

The role of service convenience, e-satisfaction, and e-repurchase intention among consumer perceptions of online retailers

Publisher: IEEE

[Cite This](#)



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Abstract:

This study explores the impact of convenience factors on e-customer satisfaction in online retail. Specifically, it examines the influence of access convenience, search convenience, and evaluation convenience on customer satisfaction and subsequent repurchase intentions. The study utilizes consumer perceptions of online retailers as a framework to assess the significance of these convenience factors. The study was conducted in the Iraqi context among consumers with online purchase experience from retailers; the 209 valid questionnaires were analyzed by "structural equation modeling" (SEM). The results showed that access and search convenience positively and significantly impact e-customer satisfaction, while evaluation convenience has an insignificant impact on e-customer satisfaction. However, the study indicates that e-customer satisfaction significantly affected e-repurchase intentions. This study emphasizes the importance of prioritizing access convenience and search functionalities to enhance the overall shopping experience and boost e-customer satisfaction. It also underscores the need for online retailers to continually assess and improve different convenience factors to meet the evolving needs of their customers and remain competitive in the online retail landscape.

Published in: 2023 26th International Conference on Computer and Information Technology (ICCIT)