quality level is 0, the customer satisfaction still has a constant value of 1.296.

Table 20. Relationship between E-service Quality and Customer Trust

Customer Trust	B	p-value	Decision on H ₀	Interpretation
Constant	0.937	<0.001	Reject	Significant
Over-all e-service Quality	0.737	<0.001	Reject	Significant Effect

According to the Table 20, for the effect of over-all e-service quality on customer trust (CT), the P values is below than .05 which means that over-all e-service quality has significant effect on customer trust. The R Square is .655 and the F value is 726. Therefore, the researchers can draw the following regression model:

$$CT = 0.937 + 0.737OAEQ \quad (3)$$

This formula shows that the Over-all E-service Quality (OAEQ) has a positive correlation with Customer Trust and their correlation coefficient are 0.737 which means that when the level of Over-all E-service Quality increase 1 the level of Customer Trust will increase 0.737. The constant between them is 0.937 which means when the Over-all E-service Quality level is 0, the customer trust value is 0.937.

4.8. Does Customer Satisfaction Significantly affect the Repurchase Intention, word of Mouth and Site Revisit of the Online Customers?

4.8.1. For the effect of customer satisfaction (CS) on repurchase intention (RI) of the online customers.

Table 21. Relationship between Customer Satisfaction and Repurchase Intention

Repurchase Intention	B	p-value	Decision on H ₀	Interpretation
Constant	1.857	<0.001	Reject	Significant
Customer Satisfaction	0.538	<0.001	Reject	Significant Effect

According to the Multiple Linear Regression and Table 21 that the P values is below than .05, the R Square is .260 and the F value is 134.687. Therefore, the researchers can draw the following regression model:

$$RI = 1.857 + 0.538CS \quad (4)$$

This formula shows that the customer satisfaction (CS) has a positive correlation with repurchase intention (RI) and their correlation coefficient are 0.538 which means that when the level of customer satisfaction increases by 1 the level of repurchase intention will increase 0.538. The constant between them is 1.857 which means when the customer satisfaction level is 0, the repurchase intention value is 1.857.

4.8.2. For the effect of customer satisfaction (CS) on word of mouth (WOM) of the online customers.

Table 22. Relationship between Customer Satisfaction and Word of Mouth

Word of Mouth	B	p-value	Decision on H ₀	Interpretation
Constant	1.969	<0.001	Reject	Significant
Customer Satisfaction	0.505	<0.001	Reject	Significant Effect

According to the Table 22, the P values is below than .05 which means that customer satisfaction has significant effect on Word of Mouth. The R Square is .315 and the F value is 176.333. Therefore, the researchers can draw the following regression model:

$$WOM = 1.969 + 0.505CS \quad (5)$$

This formula shows that the customer satisfaction (CS) has a positive correlation with Word of Mouth (WOM) and their correlation coefficient are 0.505 which means that when the level of customer satisfaction increases by 1 the level of Word of Mouth will increase 0.505. The constant between them is 1.969 which means when the customer satisfaction level is 0, the repurchase intention value is 1.969.

4.8.3. For the effect of Customer Satisfaction on Site revisit (SR) of the Online Customers.

Table 23. Relationship between Customer Satisfaction and Site Revisit

Site Revisit	B	p-value	Decision on H ₀	Interpretation
Constant	2.291	<0.001	Reject	Significant
Customer Satisfaction	0.450	<0.001	Reject	Significant Effect

According to the Table 23, the P values is below than .05 which means that customer satisfaction has significant effect on Site revisit. The R² is equal to .255 and the F value is 131.111. Therefore, the researchers can draw the following regression model:

$$SR= 2.291 +0.450CS \quad (6)$$

This formula shows that the customer satisfaction (CS) has a positive correlation with Word of Mouth (WOM) and their correlation coefficient are 0.450, which means that when the level of customer satisfaction increases by 1 the level of Word of Mouth will increase 0.450. The constant between them is 2.291 which means when the customer satisfaction level is 0, the repurchase intention value is 2.291.

4.9. Does customer trust significantly affect the repurchase intention and word of mouth of the online customers?

4.9.1. For the effect of Customer Trust (CT) on Repurchase Intention (RI).

Table 24. Relationship between Customer Trust and Repurchase Intention

Repurchase Intention	B	p-value	Decision on H ₀	Interpretation
Constant	1.459	<0.001	Reject	Significant
Customer Trust	0.661	<0.001	Reject	Significant Effect

According to the Multiple Linear Regression and Table 24, that the P values is below than .05 which means that customer trust has significant effect on Repurchase Intention. The R Square is .327 and the F value is 186.423. Therefore, the researchers can draw the following regression model:

$$RI= 1.459 +0.661CT \quad (7)$$

This formula shows that the Customer Trust (CT) has a positive correlation with Repurchase Intention (RI) and their correlation coefficient are 0.661, which means that when the level of customer satisfaction increase 1 the level of Word of Mouth will increase 0.661. The constant between them is 1.459 which means when the customer satisfaction level is 0, the repurchase intention value is 1.459.

4.9.2. For the effect of Customer Trust on Word of Mouth.

Table 25. Relationship between Customer Trust and Word of Mouth

Word of Mouth	B	p-value	Decision on H ₀	Interpretation
Constant	1.546	<0.001	Reject	Significant
Customer Trust	0.633	<0.001	Reject	Significant Effect

According to the Table 25, the P values is below than .05 which means that customer trust has significant effect on Word of Mouth, The R² is equal to .414 and the F value is 270.615 which is much bigger than 1. When F is greater than 1, the difference between the two groups is statistically significant, and the results can be inferred to be meaningful. Therefore, the researchers can draw the following regression model:

$$WOM= 1.546 +0.633CT \quad (8)$$

This formula shows that the Customer Trust (CT) has a positive correlation with Word of Mouth (WOM) and their correlation coefficient are 0.633 which means that when the level of customer satisfaction increases by 1 the level of Word of Mouth will increase 0.633. The constant between them is 1.546 which means when the customer satisfaction level is 0, the repurchase intention value is 1.546.

4.10. Based on the findings of the study what E-Commerce Marketing Strategy may be developed?

After assessing and interpreting the results of the study, the researcher proposed a plan to improve the quality of the website service, which can improve customer satisfaction and customer trust, resulting in increased customer re-visits to the website, re-purchases and good word-of-mouth. A special research and development team will be set up to optimize and upgrade several aspects that will improve the quality of the e-service.

5. CONCLUSIONS

After the study had been made, the researcher came up with the following conclusions.

- 1) Among online shopping customers in Beijing, China, the female respondents slightly outnumber the male respondents, with the majority being married, and the most common shopping frequency is once or twice a week, with JingDong being the preferred platform for most.
- 2) Online shopping customers have a basically satisfied attitude towards the current shopping platform in terms of customer satisfaction, customer trust and overall e-service quality.
- 3) Online shopping respondents in Beijing China are generally satisfied with all four aspects of e-service quality which contains website design, customer service, security/privacy and fulfillment.
- 4) According to the survey, online shopping respondents are generally agreeing to revisit the website, willing to repurchase and give positive word-of-mouth.
- 5) Customer satisfaction has significant difference when grouped by civil status and frequency of purchase. Customer trust has no significant difference when grouped by profiles. Over-all e-service quality has significant difference when grouped by frequency of purchase.
- 6) Website design, customer service, security/privacy and fulfillment have significant effect on the over-all e-service quality.
- 7) Over-all e-service quality has significant effect on the customer satisfaction and customer trust.
- 8) Customer satisfaction has significant effect on the repurchase intention, site revisit and word of mouth.
- 9) Customer trust has significant effect on the repurchase intention and word of mouth.
- 10) After assessing and interpreting the results of the study, the researcher proposed a program to improve the quality of the e-service.

6. RECOMMENDATIONS

After the conclusions has been drawn, the following recommendations are worth considering:

- 1) More than half of the respondents still shop only one or two times a week, hence they are encourage e-commerce companies to study which factors influence customers' shopping behavior, to further increase customers' repeat purchase rate.
- 2) It is strongly recommended that e-commerce companies carry out website design optimization for their shopping websites. Improve website page loading speed and reduce user waiting time. Design a simple and beautiful interface. Design a user-friendly shopping process. These measures can greatly improve customer satisfaction and customer trust.

- 3) E-commerce companies should invest more resources in improving customer service. Establish a 24-hour after-sales service hotline on time. Set a clear process, as well as a simplified application form. These measures can greatly improve customer satisfaction and customer trust.
- 4) E-commerce enterprises improve the security and privacy protection of e-commerce platforms and can also improve the stickiness of customers to e-commerce platforms.
- 5) Fulfillment is also an important factor of the customer revisit and repurchase. There are some suggestions as for busy customers, e-commerce platforms can enhance door-to-door delivery services, allowing customers to choose their own delivery time and address.
- 6) E-commerce enterprises may consider referring to proposed plan to better guide customers to revisit or re-purchase.
- 7) More online platforms or online stores may have a better understanding of the impact of online customer service on customer satisfaction, customer trust, and customer behavior to learn from when conducting their own business.
- 8) Students who have research in the field of e-commerce can gain more useful knowledge in this article and apply it to their own research field.
- 9) The future researchers may use this as a basis and may conduct another study with more detailed research on any of the studies, so as to provide more detailed guidance for business plans, for example what kind of customer service is more acceptable. In addition, the questionnaire survey can be more detailed, or research can be carried out for a special platform to conduct questionnaire survey, so as to form personalized improvement suggestions for the platform. Finally, the researcher can do follow-up research on e-commerce customers in other cities.

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