

Influence of Website Quality Dimensions on Repurchase Intention: Empirical Evidence From Customers of Jumia Online Stores in Port Harcourt, Rivers State

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Abstract

The study focused on the influence of website quality dimension and repurchase intention among customers of Jumia online stores in Port Harcourt. Despite, similar studies in other countries around the globe, there is paucity of empirical literature on the subject matter in Nigeria. The overall objective of the study was to examine the influence of website quality dimensions on repurchase intention among customers of Jumia online stores in Nigeria. Specifically, the study will set out to achieve the following sub-objectives which will include to; determine the influence of System Quality on repurchase intentions of customers of Jumia online stores and examine the effect of Information Quality on repurchase intentions of customers of Jumia online stores. Various research question and hypotheses were raised and formulated in line with these objectives. 200 customers of Jumia online store in Port Harcourt were conveniently sampled. It was found that system quality has a slight positive relationship with the level of repurchase intention among customers of Jumia online store in Port Harcourt and that that information quality has significant positive effect on level of repurchase intention among customers of Jumia online store in Port Harcourt. The study therefore concludes that that website quality dimensions have significant and positive impact on customers repurchase intention in the electronic retailing sector. It recommended that Firms should handle their website quality with utmost care since it influences customer repurchase intentions; system quality components should be properly handled at the early stage of website design as it also influence customers repurchase intentions and finally, firms information quality should concise, accurate and understandable as this will influence customers repurchase intentions to a great extent. The major limitation of this study is that it focused on customers of a particular electronic vendor (Jumia.com) and hence, future studies are encouraged to incorporate more customers' of other e-vendors in their studies.

1. Introduction

1.1 Background to the Study

The emergence of the Internet as an electronic marketplace is profoundly impacting marketing. The convenience of online shopping has given online service providers the ability to manage consumers' orders through the Internet, which has made transaction processes much easier and

more efficient (Tokunbo, 2017). The Internet created a new business environment, far different from anything that has come before, enabling any company to conduct its entire set of business processes and practices online (Layla & Emad, 2015). E-business is any business process performed via an Internet-based, computer-mediated network (Layla & Emad, 2015). There are many categories of e-business; for example Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), and Consumer to Consumer (C2C). E-business and e-commerce tend to be used interchangeably leading to policy incoherence. E-commerce has been burgeoning as a means of doing business. Although e-commerce is highly profitable to businesses, it also comes with inherent challenges. Customers are not possible to inspect the product when transactions are conducted in e-commerce context (Jiang & Benbasat, 2007). Eventually, they will judge the product quality based on website quality (Wells, Valacich, & Hess, 2011). Thus, website quality plays a vital role in the e-commerce context. Moreover, website quality is important because it possesses the same importance as store environment, whereby it can affect customer perceptions towards the retailer (Wells *et al.*, 2011). Generally, website quality is defined as the quality of website features (Lin, 2007).

Website quality could affect customer perceptions. Likewise, customer repurchase intention may be enhanced if the website is good in quality. Repurchase intention is a measure of customer's evaluation on experience associated with the purchase of a product which leads them to come back and purchase same product again from a given vendor (Zeithaml, Parasuraman, & Malhotra, 2002). High customer satisfaction leads to customer retention and improves business profits (Lin, 2007). The fast paced evolution in information technology has made e-commerce an important mean for businesses to reach their customers (Cheong, Ding, Lim & Loo, 2012). As a result, e-commerce has become a fundamental business plan for businesses to survive in the highly competitive market. From the business perspective, e-commerce is relatively cost effective than the conventional method as cost of office rental and sales staffs employment could be eliminated. Nevertheless, cost of hosting and maintaining an e-commerce website is astonishing (Cheong, *et al.*, 2012). Henceforth, it is essential to examine the website quality dimensions valued by the customers to ensure that online retailer's spending on website is worthwhile. The characteristics and features of an e-commerce website differ according to the nature of business conducted (Palmer, 2002). Generally, an online boutique should have attractive website design with vibrant colors whereas a learning based website should be informative. Therefore, the relative importance of each website quality dimension is depends on the type of product or service sold. Research which studies on the general e-commerce websites is thereby unable to generalize to all businesses. Hence, this study proposes to specifically examine on the consumer good retail company's website quality dimensions.

Through this research, practitioners and managers would be enlightened on the website quality dimensions which need to be emphasized. This research may serve as a comprehensive reference for online retailer, especially the consumer product electronic vendors in the development of their own websites. Other than benefiting the consumer product electronic vendors, this research could provide useful insight for website designer who designs website for consumer product electronic vendors. As customer repurchase intentions could significantly benefit the business, this research

proposes to examine whether website quality could increase customer repurchase intentions. Moreover, this research will focus on consumer product electronic vendors as consumer goods is the most frequently purchased item among Nigeria online shoppers (Tokunbo, 2017). Besides, website contributes the most to consumer goods industry (Nielson, 2011). The fierce competition between consumer product companies has caused the increasing adoption of website as a mean to generate profit (Harison & Boonstra, 2008). In Nigeria, e-retailing was launched by Regal Buyer in year 2003 followed by Buy Smart in 2004. Consumer products online retailers are increasingly concern with the importance of website. Hence, heavy investment has been devoted to the operation of website (Razak & Ilias, 2011). Generally, website helps online retailing company to reduce costs, improves customer management relationship and improves profit (Harison & Boonstra, 2008). Despite these importance are accredited to website quality, there is paucity of literature on the effect of website quality dimensions on repurchase intentions among customers of electronic retailing vendors in Nigeria. Hence the study is poised to bridge this gap.

1.2 Statement of the Problem

Internet usage has increased tremendously and rapidly in the past decade (“Internet Use Over Time,” 2014). Websites have become the most important public communication portal for most, if not all, businesses and organizations. As of 2014, 87% of American adults aged 18 or older are Internet users (“Internet User Demographics,” 2013). Because business-to-consumer interactions mainly occur online, website quality is critical in engaging users (Flavián, Guinalú, & Gurrea, 2006; Lee & Kozar, 2012; Petre, Minocha, & Roberts, 2016). Poorly designed websites may frustrate users and result in a high “bounce rate”, or people visiting the entrance page without exploring other pages within the site (Google.com, 2015). On the other hand, a well-designed website with high usability has been found to positively influence visitor retention (revisit rates) and purchasing behavior (Avouris, Tselios, Fidas, & Papachristos, 2013; Flavián *et al.*, 2006; Lee & Kozar, 2012). E-commerce has become a highly profitable opportunity to business. Nevertheless, online buyers are more demanding in an e-commerce context (Lin, 2007). They demand for more information and want their needs to be fulfilled immediately (McIvor, 2010). If their expectations are not met, they most likely will change to another competitor (Williams, Hernandez, Petrosky, & Page, 2007). Hence, past studies have tried to address the problem by examining customer satisfaction factors. The effects of website, the foundation of e-commerce, on customer satisfaction were frequently discussed. Some studies investigated the effects of website quality using Technology Acceptance model and Task Technology Fit model. However, most studies incorporated the DeLone and McLean Information Systems Success Model (2002). DeLone model is a framework which prescribes how website quality dimensions (System Quality, Information Quality, and Service Quality) affects customer satisfaction. Notably, this model provides numerous variables for each website quality dimension.

Most past studies supported the positive effects of website quality dimensions on customer satisfaction. Liang and Chen (2009) found that all three dimensions of website quality significantly improve customer satisfaction. Similar results are supported by Chen, Huang, and Chen (2011). However, service quality is identified as the most significant dimension in this study. There is a significant deficiency of past studies because most studies only examine the general effects of each website quality dimension on customer satisfaction. Only few studies looked into the variables

incorporated in the three dimensions of website quality. Nevertheless, even if they investigated on the variables, they only chose some of the variables to examine. Another deficiency of past studies is that most of them are conducted in countries other than Nigeria. No study has been carried out to examine the influence of website quality on customer repurchase intentions in Nigeria. There is paucity in literature on the influence of website quality on customer repurchase intentions in Nigeria and this study is intend to bridge the identified gap in literature.

1.3 Research Objectives

The overall objective of this study is to examine the influence of website quality dimensions on repurchase intentions; empirical evidence from customers of Jumia online stores in Port Harcourt. Specifically, the study will set out to achieve the following sub-objectives which will include to;

I. determine the influence of System Quality on repurchase intentions of customers of Jumia online stores and;

II. examine the effect of Information Quality on repurchase intentions of customers of Jumia online stores.

1.4 Research Questions

The following research questions were raised to guide the study and they include as follows;

I. how does System Quality influence repurchase intentions of customers of Jumia online stores? and;

II. to what extent does Information Quality affect repurchase intentions of customers of Jumia online stores?

1.5 Research Hypotheses

The following hypotheses were formulated and they include;

H₀₁: There is no significant relationship between System Quality and repurchase intentions of customers of Jumia online stores.

H₀₂: There is no significant relationship between Information Quality and repurchase intentions of customers of Jumia online stores.



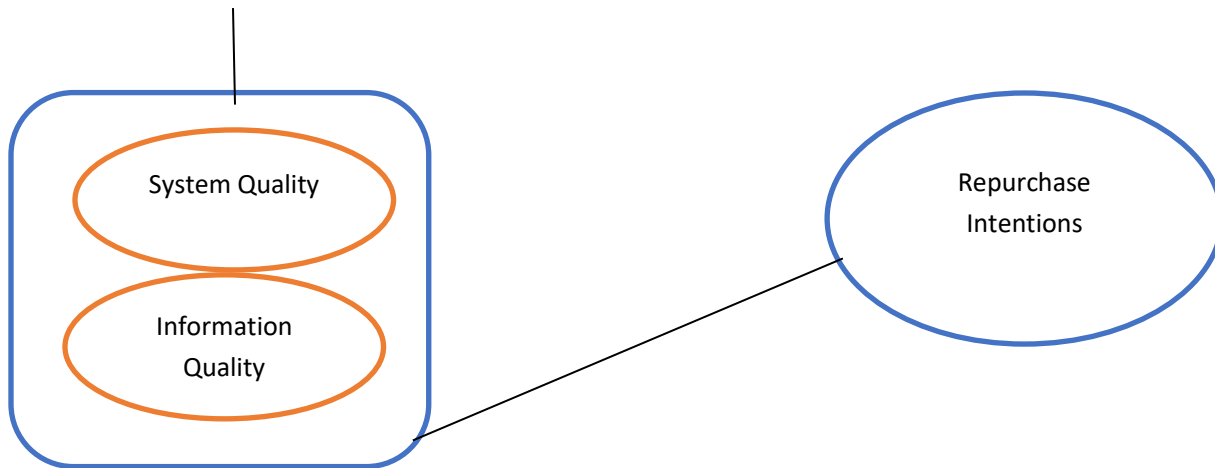


Fig. 1: Conceptual framework for Website Quality and Customer Repurchase Intentions.

2. Literature Review

2.1. Website Quality

In the context of online shopping, website quality refers to the consumer's perception of the overall quality of a website (Poddar *et al.*, 2009). This has emerged as an important determinant of consumer intention ((Poddar *et al.*, 2009). Moreover, website quality can only be measured from the consumer's viewpoint by separating information quality, system quality, and service quality (DeLone and McLean, 2014). This perspective provides a theoretical justification for considering website quality as a higher-order construct driven by these three fundamental factors. There are two primary reasons for the proposed formative construct: (1) each dimension can independently cause the perception of website quality; (2) no dimension necessarily has a covariance effect (for example, a consumer could have a high perception of system quality but a low perception of information quality). Therefore, the study construes website quality as a formative construct in order to capture its multidimensional nature parsimoniously.

2.1.1 System Quality

System quality is the assessment of how well the system, including hardware and software, processes information (Chen *et al.*, 2011). It is the degree of user friendliness of a website (Lin, 2007). Generally, system quality is categorised into three variables which are website design, interactivity, and reliability (DeLone & McLean, 2012). System quality measures how well the hardware and software of information processing works (DeLone & McLean, 2012). At present, the important measures for system quality are usability, flexibility of system, response time, reliability, and adaptability (DeLone & McLean, 2012). The table below shows the complete list

of system quality measures as prescribed by DeLone and McLean (2012) as well as Petter, DeLone, and McLean (2008).

Table 1 System Quality Measures

Ease of use	System feature of intuitiveness
System flexibility	System feature of sophistication
System reliability	System feature of flexibility
Ease of learning	System feature of response times
Availability	Adaptability

Source: Petter, DeLone, and McLean (2008).

2.1.2 Information Quality

Information quality is the value of output produced by a website as perceived by the customers (Lin, 2007). A high information quality website provides valuable contents which help to reduce likelihood of additional searching (Donthu & Garcia, 2009).

Information quality consists of informativeness and security (DeLone & Mclean, 2002). Informativeness is the ability to notify online customers regarding the product details and alternatives (Lin, 2017). An informative website provides accurate, precise, relevant, up-to-date, complete and reliable contents (Wixom & Todd, 2015).

Information quality is the quality of the contents generated by the system. At present, the important measures for Information quality include accurate, timely, complete, relevant, easy to understand and in a preferred format (DeLone & McLean, 2002). Table 2.2 shows the complete list of information quality measures as prescribed by DeLone and McLean (2002) as well as Petter *et al.* (2008).

Table 2: Information Quality Measures

Relevance	Completeness
Understandability	Usability
Accuracy	Timeliness
Conciseness	Security

Source: Petter, DeLone, and McLean (2008).

2.1.2 Interactivity

Interactivity is the ability of website to dynamically generate outputs based on customer queries and searches (Shankar, Smith, & Rangaswamy, 2003). A well-designed interactive website provides predictable screen changes in response to customer queries. Besides that, an interactive website allows two-way synchronous by providing contact methods and multiple choices for purchasing decisions to the customers (Ba & Johansson, 2008).

2.1.4 Reliability

Reliability is defined as the dependability of website function to perform efficiently at the appropriate timing (Zeng *et al.*, 2009). A reliable website has relatively short response time to process customer's transactions (Lin, 2017).

2.2. The Importance of Website Quality

Website quality is regarded as an important determinant of an operation's online presence. It is defined as the extent to which a website's features meet customers' needs and reflect overall superiority of the website (Chang & Chen, 2008). Previous studies demonstrated high quality websites attracted more customers than low quality websites (Parasuraman, Zeithaml, & Malhotra, 2004) and were regarded as an indicator of business success (Lee & Kozar, 2006). Cunliffe (2010), opines that Poor web design will result in a loss of 50 percent of potential sales due to users being unable to find what they want, and a loss of 40 percent of potential repeat visits due to initial negative experience. Hanson (2010) asserted that a well-defined website could "build trust and confidence in the company; reinforce an image of competence, functionality, and usefulness; alert the visitor to the company's range of products and services' and point out local dealers, upcoming special events, and reasons to come back again.

2.3 Theoretical Review

2.3.1 DeLone and McLean Information System Success Model propounded by William H. DeLone and Ephraim R. McLean (1992)

DeLone and McLean Information System Success Model (DLML) were used as the foundation for this stud. The authors of this model are William H. DeLone and Ephraim R. McLean. It was developed in 1992 and updated in 2002 to investigate the determinants and effects of a successful information system (DeLone & McLean, 2002). The model is shown in Figure 2.2 below.

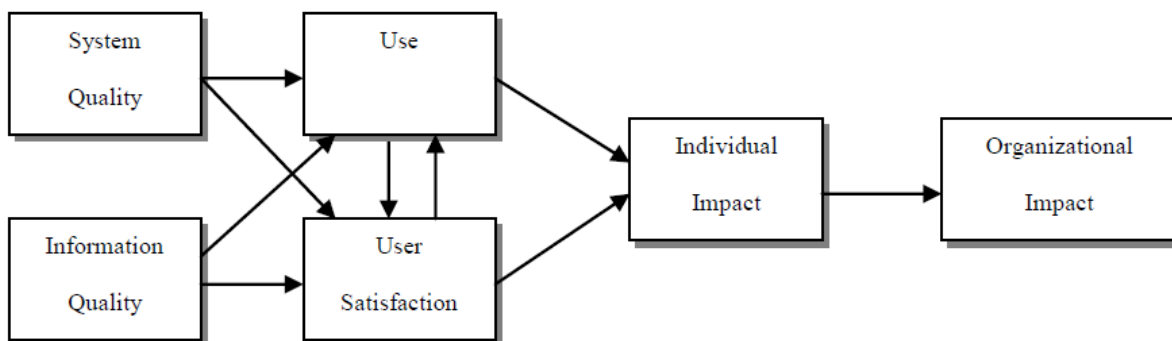


Figure 2: DeLone and McLean Information Systems Success Model (1992)

Adopted from: DeLone, W.H., & McLean, E.R. (1992). Information systems success: The question for the dependent variable. *Information System Research*, 3(1), 60-95

DLML have been used by past studies to examine different e-commerce areas. For instance, it was used by Cheong, Ding, Lim and Loo (2012) to study the importance of website quality on customer satisfaction; Teo and Choo (2005) to study the effect of internet on competitive intelligence; Palmer (2006) to identify website usability, design and performance metrics; and Kuan, Bock, and Vathanophas (2008) to investigate the importance of website quality in determining customer purchasing behaviour.

DLML proposed two dimensions of website quality (System Quality, Information Quality) and how they affect the use of website, user satisfaction, individual, and organization (DeLone & McLean, 1992).

2.4 Empirical Review

Previous study of Chen, Huang, and Chen (2011) which focuses on Taiwan online retailing industry identified system quality as an important factor to customer satisfaction. Data was collected by surveying 7-11 online customers with internet-mediated questionnaires. System quality of website was found to be positively related to customer satisfaction. However, customers who make a repeat purchase are less concern about system quality because of their experience in using the system. In fact, they are more concern about the quality of item purchased as well as whether service and information provided are adequate. Furthermore, Ba and Johansson (2008) found that interactivity does not necessarily give rise to greater customer satisfaction. This study focuses on the United States online retailing industry. Targeted respondents, university students, were surveyed with questionnaires. This study found that satisfaction is negatively affected when customers feels an increasing need to interact with online retailer. It is because customers most likely will interact with the online retailer when there is a process error. Henceforth, company should not prioritize 'interactivity of website' as providing real time interactivity is also too expensive.

Reliability is identified as one of the effectual predictors of customer satisfaction by Zeng *et al.* (2009). This study focuses on the online banking industry in China. Questionnaires were e-mailed to 4000 subjects who were randomly selected from an email list provided by an email broker. An online retailer is perceived as reliable if it performs service correctly the first time, keeps customers records accurately and delivers products or services to customers on time. Customers are satisfied if the online retailer is reliable. Moreover, this study found that satisfied customers are more likely to have repurchase intention.

2.5 Operationalized Conceptual Framework



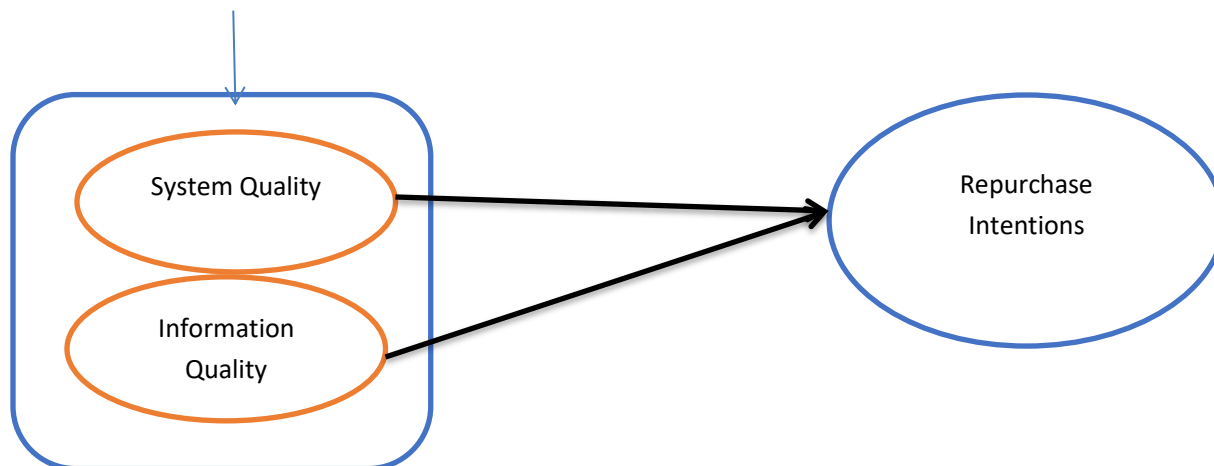


Fig. 3: Operationalized Conceptual Framework for Website Quality and Customer Repurchase Intentions.

3. Methodology

This section revolves around the research methods that were adopted in the course of the study.

3.1. Research Design

The researcher employed the use of cross-sectional survey design. This survey method allows for generalization of findings and is also descriptive in nature which suits the purpose of this study (Anyanwu, 2000). The researcher adopted the use of structured questionnaire designed on a 5-point Likert scale to measure the responses of the respondents on the subject matter. Pearson's product moment model correlation was to test the hypothesis, while descriptive statistics was used to analyze the generated data. The area of study is Port Harcourt which is the capital of Rivers State in the south-south region of Nigeria. Port Harcourt (Ikwerre: Ígúócha; Pidgin: Po-ta-kot) is the capital and largest city of Rivers State, Nigeria. It lies along the Bonny River and is located in the Niger Delta. As of 2016, the Port Harcourt urban area has an estimated population of 1,865,000 inhabitants, up from 1,382,592 as of 2006. It Coordinates: 4°49'27"N 7°2'1"ECoordinates: 4°49'27"N 7°2'1"E (Uwalaka, 2014). The population for this research survey is online buyers of retail products of Jumia online stores who are between 21 and 40 years old. It is due to the core age group of online retail product customers is between 21 and 40 years old (Tokonbo, 2017). The actual population of the online retail customers in Port Harcourt is unknown. Sampling is performed in this research survey to select subset from a population to interpret the population (Brunt, 2001). Non-probability sampling is employed because the population number is large and each elements of the population is unknown (Froster, 2001). Among the non-probability sampling techniques, quota sampling against age is used. Quota sampling is reliable and could help to avoid bias; thereby this technique is used in this research (Sekaran, 2013). Hence, 200 respondents were conveniently sampled for the study. According to Tokonbo (2017), online customers between 21

and 25 years old consist of 14.5%; between 26 and 30 years old consist of 19.7%; between 31 and 35 years old consist of 18.7%; between 36 and 40 years old consist of 16.5%.

3.2. Validity and Reliability of the Research Instrument

20 sets of self-administered questionnaires are distributed to online customers who are between 21 and 40 years old for pilot testing. Fink (2003), opine that 20 sets of questionnaires are sufficient to conduct a pilot test. The objective of pilot test is to pretest the questionnaire to ensure that it is understandable and appropriate wordings or measurements are used (Zikmund, Babin, Carr, & Griffin, 2010). Scale reliability was tested, and the Cronbach alpha values were 0.73, 0.85 and 0.93 for the three constructs, values for the constructs, all of which were above the suggested threshold of 0.7 indicating a high internal consistency of measure reliability (Nunnally, 1978). Overall, the results suggest a satisfactory fit of the model to the data.

Table 2: Test of Reliability

	Cronbach's Alpha	No. of Items
System Quality	0.73	5
Information Quality	0.85	5
Repurchase Intentions	0.93	5

Source: Researcher’s Computation (2019)

Model Specification

The model is specified below;

The correlation coefficient model is given as: source (Osuala, 2009)

$$r_{xy} = \frac{n\sum(xy) - (\sum x)(\sum y)}{(\sqrt{n\sum x^2 - (\sum x)^2})(\sqrt{n\sum y^2 - (\sum y)^2})}$$

Where:

r= correlation coefficient

where y = Repurchase Intention (5 – Point Likert Scale)

and X = Website Quality

= System Quality

= Information Quality

Decision Rule

In testing the hypothesis, an independent variable is considered significant if its P-value ≤ 0.05 .

4. Results and Discussions

4.1. Descriptive Analysis

The objectives of the study as regards the respective research questions and hypotheses are thus treated below as follows:

1. to determine the influence of System Quality on repurchase intentions of Jumia customers in Port Harcourt:

Research Question One:

How does system quality influence repurchase intentions of Jumia customers in Port Harcourt ?

Hypothesis One:

There is no significance relationship between system quality and repurchase of Jumia customers in Port Harcourt.

Table 4: Test of Correlation between System Quality and Repurchase Intentions

Correlations

		SYS_QUAL	REPUR_INTEN
	Correlation Coefficient	1.000	.440**
SYS_QUAL	Sig. (2-tailed)	.	.000
	N	200	200
	Correlation Coefficient	.440**	1.000
REPUR_INTEN	Sig. (2-tailed)	.000	.
	N	200	200

** Correlation is significant at the 0.01 level (2-tailed).

The result on table 4 shows that the correlation coefficient (r) between system quality and repurchase intentions is 0.440, this indicates a relatively little positive relationship between the variables. Thus, it implies that the variables changes slightly in the same direction. As system quality improves slightly, the repurchase intentions increases slightly; hence, in the same manner, as the system quality decreases slightly; the repurchase intention also decreases. Thus system quality has a slight positive relationship with the level of repurchase intention among customers of Jumia online store in Port Harcourt. Therefore to answer the research question, we state that system quality slightly affects repurchase intention by 44%. This implies that a percent increase in the level of system quality lead to about 44 percent of increase in the level of repurchase intentions. However, the test of hypothesis with the t-statistics (4.620) and probability value of 0.000, since,

the P-value ($P < 0.05$) is less than 0.05, we reject the null hypothesis and conclude that system quality has significant positive effect on level of repurchase intentions. This conforms to the study of Tokunbo (2017) that concluded that website quality influence online customers intentions to transact.

2. determine the effect of information Quality on repurchase intention among customers of Jumia online store in Port Harcourt:

Research Question Two:

To what extent does information quality affect repurchase intention among customers of Jumia online store in Port Harcourt?

Hypothesis Two:

There is no significance relationship between information quality and repurchase intention among customers of Jumia online store in Port Harcourt.

Table 5: Test of Correlation between information quality and repurchase intention

Correlations

		INFO_QUAL	REPUR_INTEN
	Correlation Coefficient	1.000	.861**
INFO_QUAL	Sig. (2-tailed)	.	.000
	N	200	200
	Correlation Coefficient	.861**	1.000
REPUR_INTEN	Sig. (2-tailed)	.000	.
	N	200	200

** Correlation is significant at the 0.01 level (2-tailed).

The result on Table 5 shows that the correlation coefficient (r) between information quality and repurchase intention is 0.861, this indicates a relatively little positive relationship between the variables. Thus, it implies that the variables changes slightly in the same direction. As information quality improves slightly, the repurchase intention increases slightly; hence, in the same manner, as the information quality decreases slightly; the repurchase intention also decreases. Thus information quality has a slight positive relationship with the level repurchase intention among customers of Jumia online store in Port Harcourt. Therefore to answer the research question, we state that information quality slightly affects repurchase intention by 86%. This implies that a percent increase in the level of information quality lead to about 86 percent of increase in the level of repurchase intention. However, the test of hypothesis with the t-statistics (13.450) and probability value of 0.000, since, the P-value ($P < 0.05$) is less than 0.05, we reject the null hypothesis and conclude that information quality has significant positive effect on level of

repurchase intention among customers of Jumia online store in Port Harcourt. This conforms to the study of Cheong, *et al.*, (2012) and Kuan; Bock, and Vathanophas, (2008), that concluded that website quality is a key determinant of customer satisfaction and intention to purchase and repurchase.

5. Summary, Conclusion and Recommendation

5.1. Summary of Findings

The findings from the study are summarized as follows:

1. The F-statistics showed that website quality has significant effect on repurchase intention among customers of Jumia online store in Port Harcourt.
2. The result of the correlation coefficient of e-trust and its t-value indicated that the level of system quality has 44% significant positive effect on repurchase intention.
3. The result of the correlation coefficient of information quality and its t-value indicated that the level of information quality has 86% significant positive effect on repurchase intention.

5.2 Conclusion

Base on the findings of the study, it is therefore concluded that website quality dimensions have significant and positive impact on customers repurchase intention in the electronic retailing sector.

5.3 Recommendations

From the analysis so far, the following recommendations were given;

1. Firms should handle their website quality with utmost care since it influences customer repurchase intentions.
2. System quality components should be properly handled at the early stage of website design as it also influence customers repurchase intentions.
3. Finally, firms information quality should concise, accurate and understandable as this will influence customers repurchase intentions to a great extent.

5.4. Limitation/Suggestion for Further Studies

The major limitation of this study is that it focused on customers of a particular electronic vendor (Jumia.com) and hence, future studies are encouraged to incorporate more customers' of other e-vendors in their studies.

5.4 Contribution To Knowledge

H₁ – Weak Relationship

H₂ - Strong Relationship

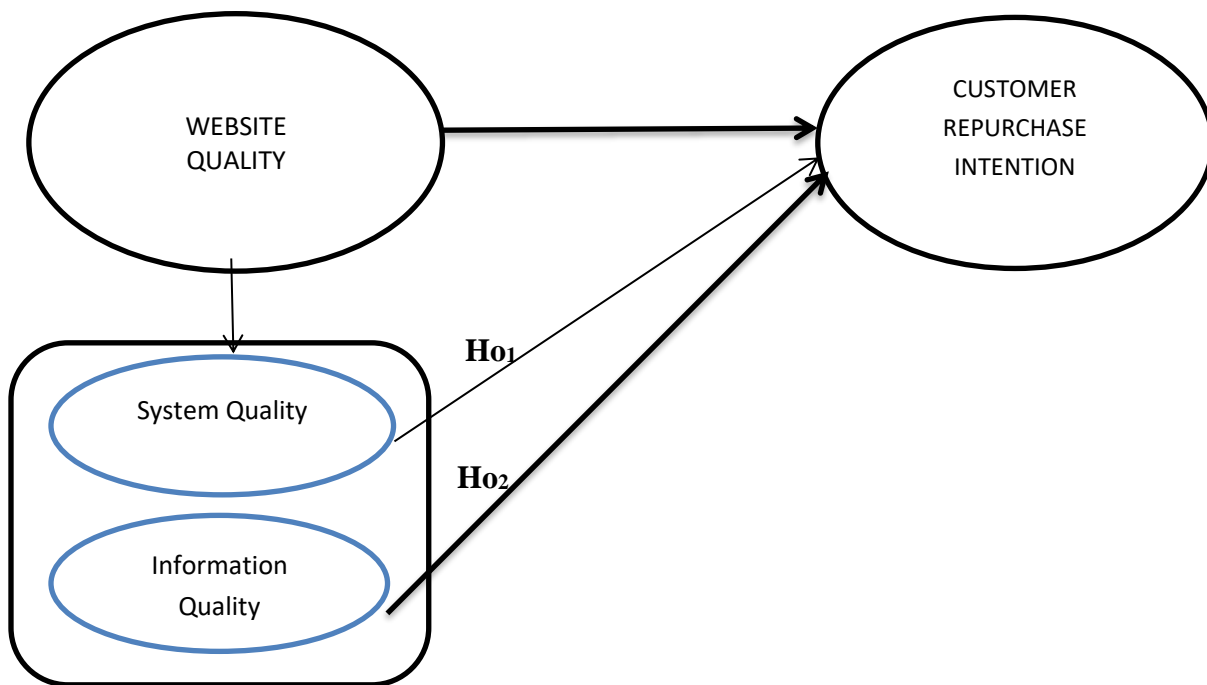


Fig. 3: Heuristic Model for Testing of Hypotheses for Website Quality and Customer Repurchase Intentions.

Source: Researcher's Concept, 2019

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