

THE EFFECT OF E-SERVICE QUALITY ON REPURCHASE INTENTION WITH TRUST AND CUSTOMER SATISFACTION AS MEDIATING VARIABLES: A SYSTEMATIC LITERATURE REVIEW

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Abstract

The rapid growth of digital commerce has intensified competition among e-commerce platforms, making repurchase intention an essential indicator of long-term customer retention. Although E-Service Quality (ESQ) has been widely recognized as a major determinant of online consumer behavior, prior research remains fragmented regarding the mechanisms through which ESQ influences repurchase intention, particularly through trust and customer satisfaction. This study addresses that gap by systematically synthesizing prior empirical evidence on the relationships among these constructs in e-commerce settings. This Systematic Literature Review (SLR) follows the PRISMA framework to ensure methodological rigor and transparency. The search process identified 3,122 articles, of which 53 studies met the inclusion criteria and were retained for the final synthesis. The findings indicate that E-Service Quality consistently leads to repurchase intention, though this effect generally operates indirectly through trust and customer satisfaction as mediating mechanisms. Prior studies further suggest a sequential process in which higher E-Service Quality strengthens consumer trust, increases satisfaction, and ultimately encourages repeat purchasing behavior. This review consolidates previously scattered findings to offer a more integrated conceptual framework of the ESQ–repurchase intention relationship. It identifies important directions for future research in digital consumer behavior studies.

Keywords: *E-Service Quality; Repurchase Intention; Trust; Customer Satisfaction; E-Commerce; Systematic Literature Review*

INTRODUCTION

The digital economy has grown rapidly and fundamentally reshaped how people interact with businesses, particularly in e-commerce. Global e-commerce sales have exceeded US\$5.7 trillion and continue to increase (Statista, 2024). Despite the convenience and scale of e-commerce transactions, several weaknesses remain, including the inability to inspect products in person, inconsistent product quality, high shipping costs, and vulnerability to fraud (Hernikawati, 2021). This trend reflects a shift in consumer behavior from traditional offline transactions toward online marketplaces. In this increasingly competitive landscape, firms are no longer focused solely on customer acquisition but also on retaining customers over the long term. Consequently, repurchase intention has emerged as a crucial behavioral outcome because it reflects customer loyalty and business sustainability. Previous studies by Zehir and Narcıkara (2016) found that E-Service Quality (ESQ) can enhance customers' intention to repurchase. Research by Al-Hawary and Al Smeran (2017), Singh (2019), and Mahrakani et al. (2021) in the banking industry similarly showed that ESQ can increase repurchase intention. However, Widayat and Purwanto (2020) reported that service quality did not significantly affect repurchase intention, while Bakti, Hairudin, and Alie (2020) likewise found no significant relationship between e-service quality and repurchase intention in e-commerce. Several studies have shown that E-Service Quality (ESQ) and trust affect repurchase intention both directly and indirectly through satisfaction (Mulandar & Muslihat, 2023; Wiatna, 2022). Nevertheless, previous findings remain inconsistent, particularly regarding the effect of trust on satisfaction (Juwaini et al., 2022). This fragmented approach gives rise to several limitations in the current body of research. First, differences in the definition and measurement of E-Service Quality across studies make it difficult to integrate findings. Second, previous studies often focus on particular platforms, industries, or national contexts, thereby limiting generalizability.

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Third, there remains a lack of studies that systematically evaluate the joint mediating roles of trust and customer satisfaction in explaining the relationship between E-Service Quality and repurchase intention. As a result, knowledge accumulation in this field remains dispersed and conceptually underintegrated. To address these gaps, this study adopts a Systematic Literature Review (SLR) approach. Unlike a traditional narrative review, an SLR provides a structured, transparent, and replicable method for identifying, evaluating, and synthesizing existing studies. By systematically analyzing prior empirical research, this review aims to clarify conceptual inconsistencies, consolidate fragmented findings, and develop a more comprehensive understanding of the mechanisms linking e-service quality to repurchase intention in the e-commerce context.

This structured approach is intended to answer the following research questions:

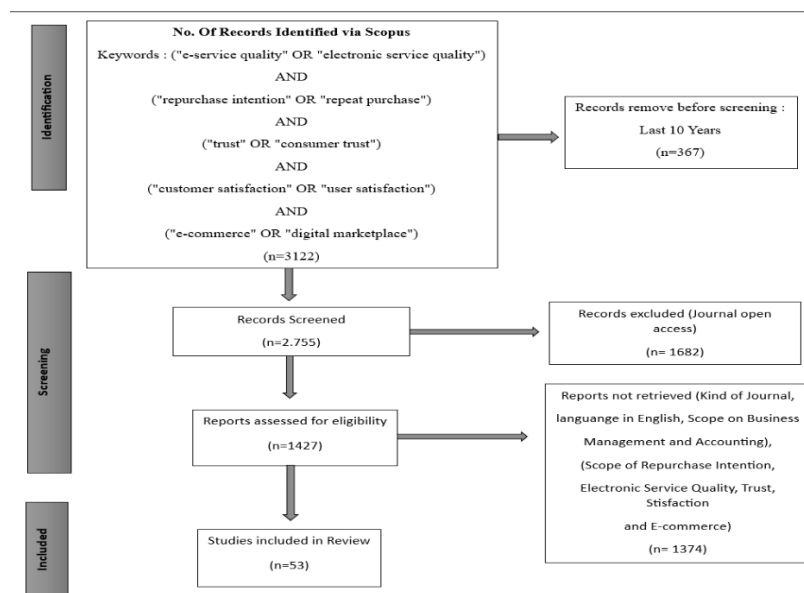
- (1) How has E-Service Quality been conceptualized and measured in e-commerce research?
- (2) What is the relationship between E-Service Quality and repurchase intention in existing studies?
- (3) How does trust mediate the relationship between E-Service Quality and repurchase intention?
- (4) How does customer satisfaction mediate the relationship between E-Service Quality and repurchase intention?
- (5) What research gaps and future research directions emerge from the literature?

METHOD

This study employs a Systematic Literature Review (SLR) to synthesize empirical evidence on the relationship among E-Service Quality, trust, and customer satisfaction. The review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency, replicability, and methodological rigor.

Data Extraction and Synthesis

A structured data extraction form was developed to collect relevant information from each study systematically. The extracted data included authors and year of publication, country or research context, research design and sample characteristics, theoretical framework, measurement of e-service quality, the roles of trust and customer satisfaction, and the main findings related to repurchase intention. A narrative synthesis approach was used due to heterogeneity in research designs, measurement scales, and analytical methods. The findings were organized into thematic categories reflecting: the conceptualization and dimensions of e-service quality; the direct effect of e-service quality on repurchase intention; the mediating roles of trust and customer satisfaction; and integrated mediation models involving both trust and satisfaction.



(Figure 1. PRISMA Flowchart)

This study adopted a Systematic Literature Review (SLR) approach by following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency, rigor, and replicability

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in the article selection process. At the identification stage, a comprehensive search was conducted using the Scopus database, widely recognized as a leading source of peer-reviewed academic literature. The search strategy was developed using Boolean operators to combine key constructs relevant to the research topic. The search string included the following keywords: ("e-service quality" OR "electronic service quality") AND ("repurchase intention" OR "repeat purchase") AND ("trust" OR "consumer trust") AND ("customer satisfaction" OR "user satisfaction") AND ("e-commerce" OR "digital marketplace"). This initial search yielded 3,122 records. To ensure the literature was relevant and up to date, a 10-year publication window was applied during the initial screening stage. As a result, 367 articles published outside this time range were excluded before screening. During the screening stage, the remaining 2,755 articles were reviewed based on their titles and abstracts to determine their relevance to the research topic. In this process, 1,682 articles were excluded due to limited access, duplication, or lack of relevance to the core constructs of the study. Subsequently, 1,427 articles underwent a more detailed eligibility assessment. At this stage, the studies were evaluated based on the established inclusion criteria, namely that they were published as peer-reviewed journal articles, written in English, relevant to the Business, Management, and Accounting domain, and explicitly addressed the study's core variables: electronic service quality, trust, customer satisfaction, repurchase intention, and the e-commerce context. Finally, 53 studies met all inclusion requirements and were retained for the final synthesis and analysis in this systematic literature review.

RESULTS AND DISCUSSION

Table 1. Synthesis of 53 Articles

References	Synthesis Results	Recommendations for Future Research
Ahmed et al. (2020); Ahmed et al. (2021); Baber (2019); Bhat et al. (2022); Eaint (2024)	These studies show that e-service quality is generally understood as a multidimensional construct encompassing efficiency, system reliability, service fulfillment, privacy/security, and information quality. In the contexts of digital banking, online retailing, and online services, electronic service quality has proven to be a key foundation for shaping consumer evaluations of a platform.	Future studies need to develop more contextualized measures of e-service quality, for example in quick commerce, social commerce, live commerce, and AI-based platforms. Cross-country and cross-platform validation is also needed so that e-service quality dimensions are not dependent solely on classical models such as E-S-QUAL.
Puriwat & Tripopsakul (2017); Saleh & Harun (2026); Wilson et al. (2021); Benaglia et al. (2024); Singh et al. (2025)	This group of studies indicates that service quality consistently improves customer satisfaction across mobile banking, hospitality, travel agencies, as well as restaurant services and digital commerce. Satisfaction emerges as an evaluative response after consumers assess whether the service experience received meets or exceeds their expectations.	Future research should examine the formation of satisfaction more dynamically, for instance by incorporating customer experience, emotion, and post-purchase expectations. Longitudinal studies are also needed to determine whether satisfaction is temporary or develops into long-term loyalty.

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Goutam & Gopalakrishna (2018); Kurniadi & Rana (2023); Iffan et al. (2024); Do et al. (2025); Marinao-Artigas et al. (2023)	The findings from these studies confirm that trust is a key variable in the relationship between service quality and consumer behavioral outcomes. In e-commerce, digital business, and luxury retail contexts, trust helps reduce transaction uncertainty and strengthens consumers' confidence to continue using or repurchasing from the same platform.	Future research should test trust as a more complex mediator, for example alongside perceived risk, privacy concern, or platform reputation. Further examination is also needed into how trust is formed in new contexts such as AI-assisted commerce, algorithm-based platforms, and cross-border marketplaces.
Fernandes & Barfknecht (2020); Vásquez & Vera-Martínez (2020); Molinillo et al. (2017); Pantoja Souza et al. (2023); Pires et al. (2025)	These studies show that customer experience, perceived value, brand perception, and shopping value contribute to satisfaction and loyalty/repurchase intention. This means that consumers evaluate not only the technical aspects of a service, but also the overall digital shopping experience they receive.	Future studies should build more integrative models by including customer experience as a strategic variable among e-service quality, trust, satisfaction, and repurchase intention. Differences in customer experience across mobile applications, websites, and omnichannel ecosystems should also be examined.
Al-Mu'ani et al. (2024); Tseng & Hori (2025); Aggarwal & Rahul (2018); Laely (2023); Bothma & van Staden (2025)	This group shows that logistics quality, policy quality, information transparency, security, perceived risk, and deceptive advertising strongly influence consumers' evaluations of digital platforms. When consumers face risk, information asymmetry, or perceptions of deception, trust and satisfaction tend to decline, thereby weakening loyalty and repurchase intention.	Future research should examine more specifically the roles of risk and information transparency as moderators or mediators. In addition, emerging contexts such as quick commerce, online fashion, and online travel agencies need to be studied more deeply to understand how speed, accuracy, and information honesty influence consumer behavior.
Van et al. (2026); Gazi et al. (2026); Alvarez-Risco et al. (2022); Amado-Mateus et al. (2025); Nguyen et al. (2025)	These studies reinforce that repurchase intention does not arise directly, but is shaped through a combination of trust, satisfaction, convenience, and low perceived risk. In other words, repurchase intention is more likely to emerge when consumers feel secure, satisfied, and experience convenience throughout the transaction process.	Future studies need to develop multiple mediation or serial mediation models that simultaneously test the relationships among e-service quality, trust, satisfaction, perceived risk, and repurchase intention. Comparisons across consumer segments, especially younger generations and intensive digital platform users, are also needed.

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Kai & Kassim (2024); Lee et al. (2025); Yunidwi & Napitupulu (2024); Ly (2025); Krishna & Puram (2025)	These articles show that in broader digital services, continuance usage, loyalty, and repeat behavior are also influenced by factors such as environmental concern, green trust, platform trust, and user experience. This suggests that digital loyalty is evolving beyond core service quality toward symbolic, ethical, and sustainability-related values.	Future research should extend the focus from traditional variables to newer factors such as green trust, sustainability awareness, and digital ethics. This is particularly important for understanding loyalty in green fintech, grocery platforms, food delivery, and sustainability-oriented digital services.
Singh & Crisafulli (2016); Major & Williams (2026)	Studies on service recovery emphasize that when service failure occurs, recovery procedures, fairness, and company responsiveness strongly determine subsequent customer satisfaction. Thus, loyalty is shaped not only by service quality before the transaction, but also by the quality of service recovery after problems occur.	Future research should examine online service recovery in greater depth, particularly on mobile applications, marketplaces, and platform-based services. Further testing is also needed to understand how service recovery restores trust, satisfaction, and repurchase intention after service failure.
Palazzo et al. (2021); Alshammare et al. (2022); Elshaer et al. (2025); Marinao-Artigas et al. (2023)	In hospitality, tourism, booking services, and luxury retail, service quality and trust remain important, but are also influenced by perceived value, rapport, and the characteristics of the service industry itself. This indicates that the relationships among service quality, satisfaction, and loyalty are contextual and are not always identical across industries.	Future research should conduct cross-sector comparisons to determine whether e-service quality models developed in e-commerce are also relevant to hospitality, tourism, fintech, or luxury retail. Cross-country and cross-industry approaches will strengthen the generalizability of findings.
Awal et al. (2024); Al-Mu'ani et al. (2024); Van et al. (2026); Candra et al. (2022)	These studies indicate that the relationships among service quality, trust, satisfaction, and purchase behavior may differ according to gender, generation, and the characteristics of emerging markets. Accordingly, digital consumer behavior is not homogeneous and needs to be understood in a more segmented way.	Future studies need to position moderator variables such as age, gender, digital experience, shopping frequency, and national culture within the research model. This is important so that research findings are not overly general and are more relevant for specific managerial strategies.

RQ1: How has e-service quality been conceptualized and measured in e-commerce research?

Within the e-commerce literature, E-Service Quality (ESQ) is generally conceptualized as consumers' overall evaluation of the quality of services delivered through electronic media, particularly websites, applications, marketplaces, and other digital commerce platforms. This conceptualization is grounded in the view that digital service quality is determined not only by the system's ability to perform technical functions, but also by the extent to which a platform facilitates an efficient, secure, convenient, and reliable shopping experience. search to post-purchase stages. The classical study by Parasuraman et al. (2005) remains a major foundation by positioning ESQ as a multidimensional construct comprising efficiency, system availability, fulfillment, and privacy. This framework has subsequently been adapted,

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extended, and retested in increasingly dynamic e-commerce settings. Therefore, in the contemporary e-commerce context, ESQ is more appropriately understood as the quality of the end-to-end digital service experience, namely the platform's ability to provide an easy transaction process, accurate information, adequate data security, consistent order fulfillment, and responsive and trustworthy service support (Parasuraman et al., 2005; Baber, 2019; Ahmed et al., 2020; Ahmed et al., 2021; Bhat et al., 2022; Eaint, 2024; Iffan et al., 2024; Pires et al., 2025; Saidov et al., 2026). On the one hand, this enriches the theoretical understanding that ESQ is adaptive to changes in consumer behavior and technological development; on the other hand, it creates methodological challenges in including low instrument standardization and limited comparability across studies.

RQ2: What is the relationship between E-Service Quality and repurchase intention in existing studies?

Based on a synthesis of 53 articles, the relationship between E-Service Quality and repurchase intention generally shows a positive, significant association. It means that the better the electronic service quality perceived by consumers, the greater their tendency to return to the same platform for future transactions. This pattern is consistently reflected in the studies of Puriwat and Tripopsakul (2017), Goutam and Gopalakrishna (2018), Vásquez and Vera-Martínez (2020), Fernandes and Barfknecht (2020), and Iffan et al. (2024), all of which confirm that digital service quality is a key foundation in shaping repurchase intention. However, the literature also shows that this relationship often does not operate solely in a direct manner, but is strengthened through customer satisfaction and trust. In other words, good E-Service Quality first creates a satisfying experience and a sense of trust, which then encourages consumers to engage in repurchase behavior. This pattern is demonstrated in the Studies of Ahmed et al. (2021), Kurniadi and Rana (2023), Do et al. (2025), Singh et al. (2025), and Iffan et al. (2024) again support this. Moreover, studies such as Al-Mu'ani et al. (2024), Alvarez-Risco et al. (2022), Amado-Mateus et al. (2025), Van and Thuy (2026), and Gazi et al. (2026) show that although the direction of the effect remains positive, its strength may differ depending on platform context, type of digital service, and user characteristics. Overall, these findings confirm that e-service quality is not merely a technical factor, but a strategic factor that plays an important role in sustaining customer relationships in e-commerce environments.

RQ3: How does trust mediate the relationship between E-Service Quality and repurchase intention?

Trust can be positioned as an important mediating mechanism in explaining the relationship between E-Service Quality and repurchase intention. In e-commerce settings, high electronic service quality—such as ease of use, system reliability, responsiveness, clarity of information, and transaction security—not only shapes positive evaluations of the service, but also nurtures consumers' trust in the platform. This pattern is evident in the findings of Iffan et al. (2024). Do et al. (2025) emphasize the mediating role of trust, a claim further supported by Goutam and Gopalakrishna (2018) and Molinillo et al. (2017), who show that trust is a fundamental basis for building customer loyalty in online shopping environments. At the same time, the literature indicates that trust in this relationship generally does not operate in isolation but often overlaps with a satisfactory consumer experience. From this point onward, trust increases the likelihood of repurchase intention. These findings are consistent with the studies of Al-Mu'ani et al. (2024), Kurniadi and Rana (2023), Van and Thuy (2026), and Gazi et al. (2026), which collectively show that increases in trust are associated with stronger loyalty and repurchase intention. Therefore, trust mediates the relationship between E-Service Quality and repurchase intention by fostering safety, confidence, and certainty about the quality of the digital services received by consumers.

RQ4: How does customer satisfaction mediate the relationship between E-Service Quality and repurchase intention?

Customer satisfaction plays an important mediating role in explaining how E-Service Quality affects repurchase intention. When consumers feel that the digital service they receive meets or even exceeds their expectations, they tend to develop a stronger intention to return to the same platform for future transactions. In this sense, customer satisfaction serves as the explanatory pathway linking digital service quality to repurchase intention. This pattern is reflected in the findings of Ahmed et al. (2021), Iffan et al. (2024), Do et al. (2025), Singh et al. (2025), and Kurniadi and Rana (2023), which consistently show that customer satisfaction strengthens the influence of e-service quality on repeat purchasing behavior. High E-Service Quality makes the transaction process more comfortable, efficient, and lower in risk, thereby increasing the likelihood that consumers will feel satisfied and ultimately more willing to maintain their relationship with the platform through repeat purchases. Similar findings are also supported by Puriwat and Tripopsakul (2017), Vásquez and Vera-Martínez (2020), Fernandes and Barfknecht (2020), Al-Mu'ani et al. (2024), and Gazi et al. (2026), all of which

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indicate that customer satisfaction is a key mechanism in building loyalty and repurchase intention. Therefore, the answer to this research question is that customer satisfaction mediates the relationship between E-Service Quality and repurchase intention by translating high-quality electronic services into satisfying experiences that encourage consumers to make future purchases.

RQ5: What research gaps and future research directions emerge from the literature?

The most prominent research gap in the literature is that many studies still examine the relationships among E-Service Quality, trust, customer satisfaction, and repurchase intention in a partial manner, thereby not yet providing a fully integrated picture of the mechanisms linking these constructs. Some studies focus more heavily on the direct effect of E-Service Quality on satisfaction or loyalty, while others emphasize trust or satisfaction separately. As a result, more integrative testing is still needed to explain better how digital service quality ultimately translates into repurchase behavior. This gap is visible in the works of Ahmed et al. (2021), Puriwat and Tripopsakul (2017), Vásquez and Vera-Martínez (2020), Goutam and Gopalakrishna (2018), and Do et al. (2025). In contrast, studies moving toward a more complete model, such as those by Iffan et al. (2024), show that these relationships are better understood when considered simultaneously rather than in isolation. In addition, future research directions point to the need to broaden contexts, objects of study, and respondent characteristics, because many studies remain concentrated in certain sectors or regions, such as digital banking, marketplaces, mobile shopping, or specific developing countries. This concentration limits the generalizability of the findings, especially since digital consumer behavior is strongly shaped by culture, levels of digital literacy, perceived risk, and platform characteristics. This direction is consistent with the findings of Al-Mu'ani et al. (2024), Alvarez-Risco et al. (2022), Amado-Mateus et al. (2025), Van and Thuy (2026), Gazi et al. (2026), and Kurniadi and Rana (2023), all of which suggest that relationships. Among these variables, some remain relevant in digital environments, although their strength and form may vary across research contexts.

CONCLUSION

This review highlights the mediating roles of trust and customer satisfaction in the translation of service quality into repurchase intention. Trust reduces perceived risk in online transactions and strengthens consumers' confidence in digital platforms, while customer satisfaction reflects a positive post-consumption evaluation that encourages repeat purchasing behavior. The literature shows that these two variables often work in complementary and sequential ways: E-Service Quality strengthens trust, trust enhances customer satisfaction, and customer satisfaction ultimately encourages repurchase intention. Although many studies have examined these relationships, this review identifies several important gaps. Many studies still examine the constructs separately or focus only on partial relationships, rather than developing an integrated conceptual framework that simultaneously tests electronic service quality, trust, satisfaction, and repurchase intention. In addition, empirical studies remain concentrated in particular regional and digital platform contexts, indicating the need for broader comparative studies across different e-commerce ecosystems.

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