

Do E-Satisfaction And E-Trust Affect Online Repurchase Intention?

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Abstract

The authors investigate the impact of e-satisfaction and e-trust on online repurchase intention in the context of electronic commerce. Partial least square was used to analyze the direct and indirect effect of e-satisfaction and e-trust on online repurchase intention. Findings of this research indicate that e-satisfaction affects online repurchase intention. Consistent with the expectation, e-trust has an impact on online repurchase intention. In addition, the results of the indirect analyses support the mediating effect of e-satisfaction and e-trust on online repurchase intention through e-loyalty. The findings have important implications, suggesting that the higher the level of e-satisfaction and e-trust, the higher the level of e-loyalty. Moreover, the electronic commerce firm efforts to enhance e-satisfaction and e-trust may actually increase customer online repurchase intention.

Keywords E-satisfaction, e-trust, e-loyalty, online repurchase intention

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