How Website Quality, Service Quality, Perceived Risk and Customer Satisfaction Affects Repurchase Intention? 
A Case of Taobao Online Shopping

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ABSTRACT
Using the questionnaire to collect the data on 252 customers by expressing their willingness to repurchase goods via Taobao website, we received their opinion and evaluation from the personal interview. Our results indicate the following findings: 1) The quality of the website on the shopping platform has a negative impact on customer’s perceived risk. 2) The quality of online shopping website poses a positive effect on customer’s satisfaction. 3) The quality of service provided within shopping website has a negative impact on perceived risk. 4) The quality of service on the shopping website platform has a positive impact on customer satisfaction. 5) The perceived risk on the shopping website has a negative impact on customer repurchase intention. 6) Customer satisfaction with the shopping website has a positive impact on customer repurchase intention.

CCS Concepts  
• e-Commerce → User behavior modeling  
• e-Business → Customer relationship management

Keywords  
Online shopping, Website quality, Service quality, Perceived risk, Customer satisfaction

1. INTRODUCTION
Under the substantial growth and development of internet, the current shopping model already has been immediately transformed from the physical store into online website, especially two distinctive pattern of business to customers (B2C) and customer to customer (C2C), while becoming a modern purchasing model. In order to understand the purchasing behavior for customers using Taobao online website, so that we further analyze the consumer’s purchasing satisfaction via Taobao website, based on detailed discussions and comprehensive analysis. This study focuses on the relationship among the website quality, service quality, and perceived risk, and investigates how this affects customer’s satisfaction forward online shopping, and this evaluation also directly influences the willingness to repurchasing behavior.

The purpose of this study is as follows: First, we try to understand the quality of Taobao’s website and service quality. Second, we explore the relationship between perceived risk, satisfaction of website quality, and service quality. Third, we investigate the impact of perceived risk and satisfaction on repurchase intentions. This study mainly focuses on consumer’s shopping experience at Taobao by using online surveys. Based on our findings, we identify main factors affecting the repurchase willingness of Taobao for customers and provides customers with purchasing reference. Our research method is online questionnaire to measure consumer’s satisfaction and repurchase intentions. Our targeted respondents are consumers who have used Taobao.

2. Literature Review
Previous studies have extensively discussed the website quality. Noteberg, Christiaanse , and Wallage (1999) [1] believes that the brand name on the shopping site and the certification of the site will make consumers more trust in the site. Huizingh (2000) [2] divides website quality into two categories: content and design. Content mainly refers to transactions, information, and entertainment. Moreover, Szymanski and Hise (2000) [3] focus on consumers using online shopping and find that as the website page design is neat and tidy, providing a variety of product choices and rich product information, and providing payment measures and security, consumers satisfaction with the shopping site is better, and then more willing to use the site for shopping. Lynch and Ariely (2000) [4] found that increasing the search price and quality information can increase customer satisfaction and boost website browsing rates and willingness to buy again. In addition, Barnes and Vidgen (2002) [5] concluded that important website quality is divided into five categories: design, usability, information, empathy, trust; The five facets are merged into three categories, providing consumers with enough information, easy to use the website, and have good interactive service quality with customers. Bettencourt (1997) [6] has pointed out that commitment, customer satisfaction and customer perception will influence customer self-behavior; and this self-behavior includes loyalty, cooperative behavior and participation behavior. Finally, Howard and Sheth (1969) [7] indicated that customer satisfaction would have an impact on purchasing intentions and behavior, including brand loyalty and positive word of mouth.

Regarding the website quality, Wolfinbarger and Gilly (2003) [8] collected relevant information on the important characteristics of many customers by focusing on the discussion method and developing a set of network quality measurement tools “eTailQ” with reliability and validity. We examine the impact of website quality on perceived risk. McKnight and Chervany (2002) [9] mentioned that on online shopping, the content presented on the page is the first impression of the seller on the consumer. If the quality of the website perceived by the consumer is high, then the consumer will trust the seller more, so that the consumer perceived the quality of the website by the person will be positively related to trust. Therefore, Park and Kim (2003) [10]
found that a good website quality can reduce the consumer's spirit and time spent on online shopping, and can also reduce consumers' perception of online shopping. Finally, Tan (1999) [11] concluded that online shopping will not increase the consumer's worries about the product because it is not directly related to the product. It can be pushed, if the shopping site increases the information of its products, it may reduce consumers' anxiety on the product.

3. Research Design

3.1 Research Framework and Hypothesis

Figure 1 represents research framework on this study. According to the prior research literature, we made the following assumptions: First, to explore the impact of Taobao website quality on consumer perception risk, our hypothesis proposed in this study is as follows: H1: Website quality has a negative impact on perceived risk. Second, to explore the impact of Taobao website quality on customer satisfaction, we have the hypothesis proposed as follows: H2: Website quality has a positive impact on customer satisfaction. Third, to explore the impact of Taobao service quality on perceived risk, we proposed hypothesis as follows: H3: Service quality has a negative impact on perceived risk. Fourth, to explore the impact of Taobao service quality on customer satisfaction, the hypothesis proposed in this study is as follows: H4: Service quality has a positive impact on customer satisfaction. We explore the impact of Taobao's perceived risk on customer repurchase intentions, and then the hypotheses proposed are as follows: H5: Perceptual risk has a negative impact on customer repurchase intentions. Sixth, to explore the impact of Taobao customer satisfaction on customer repurchase intentions, the hypothesis proposed is as follows: H6: Customer satisfaction has a positive impact on customer repurchase intentions.

![Figure 1 Research Framework](image)

3.2 Results

This study uses the Google's online questionnaire system to ask a total of 252 persons from January 14 to January 30, 2016. This questionnaire is valid and effective and the recovery rate is 100%. After all questionnaire was collected, statistical analysis was performed using SPSS20.0 software. In terms of gender, among the 252 valid samples, 44% were men, accounting for 16.3% of the total sample; 21.1% were women (83.7% of the total sample), and the gender distribution was more female. 69% people aged under 19, accounting for 27.4% of the total sample; 167 persons aged 20 to 29, accounting for 66.3% of the total sample; 10 persons aged 30 to 39, accounting for 4% of the total sample. There are 6 people aged 40 to 49, accounting for 2.4% of the total sample. Most people between the ages of 20 and 29 are known about their age. The subjects living in the north accounted for 104 people, accounting for 41.3% of the total sample; 89 people in the central region, accounting for 35.3% of the total sample; 53 people in the southern region, accounting for 21% of the total sample. 20 students in high school (job), accounting for 7.9% of the total sample; 221 in university (special), accounting for 87.7% of the total sample; 10 people in the above research, accounting for 4% of the total sample. Regarding the education level, the most qualified person is graduated from the university. The number of students for the students is 212, accounting for 84.1% of the total number of students; the number of military and public education personnel is 4, accounting for 1.6% of the total sample, 17 for service providers, accounting for 6.7% of the total sample; electronic/ information/ communication industry people, accounting for 2% of the total sample.

Table 1: Independent sample T-test

<table>
<thead>
<tr>
<th>Construct</th>
<th>Satisfac tion</th>
<th>Observ ations</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>T-Statistics</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The impact of Website Quality on Perceived Risk</td>
<td>&lt;Mean</td>
<td>124</td>
<td>2.77</td>
<td>0.64</td>
<td>10.405</td>
<td>0.000***</td>
</tr>
<tr>
<td>The impact of Website Quality on Satisfaction</td>
<td>≧ Mean</td>
<td>128</td>
<td>3.54</td>
<td>0.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The impact of Service Quality on Perceived Risk</td>
<td>&lt;Mean</td>
<td>122</td>
<td>2.88</td>
<td>0.65</td>
<td>11.720</td>
<td>0.000***</td>
</tr>
<tr>
<td>The impact of Service Quality on Satisfaction</td>
<td>≧ Mean</td>
<td>130</td>
<td>3.42</td>
<td>0.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The impact of Perceived Risk on Repurchase</td>
<td>&lt;Mean</td>
<td>130</td>
<td>3.47</td>
<td>0.70</td>
<td>6.546</td>
<td>0.000***</td>
</tr>
<tr>
<td>The impact of Satisfaction on Repurchase</td>
<td>≧ Mean</td>
<td>135</td>
<td>4.23</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: *** p<0.001 ; ** p<0.01 ; * p<0.05

4. Conclusion

Using the questionnaire to collect the data on 252 customers by expressing their willingness to repurchase goods via Taobao website, we received their opinion and evaluation from the personal interview. Our results indicate the following findings: 1) The quality of the website on the shopping platform has a positive effect on customer's satisfaction. 2) The quality of online shopping website poses a positive effect on customer's satisfaction. 3) The quality of service provided within shopping website has a negative impact on perceived risk. 4) The quality of service on the shopping website platform has a positive impact on customer satisfaction. 5) The perceived risk on the shopping website has a negative impact on customer repurchase intention. 6) Customer satisfaction with the shopping website has a positive impact on customer repurchase intention.

5. REFERENCES


