Influence on E-Service Quality of E-Tailors on E-Satisfaction and E-Repurchase Intention on Consumer Electronics Purchase Behaviour: Examining the Moderate Impact of E-Word-of-Mouth in Sri Lanka

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Abstract

The main goal of this study is to investigate the effects of e- service quality provided by e-tailors on consumer electronics on e- repurchase intention in Sri Lanka, with e-customer satisfaction acting as a mediator and e-word-of-mouth as a moderator. The E-S-Qual and E-RecS-Qual models were employed in the research study to evaluate the quality of e-services. The seven factors are efficiency, fulfilment, system availability, privacy, compensation, responsiveness, and contact. A self-administered questionnaire that garnered a total of 300 valid responses out of 384 was utilized to collect data for an empirical study employing purposeful sampling. The data are examined using structural equation modelling with Smart PLS 4.0 and SPSS 23.0 to look at the model and test the hypothesis. The findings show that three e-service quality factors-efficiency, fulfillment, and responsiveness have statistically significant influence on e-repurchase intention. On the other hand, the results demonstrated that e-service quality is related to e-repurchase intentions both directly and through the mediator of customer satisfaction. The findings have important implications for marketers and academics. The results of this study suggest that e-customer satisfaction plays a partly mediation function between e-service quality and e-repurchase intention. However, there is no moderating relationship between e-repurchase intention and e-customer satisfaction. E-tailors should put efficiency, fulfill-ment, and response as their top priorities. The e-tailor must interact with the customer, fulfill orders, and resolve problems.

Keywords: *E-Service quality, E-Customer satisfaction, E-Repurchase intention, E-Word-of-mouth*