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## The Influence of Reliability, Security, and Site Design on Repurchase Intention Mediated by Customer Satisfaction among Malaysian Online Shoppers

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### Abstract

Using online website is a rapidly growing phenomenon among individuals as an alternative to those who intend to shop. However, a trust deficit in the online shopping environment has always been a critical issue in the minds of the consumer. The purpose of this study is to explain how reliability, security, and site design, influence repurchase intention mediated by customer satisfaction among Malaysian online shoppers. The researcher collected the data using a questionnaire from 290 online shoppers in Petaling Jaya, Selangor state in Malaysia. A quantitative research approach was adopted. The sampling technique used is purposive sampling. The data analysis includes descriptive analysis, regression analysis, and hypothesis testing. This study's result shows a significant influence between reliability and repurchase intention; security and repurchase intention; site design and repurchase intention; and customer satisfaction mediates the relationship between reliability, security, site design, and repurchase intention. The findings are in line with the previous study conducted on online shoppers' intention.

**Keywords:** Reliability, Security, Site Design, Customer Satisfaction, Repurchase Intention

### Introduction

E-commerce is a method of electronic transformation and virtual records processing technology in enterprise transactions to generate, convert and redefine relationships for a charge and value that will be created among organizations, companies, and individuals (Chinomona & Dubihlela, 2014). Electronic commerce essentially defines as the selling and buying of merchandise over internet websites; additionally, e-commerce implies transactions over networks like the internet and public computer networks. It has a critical position in commercial business enterprise companies delivering complete and compelling product information and service to gather a commercial enterprise purpose (Krishnan et. al., 2017). E-commerce is commercial transactions directed electronically on the internet worldwide. According to Oxford Dictionary (2017) e-commerce refers to e-retailers in a definition made

by Financial Times as buying and selling products or services over the internet, exchanging goods through electronic commerce by businesses, customers, and other dealers without any physical connection and exchange (Oxford Dictionary, 2017).

Online transactions as a customer pay to a drop-ship agent for items that the customer wants to buy, then the agent will pay a certain amount to those who own the products as agreed by them; also the purchase details of the customer will be sent to the owner of the online products and additionally, the owner will mail the purchases products to the customers, even though the owner of the online product will be sending the purchases products to the customers, the address (as stated in the mail) will be the dropship agent name, through this operation the dropship owner will get a fee profit as a token to sell the product online on behalf the product owner. Online shopping business has been known by several names such as online purchase, internet buying, electronic shopping, and internet shopping, also defined as a process of purchasing goods and services via the internet. In addition, online purchase has been considered as save time, effort, and money for receiving numerous products and services. In recent years, online shopping has become normal, and many customers worldwide prefer to purchase online as it has many benefits and advantages and has become a communal fund for providing and operating trade information, goods, and services (Jahari & Al-Aidaros, 2016). According to Sheikh & Basti (2015) repurchase intention is vital in developing management insight while improving service delivery and strategic planning; internet shopping has become gradually much more popular and has attracted more consideration due to the perspective of the customers and the merchants which leads to the motivates of the worldwide researcher aim in internet shopping area (Sheikh & Basti, 2015).

Kumar et al (2016) in their study reported that e-commerce is growing rapidly in Malaysia compared to many other Asian countries and it is reaching a development inflection point due to support from the government in terms of promoting the usage of the Internet, as well as information technology and communication. Internet has become a source of profit for people as it is one of the implements of business marketing that can help enterprises gain more customers and income. According to data about retail e-commerce across the ASEAN region (Kearney, 2015), in 2015, Malaysia had about 16 million online shoppers, which was equivalent to 80 per cent of the online users. E-commerce was estimated to account for 1% of retail spend. It was estimated that the contribution of e-commerce would rise at a Compound annual growth rate (CAGR) of 11% to RM114 billion in 2020, from RM68 billion in 2015. In addition, the statistical portal in 2016 reported that Malaysian income from (CAGR) had reached US 984 million via electronic commerce. According to the Internet World Statistics (2015), Internet penetration in Malaysia was recorded to be 67.15% at the end of 2015.

Online shopping has become an increasingly popular shopping method among Malaysians. By 2013, Malaysia has successfully become one of the top 30 countries to reach a retail e-commerce index score of 36% ( Nilforoushan et al., 2013). In addition, even nearly a decade ago, the Malaysian Communication and Multimedia Commission Association (2012) reported that Internet shopping was ranked 11th among the top 15 reasons of why Malaysians access the Internet. According to a leading retail consulting firm, Retail Group Malaysia (RGM), as what has happened in many countries around the world, online purchasing has achieved a substantial market share in the Malaysian retail space. Lim et al (2015) point out that Malaysians have a high level of acceptance to extending their shopping behavior from offline to online. Online shopping is projected to be more prominent in the Malaysian retail division,

with more brick-and-mortar retailers providing convenient online shopping to consumers. According to the Malaysian Communications and Multimedia Commission, MCMC (2015), Malaysian online sales figure is expected to exceed the 6.1 % projection, which was approximately RM 22.6 billion in 2010. The actual achievement will be determined by the progression of broadband coverage and rising disposable revenue from year to year.

### **Problem Statement**

Considering the aforesaid discussion, this research is to study the mediating effect of customer satisfaction on the influences of reliability, security, and site design on customer repurchase intention in e-commerce in Malaysia. According to Lestari & Ellyawati (2019) when the product or service performance of shopping sites does not meet expectations, the customers will be disappointed which leads to dissatisfaction, however, if the product or service exceeds expectations, the customers will be satisfied (Lestari & Ellyawati, 2019). The previous literature shows that there is a gap between the relationship between reliability, security, and site design on the repurchase intention of online shoppers. This study aims to identify the relationships between these variables and mediating customer satisfaction with the repurchase intention of Malaysian online shopping consumers. Since Malaysian online shoppers make a huge contribution to the e-commerce transaction in the economy, it is worth studying the factors that influence online shoppers to repurchase. Organisation offering an online platform for their business can tremendously benefit from these research findings in terms of providing secure, reliable and attractive business websites to ensure customers' experience purchasing online is satisfactory and thus, encourage customers to repeat purchases.

### **Objectives of the Study**

The aim of this study is to achieve the following objectives:

1. To study the influence of reliability on customer repurchase intention.
2. To study the influence of security on customer repurchase intention.
3. To study the influence of site design on customer repurchase intention
4. To determine whether customer satisfaction mediates the relationship between reliability, security, and site design on customer repurchase intention.

### **Significance of the Study**

This study contributes to knowledge about Malaysian online shoppers, especially in making decisions regarding a particular shopping channel to meet their needs and wants. This study will also help consumers to learn about the dimensions of e-service quality, namely, information, site design, ease of use, reliability, and security. This will in turn, lead to greater customer satisfaction, and most importantly, enable consumers to feel more secure about their online transactions.

Marketers would also be interested in the findings of this research. In order to draw the attention of Malaysian Generation Y (Gen Y) consumers, marketers must first understand their character and identify what they are attracted to. Then, the marketers would be able to formulate appropriate marketing strategies to attract more consumers into buying their products or services. Eventually, the findings of this research would also be beneficial to the Gen Y population because they would be able to understand online purchase characteristics. Therefore, Gen Y's repurchase intentions could be maximized. Based on the research results, this study can help companies to fulfil their consumers' hopes and understand their needs.

Companies can also determine policies and strategies related to the quality of services to improve their performance and enhance their customers' satisfaction.

This research has theoretical benefits, including providing new literature, research framework, research methods for future researchers to conduct further studies in this area. The study also contributes to the knowledge regarding the development of marketing science, marketing services, and especially regarding the issue of service quality and its effect on customer satisfaction. In addition, this study provides important information that can clarify the contradictory findings of previous studies.

### **Literature Review**

Reliability refers to the company's ability to perform and deliver the services as promised and the reliability perception can reduce the risk due to a lack of face-to-face communication (Grossman et. al., 2020). According to Lim et al (2019) reliability relates to three criteria, the customers receive the products and services as ordered and products are shown and described clearly, accurately and the delivery time is carried out within the promised timeframe (Lim et. al., 2019). It is supported by Pham (2018) that perception of reliability has a positive influence on repurchase intention (Pham, 2018). Reliability has a positive relationship with repurchase intention in the e-commerce sector. Reliability has a positive and noteworthy impact on the repurchase intention aim (Kamble et al., 2020; Patten et. al., 2020). Reliability will affect repurchase intention with a reliable system (Haverila, et. al., 2020). According to Haverila et al., (2020) reliability and satisfaction significantly and positively affect repurchase intention (Haverila et. al., 2020). In a study by Mirza et al (2021) reliability positively influences repurchase intention (Mirza, et. al., 2021). Reliability has an effect on repurchase intention in shopping online where reliability is an essential issue in the rapidly growing online shopping, which then becomes a factor that influences someone to make repurchases in the future (Sherly & Keni, 2022).

Security issues in online business are the fundamental worries of customers when purchasing through websites (Chou et. al., 2015). Knowing the significance of keeping up the customer's trust in an e-commerce company, many examinations have explored the ability of trust in holding rehash the customers and feel it significant for an online business company (Tsai et. al., 2016). Security is considered the capacity of online stores to keep up and control information exchange (Raman & Viswanathan, 2011). Security positively influences repurchase intention in online businesses (Alwafi & Magnadi, 2016). An examination by Raman & Viswanathan (2011) through an investigation led on online shoppers in Malaysia found that security has a positive influence relationship in affecting website-based shoppers (Raman & Viswanathan, 2011). E-commerce contains more hazards and vulnerabilities than traditional shopping, which is that the merchant and the shoppers do not meet each other during the trade exchange. Security protection of the website is critical in online shopping (Trivedi & Yadav, 2020). The security hazard may impact shoppers' mentalities and purchasing conduct towards online shopping (Bhatti et. al., 2020). Online buyers can likewise have negative and assessment remarks on online store administration and doubt online stores on the off chance that they have protection and security concerns when they buy from the website (Sharma & Singh, 2018). Furthermore, customers about the privacy of online stores are expected to influence their perception of repurchase intention.

Site design uses an online information system that can satisfy the customer and generate positive attitudes toward certain websites (Alcantara-Pilar et. al., 2018). The customer site is delicate to the limit of the site to be trusted by customers when managing exchanges on the

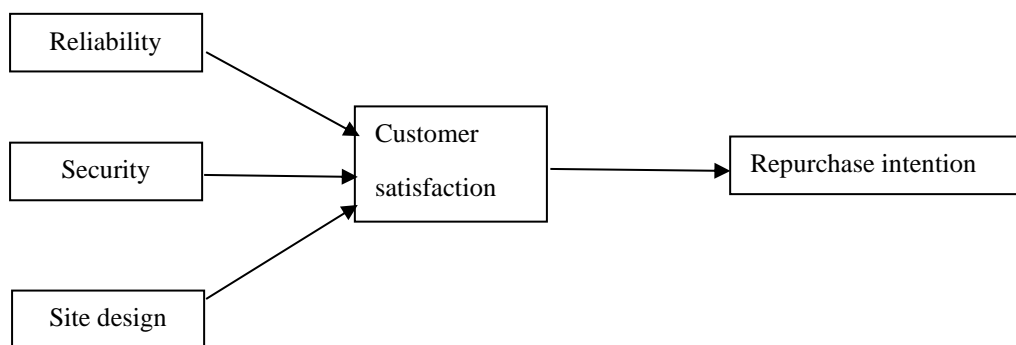


website personal information is of the utmost importance for online shopping services and website design perception of customer service (Giao & Ha, 2020). According to Januarti & Priantinah (2018) site design is considered a website quality to measure a formal format and systematic website content (Januarti & Priantinah, 2018). Site design is the customer evaluation of the quality of delivering online service by focusing on the communication between the company and the customer to provide follow-up service, a trustable approach (Chang, et. al., 2009). Visual appearance is considered as characteristics related to the appearance of the website such as the color graphic, size and font text, precise and clear structure of the site content, and multimedia (Yao, & Jong, 2010). Website is claimed to be under the company's control and impacts customer behavioral intention to use. According to a study by Aakash & Aggarwal, (2019), if the website quality is better, it will be easier for customers to make transactions and attract consumers to revisit the website and repurchase (Aakash & Aggarwal, 2019). Excellent service or products can create customer satisfaction. Thus, customer satisfaction can lead to repurchase intention (Ellyawati, 2017).

In online shopping, delivering high-quality products/services to customers has become the primary predictor of customer satisfaction, leading to increased online purchase intention. Customer satisfaction is the level at which the service/product performance is acceptable to customer expectations. When the product or service performance does not meet expectations, the customer will be unhappy and disappointed, leading to dissatisfaction. The customer will be satisfied when product/service performance exceeds expectations (Wilson & Christella, 2019). Customer satisfaction is necessary for customers to repurchase and promotes a sustainable relationship with the customers promoting online purchase intention; efficient online administration promotes positive exceptions for the customers (Mahadin, et. al., 2020). According to Sari et al (2020) customer satisfaction mediates the relationship between website and repurchase intention in the e-commerce sector (Sari, et. all, 2020). Customer satisfaction is a positive feeling of the customers based on the purchase and transaction made from previous purchasing experiences (Trivedi & Yadav, 2020). Furthermore, satisfaction mediates the influences of security on repurchase intention (Lestari & Ellyawati, 2019). Moreover, customer satisfaction mediates the relationship between reliability and repurchase intention, with reliable company service, which will create a sense of high satisfaction towards customers and encourage them to repurchase in the future (Haverila et. al., 2020). Customers who feel satisfied after buying services or products will be more likely to repurchase in the future (Trivedi & Yadav, 2020).

According to Trivedi & Yadav (2020) repurchase expectations are a choice reached by customers to help a brand purchase service or products, disregarding other brand choices (Trivedi & Yadav, 2020). Furthermore, buy aim is something that emerges in the wake of incitement from the item that the customer sees, from which there is an enthusiasm for purchasing to have it (Prasetyo et. al., 2021). Repurchase intention refers to customer repurchasing loyalty since it significantly impacts e-commerce success; customers determine marks and establish an intention for purchasing in the evaluation process (Javed, & Wu, 2020). According to Javed & Wu (2020) repurchase intention is the customer's plan to purchase again in the future from the same retailer (Javed, & Wu, 2020). Customer satisfaction is an essential factor for increasing repurchase intention (Huang et. al., 2015). It is expected that customer who experiences satisfaction will increase purchase intention/repurchase intention (Huang et. al., 2014).

### Proposed Research Framework



Independent variable

Mediating variable

Dependent variable

### Foundation for Research Framework

This research article is based on the above framework created after a thorough literature review. Three variables (reliability, security, and site design) have been included for the independent variable, considering e-commerce in Malaysia. Customer satisfaction has been used as a mediating variable mediating the link between reliability, security, site design, and repurchase intention as the dependent variable. This research article uses the NetQual Theory by Bressolles (2006) to support the research framework (Bressolles, 2006).

### Research Methodology

#### Hypothesis Generation

The following hypothesis has been generated in context with the theoretical framework:

#### Hypothesis 1

There is a relationship between reliability and repurchase intention.

#### Hypothesis 2

There is a relationship between security and repurchase intention.

#### Hypothesis 3

There is a relationship between site design and repurchase intention

#### Hypothesis 4

There is a mediating influence of customer satisfaction in the relationship between reliability and repurchase intention.

#### Hypothesis 5

There is a mediating influence of customer satisfaction in the relationship between security and repurchase intention.

#### Hypothesis 6

There is a mediating influence of customer satisfaction in the relationship between site design and repurchase intention.

#### Hypothesis 7

The relationship between reliability, security, site design, and repurchase intention is influenced by customer satisfaction.

### Population

In this study, the unit of analysis refers explicitly to online buyers in Petaling Jaya, Selangor. They are from 18 to 35 years old and represent the race (Malay, Chinese, or Indian). The

population refers to all groups of individuals who have the potential to participate in research. In addition, according to Collier & Bienstock (2006) retail e-commerce in the ASEAN region, Malaysia has around 16 million online shoppers, equivalent to 80% of online users (Collier & Bienstock, 2006).

### Sampling Procedures

Simple random sampling has been utilized to avoid any biases. A total of 290 responded to our questionnaire. Data was gathered through an online survey. The questionnaire was uploaded in the google form. Online consumers were asked to respond to the questions. It was mentioned to the customers that anybody who purchases at least one product online can be a respondent in this survey.

### Tools for Data Collection

A questionnaire was used to measure all the variables involved in the study. An 8-item scale for each variable was adopted (Collier & Bienstock, 2006). A five-point Likert scale was utilized for the examination.

### Reliability for Instruments

The Cronbach Alpha reliability value was calculated for all the variables involved, as mentioned in the table below.

Table 1

#### *Reliability of Instruments*

Variable	Cronbach's Alpha	No of Items
Reliability	0.76	8
Security	0.77	8
Site Design	0.77	8
Customer Satisfaction	0.73	8
Repurchase Intention	0.66	8

### Demographic Profile of the Respondents

Table 2

#### *Demographic Profile of the Respondents*

Gender	Frequency	Percent
Male	114	39
Female	176	61
Total	290	100
Race	Frequency	Percent
Malay	131	45
Indian	97	33
Chinese	62	21
Total	290	100
Age group	Frequency	Percent
18	1	0.3
19	4	1.4
21	4	1.4
22	5	1.7
23	19	6.6
24	19	6.6
25	18	6.2



26	26	9.0
27	21	7.2
28	26	9.0
29	36	12.4
30	17	5.9
31	22	7.6
32	28	9.7
33	12	4.1
34	31	10.7
35	1	0.3
Total	290	100
Online shopping experience	Frequency	Percent
Less than 1 year	44	15
1 to 5 years	177	61
5 to 10 years	60	21
More than 10 years	9	3
Total	290	100

### Data Analysis

Linear regression was carried out to test the hypothesis involved in the research. Regression analysis is the scientific evidence used in this work. Regression is an analysis that aims to determine the impact of variables on other variables. Regression analysis. Factors that control what are referred to as independent variables and variables that are affected are called dependent variables in regression analysis. For testing analysis of mediation, Baron & Kenny, (1986) test was applied Baron, & Kenny, 1986).

Table 3

*Results on regression analysis for the independent variable (reliability, security, site design) & dependent variable repurchase intention*

Variables	r	R <sup>2</sup>	Adjusted R <sup>2</sup>	Beta	F	P-value
Reliability	.353	.125	.122	.353	40.983	.000
Security	.306	.094	.091	.306	29.849	.000
Site design	.493	.243	.240	.493	92.324	.000

Dependent variable: Repurchase intention

In Table 3, the value of the correlation coefficient for reliability is 0.353, security 0.306, and site design 0.493, which means there is a correlation between these variables and repurchase intention. By analyzing the coefficient of determination R<sup>2</sup> for reliability 0.125, it is disclosed that 12.5% variation in repurchase intention is due to reliability and 87.5%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 1 is supported. The coefficient of determination R<sup>2</sup> for security is 0.094, it is disclosed that 9.4% variation in repurchase intention is due to security and 90.6%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 2 is supported. The coefficient of determination R<sup>2</sup> for site design is 0.243, it is disclosed that 24.3% variation in repurchase intention is due to site design and 75.5%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 3 is supported.

H1: There is a relationship between reliability and repurchase intention.

H2: There is a relationship between security and repurchase intention.

H3: There is a relationship between site design and repurchase intention.

Table 4

*Results on regression analysis for the independent variable (reliability, security, site design & mediator variable customer satisfaction*

Variables	r	R <sup>2</sup>	Adjusted R <sup>2</sup>	Beta	F	P- value
Reliability	.500	.250	.247	.500	95.868	.000
Security	.368	.136	.133	.368	45.187	.000
Site design	.537	.289	.286	.537	116.859	.000

Mediator variable: Customer satisfaction

In Table 4, the value of the correlation coefficient for reliability is 0.500, security 0.368, and site design 0.537, which means there is a correlation between these variables and customer satisfaction. By analyzing the coefficient of determination R<sup>2</sup> for the reliability of 0.250, it is disclosed that 25% variation in customer satisfaction is due to reliability and 75%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 4 is supported. The coefficient of determination R<sup>2</sup> for security is 0.136, it is disclosed that 13.6% variation in customer satisfaction is due to security and 86.4%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 5 is supported. The coefficient of determination R<sup>2</sup> for site design is 0.289, it is disclosed that 28.9% variation in customer satisfaction is due to site design and 71.1%. The P-value is 0.000 which is less than (0.05) and that means Hypothesis 6 is supported.

H4: There is a mediating influence of customer satisfaction in the relationship between reliability and repurchase intention.

H5: There is a mediating influence of customer satisfaction in the relationship between security and repurchase intention.

H6: There is a mediating influence of customer satisfaction in the relationship between site design and repurchase intention.

Table 5

Results on regression analysis for customer satisfaction & repurchase intention

Variable	r	R <sup>2</sup>	Adjusted R <sup>2</sup>	Beta	F	P- value
Customer satisfaction	.610	.372	.370	.610	170.470	.000

Dependent variable: Repurchase intention

In table 5, the value of the correlation coefficient for customer satisfaction is 0.610 which means there is a correlation between the variable and repurchase intention. By analyzing the coefficient of determination R<sup>2</sup> for customer satisfaction 0.372, it is disclosed that 37.2% variation in repurchase intention is due to customer satisfaction and 75%. The P-value is 0.000 which is less than (0.05), resulting in that H7 Hypothesis is accepted.

H7: There is an influence of the relationship between reliability, security, site design, and repurchase intention mediated by customer satisfaction.

## Discussions

### The Influence between Reliability and Repurchase Intention

Based on the results of the analysis note that a P-value of 0.000 is significant at the 5% level and H1 is accepted. This shows that reliability influences repurchase intention. The stability of websites is the most significant contributor to consumer understanding of the ethics of an online dealer. When customers feel that a website is trustworthy, their loyalty of consumers to the online retailer is increased.

**The Influence between Site Design and Repurchase Intention**

Based on the analysis results, note that a P-value of 0.000 is significant at the 5% level and H2 is accepted. This shows that site design influences repurchase intention. Online retailers are 'faceless' on the internet. It means that the website itself is a symbol of the retailer and the site design acts as the first experience of the online store (Yeng et. al., 2018). Users are well-known to be obedient and loyal online; although their app is unsatisfactory, the same classes of users still draw them. When users see the website interface as high-quality, they may build a high degree of confidence in the website, contributing to their willingness to return for future visits. According to Trivedi & Yadav (2020), several studies found that system design and customer-internet interactivity contribute to the popularity of a website (Trivedi, & Yadav, 2020). Such a boost in site design efficiency will likewise increase the loyalty of consumers and re-buying intentions in the field of e-commerce (Trivedi & Yadav, 2020).

**The Influence between Security and Repurchase Intention**

Based on the results of the analysis, note that a P-value of 0.000 is significant at the 5% level and H3 is accepted. This shows that security influences repurchase intention. Loyalty, as a major driver of post-bought anomalies, such as repurchase is significant for the accomplishments of online stores. Early online commerce was believed to lead to a web presence and low prices. In recent days, the efficiency of websites has become necessary for customer satisfaction and loyalty (Huang et. al., 2015). Mainstream business analysis and new data, several antecedents of customer satisfaction have been proposed among these, and website quality figures prominently.

**The Influence between reliability and repurchase intention with customer satisfaction as a mediating variable**

Based on the analysis results, note that a P-value of 0.000 is significant at the 5% level and H4 is accepted. This shows that customer satisfaction influences repurchase intention with customer satisfaction as a mediator variable. The stability of websites is the most significant contributor to consumer understanding of the ethics of an online dealer. When customers feel that a website is trustworthy, their loyalty of consumers to the online retailer is increased. Reliability has been interpreted in many ways and is expressed in consistent over-time performance, the usability of websites, speed and update, reliable information logging and consumer purchases, the knowledge that is trustworthy, reliable, and truthful, data consistency, quotation, pricing, fee measurement, contract commitment and management of the network, free of obstructions, faults and errors, report accuracy, price accuracy, and reliability.

**The Influence between security and repurchase intention with customer satisfaction as a mediating variable**

Based on the analysis results, note that a P-value of 0.000 is significant at the 5% level and H5 is accepted. This shows that customer satisfaction influences repurchase intention with customer satisfaction as a mediator variable. Safety is one of the most significant issues of e-business. "Circumstance, circumstance or incident that could lead to financial difficulties in the form of harm, leakage, data alteration, denial of services and/or misuse, waste, and abuse of computer or network resources." Online users are always reluctant to reveal their personal

and financial credentials without security assurance. Online business organizations need to build security features (encryption, safety announcements, and third-party affiliation) to achieve high-level security satisfaction.

### **The Influence between Site Design and Repurchase Intention with Customer Satisfaction as a Mediating Variable**

Based on the analysis results, note that a P-value of 0.000 is significant at the 5% level and H6 is accepted. This shows that customer satisfaction influences repurchase intention with customer satisfaction as a mediator variable. Website design deals with the consumer's interaction with the website, such as navigation, information search, ordering processing, and product selection. Website design is important for creating a favorable first impression in the consumer's mind. This first impression serves as a building block for customers' satisfaction with the online retailer. According to Sari et al (2020) previous research defined consumer online satisfaction as "the contentment of the customer concerning his or her prior purchasing experience with a given electronic commerce firm" (Sari et. al., 2020). An effective website design helps and facilitates a seamless consumer experience to navigate, search, select, and order their desired product and enhance their overall satisfaction. On the other hand, a poor website design can create irritation resulting in consumer dissatisfaction. According to Yeng et al (2018) several past studies provide empirical evidence that effective and efficient website design facilitates the speed of ordering and transaction and enhances customer satisfaction with a website (Yeng, et. al., 2018).

### **The Influence between Customer Satisfaction and Repurchase Intention**

Based on the analysis results, note that a P-value of 0.000 is significant at the 5% level and H7 is accepted. This shows that customer satisfaction influences repurchase intention. The importance of positive behavior in increasing customer satisfaction and desire to repurchase. According to Luo et al (2015), there is a strong relationship between customer satisfaction and repurchase intention that correlation affects the actual use of online services (Luo et. al., 2015). The most positive effect on customer satisfaction is to recognize which website consistency variables. Customer satisfaction is a particular relationship that emerges from several separate customer meetings or online sales transactions.

### **Conclusion**

There is an existing relationship between reliability, security, site design, customer satisfaction, and repurchase intention. The above analysis corroborates that the independent variables (reliability, security, site design) influence customers to reach a high level of satisfaction, which leads to repeat purchasing. This study proves that (reliability, security, and site design) affect repurchase intention and satisfaction. Customer satisfaction is proven to mediate the relationship between (reliability, security, and site design) which involves repurchase intention. From this study, to increase customer repurchase intention, online business providers should develop the quality of the company websites to reach a high level of customer satisfaction and that will repurchase intention. Furthermore, companies should also improve security in the payment process because financial crime and scams are increasing. Complete quality of service needs to be considered based on the customers' needs. Finally, the mediation effect of customer satisfaction is confirmed in the relationship between reliability, site design, and security on repurchasing intention.

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