

# Influence on E-Service Quality of E-Tailors on E-Satisfaction and E-Repurchase Intention on Consumer Electronics Purchase Behavior: 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, fulfillment, 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 modeling 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, fulfillment, and response as their top priorities. The e-tailer must interact with the customer, fulfill orders, and resolve problems.

**Keywords** - E-Service Quality, E-satisfaction, E-Repurchase Intention, E-Word-of-Mouth

## I. INTRODUCTION

Early academic research on service quality (Grönroos, 1982; Lehtinen & Lehtinen, 1982; (Grönroos, 1982; Lehtinen & Lehtinen, 1982) was based on a comparison of the company's actual service outcome and what users thought of the company's offer. According to Malhotra et al (2005), the term "eService quality" is used in a broad sense to describe all aspects of a customer's interactions with a website, including the extent to which a website facilitates ordering, shopping, and delivery efficiently and effectively. According to research on the interactions between people and technology (Malhotra, et al., 2005),

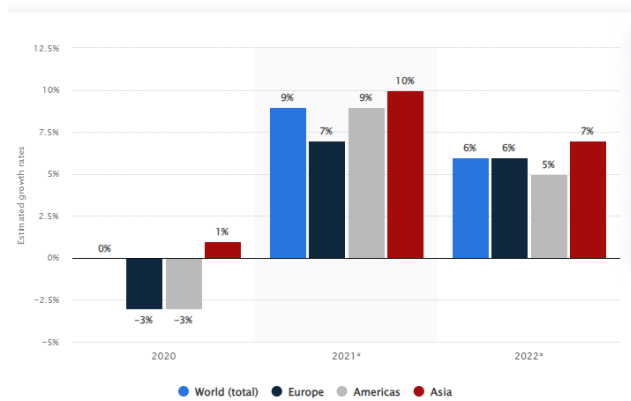
there is a special process that is defined by customer evaluation of innovation technology.

The E-S-QUAL scale and the E-RecS-QUAL scale were created by Malhotra et al. in 2005. Since it enables the measurement of both pre- and post-e-service quality factors. E-S-QUAL is a tool designed to gauge the actual experience of online shopping. Parasuraman et al (2005) have developed a companion scale known as E-RecSQUAL with the aim of capturing the effects of problems encountered during an online transaction on consumers' views of the quality of e-services. The three components of E-RecS-QUAL are responsiveness, compensation, and contact. This scale, which is utilized by both E-S-QUAL and E-RecSQUAL to measure overall rating of service quality in online shopping, was a component of the research presented in this paper.

The research study's mediator is e-satisfaction. According to Anderson and Srinivasan (2003), e-satisfaction is "the customer's satisfaction with respect to his or her prior purchasing experience with a certain e-commerce firm." In-depth analysis of the positive relationship between e-service quality and e-satisfaction may be found in past studies on the topic (Loiacono, et al., 2002; Zeithaml, et al., 2002; Zhang & Prybutok, 2005). Consumer post-purchase intention to repurchase a product or use a service is impacted by satisfaction, claim Yen and Lu (2008). Repurchase intention is defined as the intention to make additional purchases, according to Mittal and Kamakura (2001), whereas word-of-mouth is described as the intention to spread positive information about a company's products or services to another individual (Hutter, et al., 2013). Word-of-mouth (WOM) is an informal way for customers to share opinions and information about goods and services (Anderson, 1998; Arndt, 1967). In the meanwhile, researchers are exploring the moderating role of online word-of-mouth and the effects of e-service quality, e-satisfaction, and e-repurchase intention on consumer electronics buying behavior.

In a variety of industries, including healthcare, aviation, fashion, and online shopping, the majority of research studies have highlighted the influence of e-service quality and e-satisfaction on future purchase intentions (Mittal &

Kamakura, 2001; Yen & Lu, 2008; Saleem, et al., 2017). Since many of these studies focussed on the internet retail business without focusing on any specific industry, the consumer electronics industry is the focus of this research study. As measured by internet platforms, Sri Lanka's consumer electronics sector has grown at the slowest rate in recent years and global context is also there has



degrowth rate from 2020 to 2022.

Figure 5: Global Electronic Industry from 2020-2022  
Source: Statista (2022)

Figure 1 shows that from 2019 to 2021, there was growth in the global context, but that growth abruptly stopped in 2022. As a result of the Asian market, the researcher makes an effort to identify the key e-tailor service quality factors and their effects on consumer electronics e-repurchase intention and e-satisfaction. These powerful policies encourage e-tailor adoption so that they can profit both financially and otherwise. These e-Commerce startups have been constructing an economic strength in Sri Lanka over the past few years. Kapruka.com, Daraz.lk, Takas.lk, ikman.lk, Wow.lk, Wasi.lk, Zigzag.lk, Mystore.lk, Retailgenius.com, and Mydeal.lk are the top 10 e-commerce websites in Sri Lanka with the fastest growth (Prime1, 2019).

### A. Research Objectives

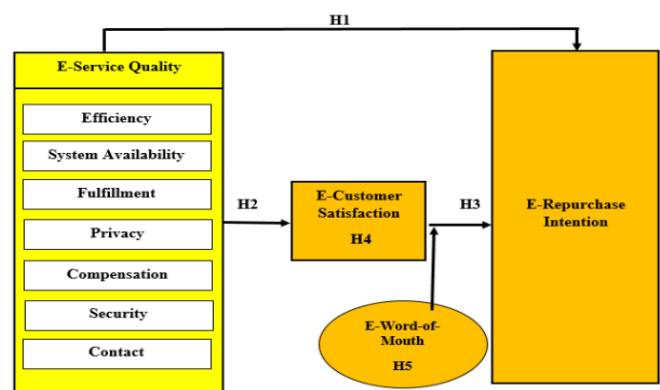
Due to a shortage of comprehensive empirical studies on the level of quality of e-services in Sri Lanka. The researcher therefore set out to identify the elements of e-service quality that were more accurate predictors of Sri Lankan consumers of consumer electronics' tendency to make future online purchases. The findings of past research and the aforementioned arguments are the main topics of the current investigation. With the mediating effects of e-customer satisfaction and the moderating impacts of e-word-of-mouth in Sri Lanka, this study examines the e-service quality of e-tailors on consumer electronics and their impact on e-repurchase intentions. In order to establish a strategy for increasing e-tailor usage on current with the rest of the world, the researcher is also aiming to explore insights with all stakeholders. In order to

learn more about the quality of e-services and e-repurchasing intention with the mediating and moderating effects, the following specific objectives are being explored.

- To examine the relative importance of each service quality factors critically on the e-repurchase intention.
- To investigate effects of the e-service quality on the e-repurchase intention.
- To investigate effects of the e-service quality on the e-customer satisfaction.
- To investigate effects of the e-customer satisfaction on e-repurchase intention.
- To assess the mediating effects of the e-customer satisfaction on the impact of the e-service quality on e-repurchase intention of consumer electronics.
- To assess the moderating effects of e-word-of-mouth on the relationship between e-customer satisfaction and the e-repurchase intention.
- To recommend the innovative strategies for the Sri Lankan e-tailors on consumer electronics in order to increase customers repurchase intent.

## II. METHODOLOGY AND EXPERIMENTAL DESIGN

The researcher attempts to establish the relationship between exogenous variables such as e-service quality as an independent variable and endogenous variables such as e-repurchase intention, customer satisfaction as a mediating variable, and word-of-mouth as a moderating variable in order to conceptualize the study. Efficiency, fulfillment, system availability, privacy, responsiveness, compensation, security, and contact features were identified following a thorough literature research as the e-



service quality in the Sri Lankan context.

Figure 2: Conceptual Framework  
Source: Developed by author based on previous literature and theories (2022)

### A. Hypothesis Development

Based on the theoretical justification provided in the published findings, the author thus proposes the following hypothesis:

H1: There is a significant impact on e-service quality and e-repurchase intention.

H1a: There is a significant impact on efficiency and e-repurchase intention.

H1b: There is a significant impact on system availability and e-repurchase intention.

H1c: There is a significant impact on fulfillment and e-repurchase intention.

H1d: There is a significant impact on privacy and e-repurchase intention.

H1e: There is a significant impact on compensation and e-repurchase intention.

H1f: There is a significant impact on responsiveness and e-repurchase intention.

H1g: There is a significant impact on contact and e-repurchase intention.

H2: There is a significant impact on E-Service quality and E-Satisfaction.

H3: There is a significant impact on E-Satisfaction and E-Repurchase intention.

H4: There is a significant mediating effect of e-satisfaction impact on of e-service quality and erepurchase intention.

H5: There is a moderating impact of E-Word-of-mouth on the relationship between E-Satisfaction and E-Repurchase intention.

### B. Research Design

The research philosophy, according to Saunders et al (2009), outlines how knowledge is created and the kinds of knowledge that are pertinent in a particular profession. Positivism holds that knowledge can be attained by taking a close look at reality and taking note of measurable facts (Blumberg, et al., 2005). The philosophy of positivism was selected for the study's use of quantitative data, large sample sizes, and high dependability (Collis and Hussey, 2009). Quantitative observations that can be employed in statistical analysis are the focus of this study. On the other hand, the quantitative approach has been used since it has a strong academic tradition and places a lot of trust in data that depicts concepts or opinions (Amaratunga, et al., 2002). The research study decided to proceed from theory to findings using a deductive technique (Bryman & Bell, 2011). Ellitan and Sugiyanto (2022) state that surveys were utilized to gather data. Survey methods are employed in this study to collect data. In this survey approach, primary data are directly (purely) gathered from a particular area,

such as information gathered by researchers through the distribution of questionnaires, interviews, tests, etc. Direct surveying was done by handing out questionnaires to respondents. The single-cross sectional technique was selected for this study because archives are more likely to employ longitudinal data and allow researchers to evaluate how a particular phenomenon changes over time (Adams and Schvaneveldt, 1991). Primary and secondary data can be distinguished within the information gathered. The primary data are those that were gathered directly, as well as those that were extrapolated from earlier studies and used in the context of the current study (Flick, 2011). The prototype survey had reliable, precise questions that were derived from earlier literary works. Considering that the literature questionnaire was first written in English. This study gave online shoppers with experience in purchasing consumer electronics online the chance to review the questionnaire, ensure that each question was appropriate and clear, and identify any potential problems. By ensuring that the respondents understood the survey's questions, this improved the survey's content validity. Each item was rated on a five-point Likert scale from 1 for "strongly disagree" to 5 for "strongly agree." There is a list of the research constructs and survey questions. The respondents' basic personal information was the focus of the final section, which used only nominal measurement scales. Non-probability sampling is an approach to sampling that denies some population segments equal access to opportunities. Purposive sampling is a method utilized in this study that entails selecting samples from the population while taking specific considerations into account (Ellitan & Sugiyanto, 2022).

### III. RESULTS

In focusing an extreme value on the use of multivariate analysis methods, the data were cleaned. Descriptive statistics that contrast Sri Lanka to other countries were then used to describe how the chosen constructs behaved in the Sri Lankan context. PLS-CTA was used to establish if the constructs are formatively measured or reflectively measured. Once the measurement type has been determined, the structural model is next assessed after the measurement model using PLS-SEM. The proposed model investigated the hypothesized connections, taking into consideration the effects of the mediating and moderating factors. The IPMA was ultimately carried out using PLS-SEM to compare and contrast the elements impacting the e-repurchasing intention of consumer electronics in Sri Lankan competitiveness.

#### *E-Service Quality and E-Repurchase Intention*

The primary objective of the study is to assess and contrast the relative impact of each service quality on Sri Lankan consumers' desire to make additional online purchases of consumer electronics. Efficiency, system availability,

fulfillment, compensation, responsiveness, communication, and privacy were found to be the service quality attributes that have the greatest impact on e-repurchasing intention. The following H1a, H1b, H1c, H1d, H1e, H1f, and H1g variations were produced as a result.

Table 1: Summary of sub hypotheses H1

No	Relationships	Original Sample	Sample mean	Std. Deviation	T statistics	2.5%	97.5%	P Value	Results
H1a	EFF->ERPI	0.243	0.243	0.061	3.960	0.119	0.360	0.000	Accepted
H1b	SA->ERPI	-0.021	-0.021	0.051	0.405	-0.128	0.077	0.686	Rejected
H1c	FL->ERPI	0.151	0.149	0.065	2.309	0.022	0.278	0.021	Accepted
H1d	PV->ERPI	-0.074	-0.070	0.069	1.065	-0.211	0.063	0.287	Rejected
H1e	COM->ERPI	0.060	0.059	0.052	1.155	-0.035	0.170	0.248	Rejected
H1f	RES->ERPI	0.462	0.460	0.066	6.946	0.323	0.582	0.000	Accepted
H1g	CON->ERPI	0.124	0.125	0.069	1.799	-0.003	0.263	0.072	Rejected

Source: Survey (2022)

The findings shown in Table 1 show that three hypotheses were empirically supported, and four hypotheses were empirically rejected. According to the research review, there is a direct relationship between e-service quality aspects and e-repurchase intention. The findings of the association between ESQ and ERPI are supported by the prior research, which indicates that e-service quality has a significant impact on e-repurchase intentions in several countries. The likelihood of repeat purchases is favourably and considerably influenced by service quality, claim (Hamdan and Rizka, 2021). The data analysis showed that there is no connection between service quality and intention to execute additional transactions, refuting the hypothesis. The possibility of making an e-repurchase is not considerably impacted by the quality of the e-service, claim Indrianti and Verinita, (2022).

Table 2: Summary of H1

No	Relationships	Original Sample	Sample mean	Std. Deviation	2.5%	97.5%	T statistics	P Values	Results
H1	ESQ->ERPI	0.848	0.848	0.021	0.716	0.827	39.935	0.000	Supported
		Reference			No Zero Falls between	>1.96	<0.005		

Source: Survey (2022)

The findings shown in Table 2 show that hypothesis was empirically supported. The findings of the impact of ESQ on ERPI are directly related to the findings that e-service quality has a significant impact on e-repurchasing intention

in several countries (Lee and Kim, 2017; Haryono, et al., 2015).

*E-Service Quality and E-Customer Satisfaction*

Table 3: Summary of H2

No	Relationships	Original Sample	Sample mean	Std. Deviation	2.5%	97.5%	T statistics	P Value	Results
H2	ECS->ERPI	0.885	0.884	0.016	0.847	0.912	53.801	0.000	Accepted
		Reference			No zero between	>1.96	<0.005		

Source: Survey (2022)

The results shown in Table 3 demonstrate the empirical validity of that hypothesis. The literature research found that there is a direct link between e-customer satisfaction and the characteristics of e-service quality. Shin, Chung, Oh, and Lee (2013) provide evidence that platform quality is essential for raising consumer repurchase intention. According to Chang and Wang (2011), there is a direct correlation between customer satisfaction and intent to repurchase.

*E-Customer Satisfaction and E-Repurchase Intention*

Table 4: Summary of H3

No	Relationships	Original Sample	Sample mean	Std. Deviation	2.5%	97.5%	T statistics	P Values	Results
H3	ECS->ERPI	0.827	0.826	0.026	0.767	0.871	31.556	0.000	Accepted

Source: Survey (2022)

The results shown in Table 4 demonstrate the empirical validity of that hypothesis. Businesses can affect their consumers' propensity to make subsequent purchases by improving customer satisfaction in online transactions, claim Shin, Chung, Oh, and Lee (2013).

Mediating Effect

Table 5: Summary of H4

No	Relations hips	Direc t effect	97.5% confidence interval of the direct effect	T value	P Value	Indir ect effect	97.5% confidence interval of the indire ct effect	T Value	P Value	Resul ts
H4	ESQ->ERPI	0.525	(0.370, 0.670)	6.911	0.000	0.321	(0.187, 0.468)	4.566	0.000	Partia l

Source: Survey (2022)

Table 5 demonstrates that neither the 97.5% confidence intervals nor the indirect effect of ESQ->ERPI statistical significance encompass zero values. As a result, it was shown that both the direct and indirect effects are important. Therefore, based on the findings of table 5, it can be empirically proven, according to Hair et al (2017), that e-customer satisfaction partially mediates the one correlations of ESQ->ERPI.

Moderating effect

Table 6: Summary of H5

No	Relationships	Origin al Sample	Samp le mean	Std. Deviat ion	2.5% %	97.5 %	T statis tics	P Valu es	Results
H5	Moderating effect	0.022	0.021	0.015	-0.088	0.052	1.397	0.163	Rejected

Source: Survey (2022)

The analysis results in the interaction term t values 1.397 for path linking the interactions terms of ECS and ERPI, as shown in the table. Additionally, the research results in linking interaction terms of ECS and ERPI with p values of 0.163 for each. The bias corrected bootstrap confidence intervals for the interaction term's impacts of ECS are (-0.088, 0.052), respectively, because zero includes all of them. It is statistically significant that the zero includes all of the bias-corrected bootstrap confidence ranges for the ECS. Overall, the statistical evidence shows that the interactions between e-customer satisfaction and e-repurchasing intention moderate the link.

Importance-performance map analysis (IPMA)

The PLS-SEM analysis can be used to determine the relative value of various constructs in explaining different structural model elements. To draw conclusions, one must understand the significance of constructs. The importance-performance map analysis (IPMA), which also takes into account the effectiveness of each and every construct, produces the PLS-SEM results. As a result, conclusions concerning importance and performance are possible, which is crucial for planning managerial actions. Attention should therefore be paid to the performance of those constructs that, despite having a relatively poor performance, demonstrate a high relevance in terms of how well they explain a particular target construct (Hair, et al., 2012).

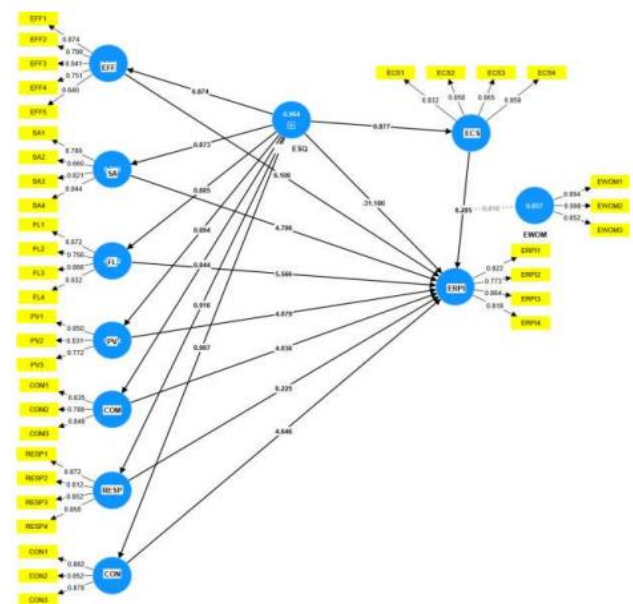


Figure 6: Path Coefficients  
Source: Survey Data (2022)

III. DISCUSSION AND CONCLUSION

From the PLS-SEM Importance Performance Map Analysis (IPMA) mentioned in this study, several significant conclusions led to recommendations. The descriptive analysis reveals that customers are very interested in the consumer gadgets that are covered in great detail in chapter four. It was also discovered that the primary element affecting future decisions to buy consumer electronics online was the customer's level of happiness. The statistics show that three of the seven ESQs—Efficiency, Fulfillment, Privacy, and Compensation—have a significant positive influence on the intention to conduct an online repurchase, however Fulfillment has a smaller influence than Efficiency and responsiveness. Customer satisfaction serves as a partial

mediating factor in the relationship between eservice quality and e-repurchasing intention.

*Interpretation of the IPMA of the unstandardized effects (constructs)*

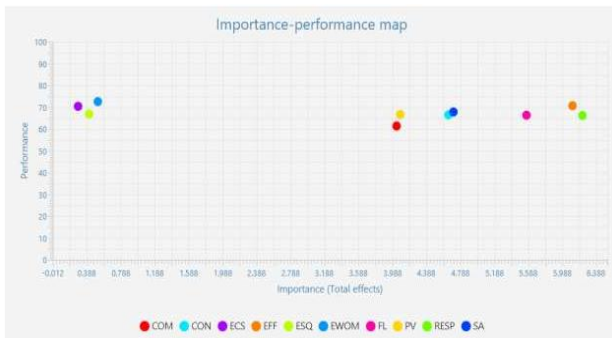


Figure 7: Unstandardized Effects (Constructs)  
Source: PLS IPMA Output (2022)

The component with the highest importance and the lowest performance, according to Sarstedt (2016), is specifically pertinent for managerial activities. There is a ton of space for improvement because that particular build performs so terribly. Since RESP, EFF, and FL have the strongest positive significant influences on the ERPI and ECS, management activities are chosen for them with the highest priority and lowest performance in this context. As a result, the most significant structures enhancing the ECS are picked using the IPMA developed for e-service quality dimensions Vs. ERPI (Sarstedt 2016).

*Interpretation of the IPMA of the unstandardized effects (constructs)*

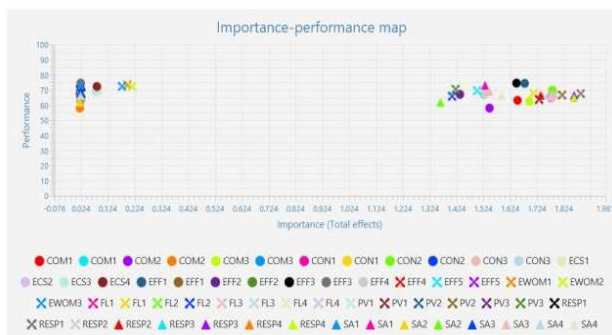


Figure 8: Unstandardized Effects (Indicators)  
Source: PLS IPMA Output (2022)

According to Sarstedt (2016), the indicators that can be seen in the rightmost portion of figure 5.2 have a high importance as well as a high performance. These variables (indicators of ESQ dimensions) should be improved in the following order of importance in order to increase e-repurchasing intention. The researcher presented a compelling argument in the section above that, in order to improve the ERPI, the ESQ dimensions should be improved first. In turn, the ESQ dimensions should be

adjusted in order to improve the ECS. According to Sarstedt's (2016) suggestions, the IPMA for indicators (Unstandardized effects) is used to identify which indicators need to be improved.

*A. Contribution*

The results of this study show that website quality needs to be adequately assessed and managed by marketers of general content-rich eservices. Businesses need to have reliable, flexible, and accessible websites because customers need to think highly of their products. creating a website with quick access to content and extra features Flexibility-enhancing features are essential for competitive differentiation. These e-services can stand out in the plethora of websites by making theirs easy to navigate, which is made possible by effective listing with the appropriate search engines and having links to websites that are contextually linked and include pertinent key words.

*B. Limitations*

The participants in this study who are capable of answering questions had never previously made a purchase from an e-commerce website. It is desirable to include more participants in forthcoming studies who have all done e-commerce purchases in order to obtain more precise data regarding the qualities of service quality. The main focus of this study is on Sri Lanka's population and how they view consumer electronics from local e-tailors; the sample was selected based on the number of online users in the nation. when 9.2 million individuals are present. As a result, districts, cities, and even provinces may have different levels of e-customer satisfaction. Additionally, remote areas with varying geographies and economic conditions may have different attitudes and perceptions of e-tailors toward consumers of consumer electronics even inside the same city limits. Additionally, information was acquired utilizing an online survey platform and a judging mode sampling technique. Therefore, to reduce the potential selection bias issues, future studies could use multi stage mixed sample rather of judgment mode sampling.

*C. Future studies*

Greater generalization requires a larger sample size since generalizability problems can occur within cities, districts, or provinces. Furthermore, Sri Lanka differs from other emerging countries with different surroundings in a number of sociological, economic, and geographic ways. It is additionally challenging to extrapolate findings to other industrialized nations with varied economic, social, and geographic aspects because Sri Lanka still lacks a sufficient number of e-services. Since the author's research was restricted to consumer electronics devices and was done specifically for those products, future researchers can use the same approach for new industries or products.

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## ABBREVIATIONS AND SPECIFIC SYMBOLS

ESQ	E-Service Quality
WOM	Word-of-Mouth
EFF	Efficiency
FUL	Fulfillment
SA	System Availability
PV	Privacy
CON	Contact
RESP	Responsiveness
COM	Compensation
ECS	E-Customer Satisfaction
ERPI	E-Repurchase Intention

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## AUTHOR BIOGRAPHY



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