

# “Determinants affecting online shopping consumers’ satisfaction and repurchase intention: Evidence from Vietnam”

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# DETERMINANTS AFFECTING ONLINE SHOPPING CONSUMERS' SATISFACTION AND REPURCHASE INTENTION: EVIDENCE FROM VIETNAM

## Abstract

E-commerce has altered how people purchase because of the growth of the internet. Nowadays, customers prefer shopping online rather than visiting physical stores. The goal of this study is to research the factors influencing online consumers' satisfaction and repurchase intention in Vietnam. This study uses two underlying theories: technology acceptance model and expectation-confirmation model. After carefully discussing background theories and reviewing the marketing literature, the paper suggests a research model relevant to Vietnam's circumstances. In addition, 312 online shoppers in Vietnam were surveyed using a Google Form and a non-probability approach. According to the findings, determinant factors (perceived ease to use, perceived usefulness, website design quality, and price perception) positively correlate to online shoppers' satisfaction and repurchase intention. The results also disclosed that perceived usefulness was the factor that had the most influential impact on online shoppers' satisfaction and repurchase intention. Finally, the study provided recommendations for managers, limitations, and suggestions for further research.

## Keywords

online customer satisfaction, online repurchase intention, TAM theory, ECM theory, e-commerce, Vietnam

## JEL Classification

C38, M30, M31

## INTRODUCTION

E-commerce has revolutionized how people purchase since the advent of the internet. Customers use the internet to shop rather than visit a traditional store. As a result, online purchasing has more possibilities and turns into a one-stop shop compared to the conventional store model. There are no time, range, or movement restrictions when buying online (Li, 2016).

Johan et al. (2020) note that consumers can now shop online besides other channels. Online shopping has drawn customers who formerly preferred traditional retail as it offers many conveniences. Customers in Vietnam have become more familiar with and interested in online purchasing in recent years, especially throughout the pandemic. As a result, consumers' purchasing habits have changed from traditional to online purchases (Dung, 2020). Vietnam is additionally anticipated to get Southeast Asia's highest market growth, with the overall amount spent on internet shopping items likely to reach US\$56 billion by 2026, an increase of 4.5 times over the anticipated value of 2021 (Minh, 2022).

Conversely, the internet buying climate is challenging and aggressive (Javed & Wu, 2020). For instance, users of internet channels have expressed doubts (Lu et al., 2018), customers can regularly change internet vendors (Jain et al., 2017; Kumar et al., 2018), and cannot inspect things right away facing a physical barrier separating a buyer and a vendor (Davari et al., 2016).

Maintaining a good relationship with customers requires online retailers to have action plans to satisfy their customers' needs, which will develop trust and repurchase intention and minimize switching costs (Trivedi & Yadav, 2020). Besides, researchers' attention has recently been drawn to online re-buying intentions (Al-Hattami & Corona, 2021; Alvarez-Risco et al., 2022; Amarullah et al., 2022; Andriani et al., 2021; Muchtar et al., 2022). Hence, finding the elements that affect consumer satisfaction and repurchase intention is vital for both professional and academic domains.

## 1. LITERATURE REVIEW AND HYPOTHESES

E-commerce has become significant along with the internet's rapid development. The epidemic age, which has significantly altered everyday lives, is also re-illuminating the dominant role that e-commerce once played in retailing (Jeon et al., 2021). Besides, e-retailers displayed a fundamental difficulty in keeping clients. Customer repurchase intention also garnered substantial attention in the online retail space. Online retailers must understand their customers' online repurchase intention and online customer satisfaction (Alvarez-Risco et al., 2022; Kumar & Kashyap, 2022; Li, 2016; Nawangsari et al., 2020) to improve their marketing and retail strategies.

Key factors affecting online customer satisfaction and repurchase intention are widely investigated, including perceived ease to use, perceived usefulness, website design quality, and price perception. On the other hand, this study uses the expectation-confirmation model (ECM) and the technology acceptance model (TAM).

Davis (1989) developed the TAM theory, which has been characterized as the most widely used analytical framework for analyzing consumer behavioral intents when utilizing a system (Wen et al., 2011). According to TAM theory, perceived usefulness and perceived ease of use influence individuals' behavioral intentions. The website serves as the main user interface for clients making online purchases of goods and services. In light of this, the TAM theory can partially explain online purchase behavior (Chiu et al., 2009).

Besides, TAM theory is frequently applied and blended with various other elements to develop a new theoretical framework that will enhance the model's capacity for explanation and prediction (Davis, 1989; Wen et al., 2011). Additional components must be added to the TAM theory to modify it for the setting of online purchasing and enhance its capacity for explanation (Hu et al., 1999). Extrinsic factors are website design quality (A. Tandon et al., 2020), price perception (Ali & Bhasin, 2019), and online customer satisfaction (Jayathilaka, 2020; Suhaily & Soelasih, 2017). TAM theory is also a guiding theory in online shopping system acceptance (Juniwati & Sumiyati, 2020; Li, 2016; Wen et al., 2011).

A website is a system that provides information to its consumers. Therefore, online repurchase intention should be viewed as a component of a technology adoption model as a suitable measure of intention to revisit a website (Dachyar & Banjarnahor, 2017). Bhattacharjee (2001) put forth the ECM theory regarding information technology continuity. Later, ECM theory has been used in many studies on the applied re-buying intention of information technology (Pappas et al., 2014; Al-Hattami & Corona, 2021; Chen, 2012). According to the ECM theory, IT repurchase intention is an endogenous construct directly affecting two exogenous variables: satisfaction and perceived usefulness.

In addition, the ECM theory shows that perceived usefulness indirectly affects repurchase intention through satisfaction. Research on the intention to continue using information technology concerning internet purchasing focuses on customers' preference to use the channel (website) rather than going to the physical store (Wen et al., 2011). According

to ECM, client satisfaction is crucial in determining if they plan to return. Customers' general level of pleasure significantly influences their loyalty to the internet or offline shop. Overall, satisfaction explains a sizable portion of the variation in repurchase intention (Pappas et al., 2014; Giannakos et al., 2011).

Online customer satisfaction is evaluating a client's expectations against the actual performance of a purchased product (Saleem et al., 2022). Hellier et al. (2003) described the degree or total satisfaction level clients feel the service has supplied to meet their needs, wants, and expectations. According to Alvarez-Risco et al. (2022), Anderson and Srinivasan (2003), and Shankar et al. (2003), online customer satisfaction is the buyer's assessment following an internet purchase of products or services.

Online shops struggle to develop a deep relationship with customers that enables them to comprehend their present and future needs; they also find establishing and maintaining customer happiness problematic (Aladwani & Palvia, 2002). Thus, when features deliver on their promises, online customer satisfaction increases, and unhappiness increases when promises are broken. Li et al. (2021) debated that satisfaction is a crucial element in maintaining a competitive advantage. Moreover, Huseynli and Mammadova (2022) disclosed that online customer satisfaction is crucial to a company's success.

According to Bhattacharjee (2001), the purpose of its continuity could easily be changed by achieving satisfaction, which commonly happens from earlier experiences. When customers are happy with their online buying experience, it positively affects their desire to make a repurchase, according to the connection between online customer satisfaction and online repurchase intention (Suhaily & Soelasih, 2017). Furthermore, online customer satisfaction significantly impacts increased online repurchase intention (Varki & Colgate, 2001).

For business practitioners, online repurchase intention is crucial because it is a sign of future income generation potential, corporate profitability, and business continuity (Huseynli & Mammadova, 2022). In addition, online stores' growth and profitability depend on customers' repeat business or loyalty (Chiu et al., 2009). The primary way that

retail businesses make money, according to Gupta and Kim (2007), is through repeated consumers.

Online repurchase intention is the likelihood of a person doing business with a particular company again (Hellier et al., 2003). It stands for a customer's pleasant impression of an online store that will result in repeated transactions (repeated buying behavior) (Suhaily & Soelasih, 2017). It is also the desire to go on from or maintain something online consumers have experienced (Muchtar et al., 2022; Upamannyu et al., 2015). Clients are ready to buy the same brand or item again because their hopes were met or their experiences were favorable (Goh et al., 2016).

Li (2016) confirms that customer repurchase intention is crucial for online merchants' performance and growth in profits. The primary goal is to shift from attracting new consumers to boosting repurchase intention because, from a marketing perspective, the cost of acquiring a potential customer is five times higher than maintaining existing ones. A 5% increase in customer retention, in the opinion of Lee et al. (2011), can increase revenues by 25% to 75%. Additionally, businesses profit from returning clients since they are dependable, eager to spend more money, can grasp information, and serve as brand ambassadors for the services or items (Zeithaml et al., 1996). Due to the intense competition in the worldwide market and the ever-rising cost of customer acquisition, most product and service suppliers focus on finding the best ways to keep their current clients (Goh et al., 2016; Kuo et al., 2013).

Perceived ease of use is a term used to describe how much a buyer thinks shopping online would be effortless. The TAM suggests that a website for online shopping is more likely to produce a sense of value if it is perceived as easier to use (Chiu et al., 2009). It is also the extent to which consumers think internet buying is simple (Davis, 1989). If improved performance is achieved while enhancing the ease of use, perceived ease of use will directly affect behavioral intention (Venkatesh & Davis, 2000). Perceived ease of use mirrors the straightforwardness and clearness of e-commerce sites, and customers' willingness to put forth effort in online information and product searches will impact it.

People prioritize value and cost while using a new information technology system for online buying. People will stop using technology if it is expensive and difficult to use because the value received outweighs the cost. Conversely, people will happily use technology when the cost is lower than the value (Li, 2016). Furthermore, when consumers believe that e-commerce sites are easy to use, they increase their intention to repurchase online (Aren et al., 2013).

Perceived usefulness measures how much people believe using an information system would improve work performance (Davis, 1989). In online purchasing, it refers to the extent e-commerce website usage improves customer success rates. Li (2016) believed it could generally enhance the quality of life, results, and purchasing effectiveness. Perceived usefulness significantly affects attitudes toward buying, willingness to buy, and purchasing behavior. Additionally, it is a critical component of the TAM model that helps it predict user or customer behavior (Pavlou, 2003).

According to Deng et al. (2010), customer happiness will increase when information technology can perform beneficial services for customers. Likewise, according to Bhattacharjee (2001), customers will be satisfied and more willing to use or buy more products when they believe that information technology is beneficial.

Internet service quality aspects, confidence, and satisfaction were also included in the enhanced TAM (Chiu et al., 2009), and perceived usefulness significantly and favorably predicted customers' intentions to make another purchase. Perceived usefulness can also predict the intention to repurchase while shopping online and to revisit an online store (Lee et al., 2011; Zhang & Nuangjamnong, 2023). According to prior research, perceived usefulness favors online customer satisfaction (Al-Hattami & Corona, 2021; Li, 2016) and online repurchase intention (Al-Hattami & Corona, 2021; Kumar & Kashyap, 2022).

The website design quality is the quality that is determined based on the website's navigation and aesthetics (Zhou et al., 2009). This factor greatly influences a company's success in an online business because a website serves as a channel of

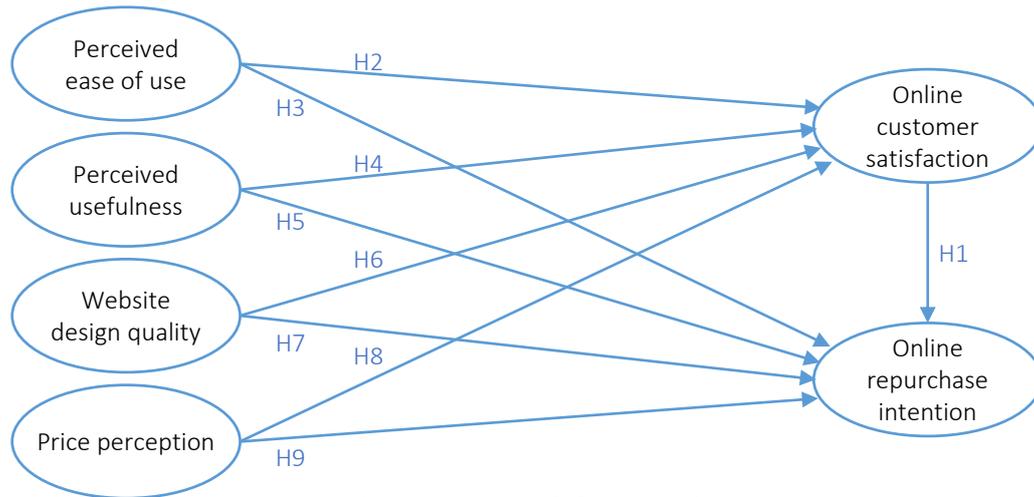
communication between the vendor and the buyer, in addition to having a meaningful impact on creating and indicating consumer gratification. Unlike conventional trade, online businesses operate without direct contact with a client or buyer, where a business or vendor can meet and converse with possible customers in person. Instead, a website will be the sole intermediary for all communication between the parties (Wilson et al., 2019).

In addition, website design quality significantly influences how clients perceive a business online. For example, when customers successfully browse a website for online shopping to gather information or make purchases of goods or services, they may assume that the website offers quick and easy access to good information and may be utilized to complete transactions. As a result, customer satisfaction will rise due to the transactional experience (Kim et al., 2004).

Muchtar et al. (2022) pointed out that past web user experiences and the use of website design quality determine online repurchase intention, serving as the customer-manager interface for online stores. Customers may be sure the web will address their security and privacy issues. If a seller produces an excellent first impression on a consumer, this can boost the customer's satisfaction and the likelihood of making another purchase (Oh et al., 2008).

Furthermore, when consumers decide whether to purchase, price perception is always a crucial factor (Usman & Kumar, 2021). It is defined by the (financial) value of money and the non-financial sacrifices the customer made to receive the items (Petrick, 2002; Yasri et al., 2020). Another way to define price perception is as a user's emotional response to shopping, which may be a positive or unfavorable indicator of that consumer's purchasing behavior (Lichtenstein et al., 1993).

Besides, Häubl and Trifts (2000) and Suhaily and Soelasih (2018) contended that consumers' willingness to compare costs distinguishes online from physical shopping environments. In the online shopping environment, price comparisons between websites are typical. Likewise, the costs associated with internet shopping serve as a proxy for its use. Olasanmi (2019) and Usman and Kumar (2021) also showed that lower prices



**Figure 1.** Research framework

influenced consumers' preference for particular online shops. Furthermore, price perception positively affects online customer satisfaction (Jiang & Rosenbloom, 2005; Nawangsari et al., 2020; Rohwiyati & Praptiestrini, 2019) and online repurchase intention (Rohwiyati & Praptiestrini, 2019; Yasri et al., 2020).

The earlier studies used the background theories, such as the TAM theory (Chiu et al., 2009; U. Tandon et al., 2017) or ECM theory (Al-Hattami, 2021; Bhattacharjee, 2001), to explain online customer satisfaction and online repurchase intention. This study integrates these background theories (TAM and ECM).

Thus, the goal is to pinpoint the variables (perceived ease of use, perceived usefulness, website design quality, price perception) that affect Vietnamese online customer satisfaction and online repurchase intention (Figure 1). In addition, considering the literature review, the following hypotheses are put forward:

- H1: *There is a positive relationship between online customer satisfaction and online repurchase intention.*
- H2: *There is a positive relationship between perceived ease of use and online customer satisfaction.*
- H3: *There is a positive relationship between perceived ease of use and online repurchase intention.*

- H4: *There is a positive relationship between perceived usefulness and online customer satisfaction.*
- H5: *There is a positive relationship between perceived usefulness and online repurchase intention.*
- H6: *There is a positive relationship between website design quality and online customer satisfaction.*
- H7: *There is a positive relationship between website design quality and online repurchase intention.*
- H8: *There is a positive relationship between price perception and online customer satisfaction.*
- H9: *There is a positive relationship between price perception and online repurchase intention.*

## 2. METHODS

Fan et al. (2016) and Kline (2011) suggest that the minimum sample size for each item in the model is 100-200 or five observations. In this study, there are 26 observed variables. Therefore, if taking the standard one observed item requires five observations, the sample size is  $26 \times 5 = 130$ . The survey was conducted through Google Forms. The convenience method is used to select the survey sample. The survey subjects are consumers in Ho Chi Minh City, Vietnam.

312 questionnaires appropriate for quantitative research were obtained after the incorrect responses (answers from the questionnaire with inadequate information or those with the same value) were eliminated. Moreover, the constructs of this study's evaluation used a scale to assess their responses (1 – totally disagree, 5 – totally agree). Table 1 displays the scale of the structures.

The investigation chose the partial least squares (PLS) technique since the most prominent PLS applications involve non-normal data, small sample numbers, and formative notions (Hair et al., 2014). The hypotheses and suggested research model were examined using the PLS method. There were two steps to examining the hypotheses and the proposed research model: evaluating the measurement model and evaluating the structural model (hypotheses testing) (Hair et al., 2021).

### 3. RESULTS

Table 2 shows the sample descriptive statistics. A total of 312 customers took part in the poll; there were 237 female customers, who made up 76.0%, and 75 male customers, who represented 24.0%. Regarding monthly spending for online shopping, 257 consumers spend less than 1 million VND/month (82.4%), 52 consumers spend 1 - < 3 million VND/month (16.6%), and 3 consumers spend over 3 million VND/month (1.0%). Therefore, the dominant value of spending/per month on online shopping was spending less than 1 million/per month (82.4%). Regarding monthly income, 285 clients (91.3%) earn below 5 million VND, 19 consumers have 5 - < 10 million VND/per month (6.1%), 4 consumers earn 10-20 million VND/per month (1.3%), and 4 consumers have > 20 million VND/per month (1.3%). Thus, in terms of income/

**Table 1.** Concepts and items

Concepts and items	Source
<b>Online repurchase intention (ORI)</b>	
1. I will keep shopping at my go-to website for purchases.	Ali and Bhasin (2019)
2. I will think about purchasing something from an internet retailer if I need to buy something.	
3. Going forward, I will give my go-to buying site priority.	
4. I will recommend the website I often use to shop with my friends.	
5. Except for unforeseen reasons, I plan to continue shopping online from the site I usually use.	
<b>Online customer satisfaction (OCS)</b>	
1. I am happy with the product I bought on this website.	Ali and Bhasin (2019); R. Wijaya et al. (2018)
2. I made the right choice by buying from this website.	
3. I have a pleasant experience at the online shopping store.	
4. If I buy again, I will feel satisfied with the shopping on this site.	
5. Compared to other shopping channels, I am satisfied with online shopping.	
<b>Perceived ease of use (PEU)</b>	
1. It is simple to use this website.	Dachyar and Banjarnahor (2017)
2. This website is straightforward.	
3. The navigation and use of this website are straightforward.	
4. The online transactions on this site are straightforward.	
<b>Perceived usefulness (PUS)</b>	
1. Thanks to this website, I can search and make purchases more easily.	Chiu et al. (2009); Davis (1989)
2. The website increases my ability to find and buy things quickly.	
3. Thanks to this website, I do better when browsing and buying things.	
4. The website is quite helpful for searching and making purchases.	
<b>Website design quality (WDQ)</b>	
1. This website functions well overall.	Wijaya and Astuti (2018); Zhou et al. (2009)
2. Visually, this site is attractive.	
3. This website makes it very clear how to contact or communicate.	
4. This site provides complete information.	
5. This site is easy to find information.	
<b>Price perception (PP)</b>	
1. Online stores offer affordable prices.	Rohwiyati and Praptiestrini (2019)
2. Online retailers may provide lower prices than other platforms.	
3. Prices at online stores match the quality of the product.	

month in this study, most consumers earn below 5 million VND/month (91.3%) because they are mostly students.

**Table 2.** Sample characteristics

Characteristics	Categorization	Percentage	Frequency
Gender	Female	76.0	237
	Male	24.0	75
	Total	100.0	312
Monthly spending (VND/month)	< 1 mil	82.4	257
	1 - < 3 mil	16.6	52
	> 3 mil	1.0	3
	Total	100.0	312
Monthly income (VND/month)	< 5 mil	91.3	285
	5 - < 10	6.1	19
	10 - 20 mil	1.3	4
	> 20 mil	1.3	4
	Total	100.0	312

Table 3 displays the variables' reliability and validity. All variables'  $\alpha$  (0.786-0.910) and CR (0.876-0.934) values exceeded the 0.7 cutoffs. Therefore, the criteria in the recommended model well captured the reliability of the variables. Additionally, the AVE of all variables exceeded 0.5 (0.673-0.781), and the outer loading of measurement indicators for variables exceeded 0.7 (Table 3 and Figure 2). As a result, the proposed model was sufficiently convergent validity. Table 4 presents the variables' discriminant validity, which revealed that all AVE square roots (diagonal) were greater in associations among factors, supporting the variables' discriminant validity.

**Table 3.** Reliability and validity results

Variables	Outer loading	$\alpha$	CR	AVE
PEU	0.713-0.888	0.857	0.904	0.703
PUS	0.865-0.898	0.907	0.934	0.781
WDQ	0.811-0.851	0.887	0.917	0.689
PP	0.758-0.901	0.786	0.876	0.702
OCS	0.831-0.877	0.910	0.933	0.735
ORI	0.775-0.879	0.878	0.911	0.673

Note: PEU – perceived ease of use; PUS – perceived usefulness; WDQ – website design quality; PP – price perception; OCS – online customer satisfaction; ORI – online repurchase intention.

**Table 4.** Discriminant validity

	OCS	ORI	PEU	PP	PUS	WDQ
OCS	0.858					
ORI	0.803	0.820				
PEU	0.693	0.680	0.838			
PP	0.740	0.772	0.591	0.838		
PUS	0.782	0.861	0.632	0.775	0.884	
WDQ	0.685	0.750	0.530	0.697	0.708	0.830

Note: PEU – perceived ease of use; PUS – perceived usefulness; WDQ – website design quality; PP – price perception; OCS – online customer satisfaction; ORI – online repurchase intention.

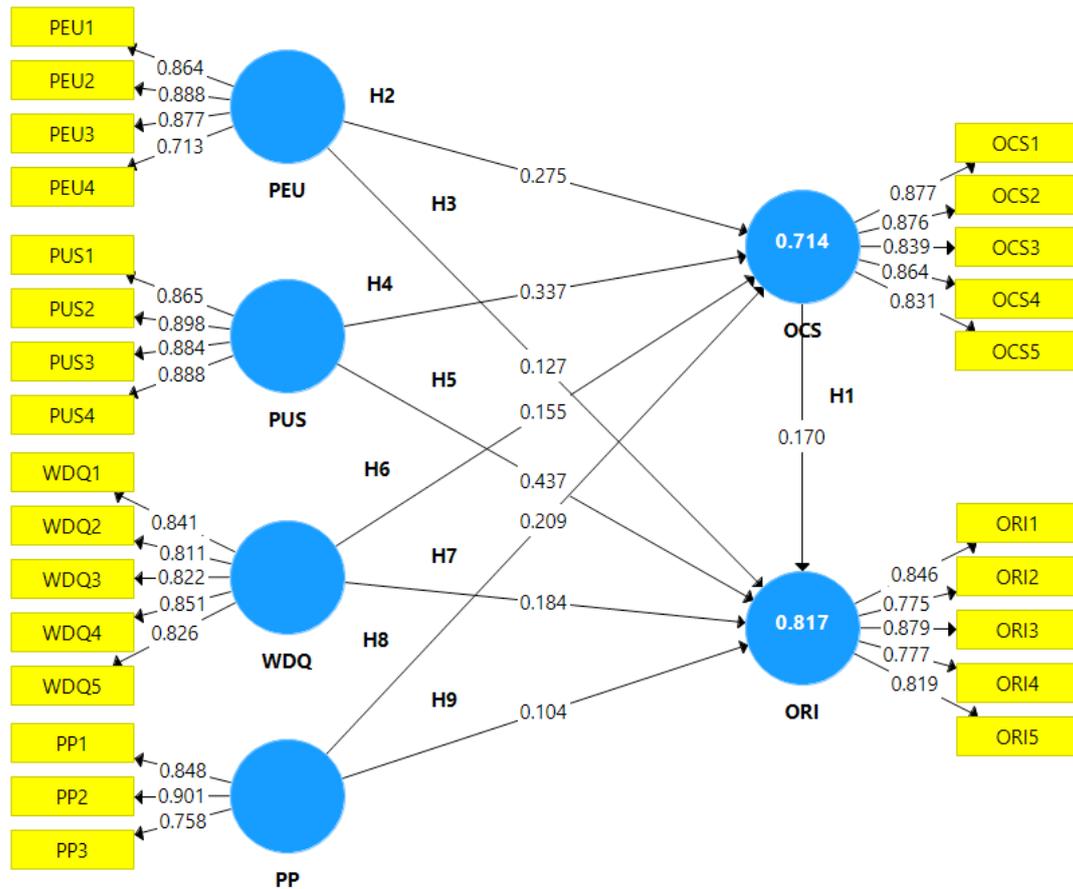
The model match outcomes are displayed in Table 5 and Figure 2. A measure of how closely the proposed research model matches reality is called standardized root mean square residual. Conventionally, standardized root mean square residual less than 0.08 signified a model had a strong model fit (Hu & Bentler, 1998). This model's standardized root mean square residual value was 0.051, according to Table 5. As a result, the findings from the investigation fit well with the suggested research model.

**Table 5.** Model fit

Model fit	Saturated model
Standardized root mean square residual	0.051

After performing reliability and validity assessments, the study utilized a bootstrapping technique to assess the model's structural validity by resampling the complete sample 1000 times. Table 6 displays the findings of the hypotheses testing. The proposed correlations between the variables all had T-values above 1.96, and these hypotheses were valid at a 5% level, as shown in Table 6. These hypotheses were confirmed as a consequence.

Figure 2 demonstrates that the overall R square index was 0.817, higher than 0.67, and was believed to significantly affect how accurately the structural model predicted (Chin, 1998). The data also indicated that perceived ease of use, perceived usefulness,



Note: PEU – perceived ease of use; PUS – perceived usefulness; WDQ – website design quality; PP – price perception; OCS – online customer satisfaction; ORI – online repurchase intention.

Figure 2. PLS-SEM results

website design quality, price perception, and online customer satisfaction accounted for 81.7% of the variance in online repurchase intention. Perceived usefulness was the most influential factor (0.437), followed by website design quality (0.184), online customer satisfaction (0.170), perceived ease of use (0.127), and price perception (0.104).

Similar to perceived ease of use, perceived usefulness, website design quality, and price perception described a 71.4% variance in online customer satisfaction. Perceived usefulness was the most significant factor (0.337), followed by perceived ease of use (0.275), price perception (0.209), and website design quality (0.155).

Table 6. Hypotheses testing

Hypotheses	$\beta$	T-value	Result
H1: OCS → ORI	0.170	2.788	Confirmed
H2: PEU → OCS	0.275	5.397	Confirmed
H3: PEU → ORI	0.127	3.165	Confirmed
H4: PUS → OCS	0.337	4.449	Confirmed
H5: PUS → ORI	0.437	7.816	Confirmed
H6: WDQ → OCS	0.155	2.477	Confirmed
H7: WDQ → ORI	0.184	3.701	Confirmed
H8: PP → OCS	0.209	3.335	Confirmed
H9: PP → ORI	0.104	2.059	Confirmed

Note: PEU – perceived ease of use; PUS – perceived usefulness; WDQ – website design quality; PP – price perception; OCS – online customer satisfaction; ORI – online repurchase intention.

## 4. DISCUSSION

This paper formulated a holistic conceptual framework and used survey results to confirm the effects of perceived ease of use, perceived usefulness, website design quality, and price perception on online customer satisfaction and online repurchase intention, directly and indirectly. The precedents may account for 81.7% of the variance in online repurchase intention and 71.4% in online customer satisfaction, and the suggested framework offers great exploratory potential. Besides, the results showed that the scales of factors (perceived ease of use, perceived usefulness, website design quality, and price perception) affecting online customer satisfaction and online repurchase intention met the reliability and validity requirements. The findings of the hypotheses testing also indicated that all hypotheses were confirmed.

First, online customer satisfaction predicted online repurchase intention ( $H1$ ,  $\beta = 0.170$ ,  $T$ -value = 2.788). These results supported Alvarez-Risco et al. (2022) and Trivedi and Yadav (2020). The findings imply that more people will return to a shop again if online customer satisfaction is high. Therefore, to increase online repurchase intention, online retail managers should strategically create action programs through online shopping to make customers happy and show them that their shopping decisions are correct. In addition, managers should also implement action programs so that customers have a pleasant shopping experience, and if they buy again, they will also feel satisfied. When clients have a positive internet shopping experience, they seem more inclined to make future purchases from the same store.

Second, perceived ease of use was the antecedent of online customer satisfaction ( $H2$ ,  $\beta = 0.275$ ,  $T$ -value = 5.397) and online repurchase intention ( $H3$ ,  $\beta = 0.127$ ,  $T$ -value = 3.165). The study supported the previous findings of Amin et al. (2014), Kumar and Kashyap (2022), and T. Lee and Jun (2007). Customers will be satisfied and return to online purchasing if they believe there is perceived ease of use in their online transactions. Thus, online retail managers should have an advertisement strategy so that customers can easily use the website to search and shop. Online retail managers should also have specific instructions on how to

operate the website and how to interact and transact. These instructions should include specific illustrations and video tutorials, making it simple for users to seek and purchase items on the website, especially those who shop for the first time. When customers find it easy to use a shopping website, they will be satisfied with their shopping and develop repurchase intentions.

Third, perceived usefulness was discovered to be the factor that had the most substantial effect on both online customer satisfaction and online repurchase intention ( $H4$ ,  $\beta = 0.337$ ,  $T$ -value = 4.449;  $H5$ ,  $\beta = 0.437$ ,  $T$ -value = 7.816). Al-Hattami and Corona (2021), Li (2016), and Kumar and Kashyap (2022) supported this conclusion. This indicates that most customers experienced perceived usefulness in online transacting, are satisfied, and will make such purchases again. Thus, online retail managers should have a communication plan that makes customers feel useful when using the website to search and shop. Additionally, managers should aid clients browse their website for specific information by offering an efficient search using straightforward tools. When customers find it helpful to visit a shopping website, they will be satisfied with their shopping and develop repurchase intentions.

Fourth, website design quality was a predecessor of online customer satisfaction ( $H6$ ,  $\beta = 0.155$ ,  $T$ -value = 2.477) and online repurchase intention ( $H7$ ,  $\beta = 0.184$ ,  $T$ -value = 3.701). The fact that website design quality raises online customer satisfaction and online repurchase intention was also corroborated by Saleem et al. (2022), Wijaya et al. (2018), Muchtar et al. (2022), and Wilson et al. (2019). This indicates that consumers will be more satisfied and likely to make more purchases while shopping online if they are satisfied with the quality of the website's navigation and aesthetics. Therefore, online retail managers of e-commerce platforms should strive to design websites so that the website technically works very well and is visually attractive. Furthermore, managers should design the website to display adequate information regarding contact or communication options and become easy to navigate. When customers see the positive quality of website design, they will be satisfied with their purchase and intend to buy again from that website.

Lastly, price perception predicted online customer satisfaction ( $H8$ ,  $\beta = 0.209$ ,  $T$ -value = 3.335) and online repurchase intention ( $H9$ ,  $\beta = 0.104$ ,  $T$ -value = 2.059). This outcome is in line with Jiang and Rosenbloom (2005), Rohwiyati and Praptiestrini (2019), and Yasri et al. (2020). This implies that the more customers think price perception is competitive, the happier they will be and the more likely they will shop online again. Therefore, online retail managers should offer promotions for online customers, so that prices are perceived to be afford-

able, possibly cheaper than other channels, and consistent with product quality. Online retail managers must show customers that prices are affordable, especially for customers who often compare prices online by offering packages and discount codes, free shipping packages, packages to accumulate money or refund when shopping, discount shopping time frames, etc. When customers feel the price is affordable and consistent with product quality, they will be satisfied with their shopping experience and develop repurchase intention.

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## CONCLUSION

This study aimed to examine determinants affecting online customer satisfaction and online repurchase intention in Vietnam. The paper created a theoretical framework and used the survey approach to validate the effects of perceived ease of use, perceived usefulness, website design quality, and price perception on online customer satisfaction and online repurchase intention. The provided framework offers significant possibilities for exploratory research, and the precedents may explain 81.7% of the variance in online repurchase intention and 71.4% of the variance in online customer satisfaction.

The findings show that perceived ease of use, perceived usefulness, website design quality, and price perception significantly affect online customer satisfaction and online repurchase intention. The findings also indicated that perceived usefulness is the factor that has the most significant impact on online customer satisfaction and online repurchase intention.

Despite making significant contributions to the literature and practice, this paper has some limitations. To explain online customer satisfaction and online repurchase intention, this study applies the TAM and the ECM theories. Therefore, future studies can use other theories to assess online customer satisfaction and repurchase intention.

Additionally, perceived ease of use, perceived usefulness, website design quality, and price perception (as deciding factors that affect online customer satisfaction and online repurchase intention) were investigated using the SmartPLS software. Thus, further research should employ a different piece of software to analyze the factors that affect online customer satisfaction and online repurchase intention.

## AUTHOR CONTRIBUTIONS

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