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RESEARCH ARTICLE

CUSTOMER PERCEPTION OF ONLINE SERVICE QUALITY AND REPURCHASE INTENTION, THE MEDIATING ROLE OF CUSTOMER ATTITUDE AND EXPERIENCE

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ABSTRACT

Background and Purpose: The study investigates the mediating role of customer attitude and experience in the relationship between customer perception of online service quality and repurchase intention. The research is focused on customers of e-shopping sites, aiming to understand how these factors influence future purchasing behavior.

Methods: Data were collected from 375 e-shopping site customers. Path analysis was conducted using AMOS v. 23 to test the research hypotheses, examining the direct and indirect relationships among the variables of online service quality perception, customer attitudes, customer experience, and repurchase intention.

Results: The findings revealed that customer perception of online service quality positively influences both customer attitudes towards the online service and repurchase intention. However, online customer experience did not significantly affect repurchase intention. A positive effect was found between customer attitudes and repurchase intention. Additionally, there was an indirect effect of online service quality perception on repurchase intention through customer attitudes, but not through customer experience. Online customer experience was also found to moderate the relationship between service quality perception and customer attitudes.

Conclusion: The study highlights the importance of customer attitudes in shaping repurchase intentions and emphasizes the moderating role of customer experience. It suggests that online service quality impacts repurchase intention indirectly through customer attitudes, while customer experience plays a significant role in enhancing service quality perception.

KEYWORDS

Online Service Quality, Customer Perception, Repurchase Intention, Customer Attitude, Customer Experience

1. INTRODUCTION

The rapid development of e-commerce and online shopping has grown and become an important way for sellers to reach customers, and website quality plays a vital role in creating differentiation (Kali & Paul, 2021). And an evolution in service delivery, with customers moving towards technology-based self-service as an alternative to meeting traditional personal service. Accordingly, many researchers have focused on research related to e-service quality (Shi et al., 2018; Yang, 2012; Wessels & Drennan, 2010).

The study by Zeithaml et al. (2002) was the first study that dealt with the concept of electronic service quality (e-SQ) and examined its role in providing value to customers through the website (focus on e-business through e-service). They pointed out that e-SQ provides the best methods of shopping, purchasing, and delivering products and services. Accordingly, it is an important factor in providing outstanding customer

service and shopping with confidence and comfort, fast delivery, and reliable service. E-retailing provides a different shopping experience from physical retail, such as convenience, search cost, delivery, and price (Palmer, 2000). The electronic service provides customers with a superior experience with respect to the interactive flow of information (Santos, 2003). The customer is more likely to repurchase from an online store and ensure the satisfaction when e-shopping brings them more benefit such as convenience and cost savings; this is where positive perceived value and customer confidence are generated (Khalifa & Liu, 2007; Uzir et al., 2021).

Carlson and O'Cass (2010) found that online service quality affects customer attitudes and behavioral intentions. Also, good customer perceptions of online service quality with a retailer, encouraging them to revisit their website for purchase, and managing their successful online customer relationship depend on customer response and experience with their website (Yoon et al., 2008). Yang and Fang (2004)

indicated that e-service quality through the importance of the impact of the experiences of electronic marketers as a key factor for the success or failure of e-commerce. The results of Liang and Huang (1998), Bruner and Kumar (2000), and Anshu et al. (2022) suggest that Internet experience is important in understanding customers' perceptions, attitudes, and behavior in the internet environment.

Due to technological development, an increasing number of customers are applying e-commerce to obtain information and purchase products and services, and the formation of attitudes plays a vital role in the determinants of customers' online shopping decisions (Wu et al., 2018). Also, service delivery has a very important role in service industries such as insurance, banking, etc., because service quality is essential to the profitability and survival of these organizations, and there is a need to define service quality characteristics that bank customers perceive (Tripathi, 2013).

The stores that provide their services through their website are the most in need of knowing the factors that drive customers to re-order this service again. Based on the foregoing, the current study suggested that the repurchase intention can be achieved through the customer perception of online service quality through the mediating role of customers' attitudes and experience towards online service, and the moderator role of online customer experience.

Hence, the questions that arise in this study are the following.

- (1) What are the direct effects of customer perception of online service quality on repurchase intention?
- (2) To what extent do customer attitude and experience mediate the relationship between customer perceptions of online service quality and repurchase intention?

2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1 Customer Perception of Online Service Quality

The use of the Internet as a means of shopping and buying has seen unprecedented growth. In addition, the characteristics of the global e-market pose a unique opportunity for companies to more efficiently reach existing and potential customers by replacing traditional retail stores with website-based companies. Therefore, the World Wide Web enables companies to explore new markets that cannot be accessed by traditional commerce. Consequently, Electronic Commerce (EC) has become an important means of doing business in recent years (Limayem et al., 2000).

Electronic service has received a lot of interest in electronic commerce, but it is less used in the context of providing electronic services such as electronic banking services (Ayo et al., 2016). As more and more retailers participate in e-commerce and consumers shop online, the Internet market is more competitive than ever. Websites that respond quickly and instantly to customer needs may be seen as being more concerned with building relationships with them (Yoon et al., 2008).

According to Rowley (2006), electronic services involve all media and all types of interactions. Electronic service is defined as all interactive services that are provided over the Internet using advanced communications, information, and multimedia technologies (Reynolds, 2000; Boyer et al., 2002).

Rowley (2006) added that an electronic service is an act, effort, or offer that is delivered by means of information technology. Zeithaml et al. (2002) defined it as the customer's perception of the website's service through the evaluation of the efficiency and effectiveness of e-shopping, buying, and delivery of products and services. Parasuraman et al. (2005) agreed that e-quality service includes all stages of a customer's interactions with the website, "to what extent the website facilitates effective and efficient shopping, purchasing, and delivery".

Piercy (2014) defined electronic service quality as including pre-purchase and post-purchase activities and participation in the evaluation, selection, and/or purchase of goods and/or services in

which the buying process is made through the website interface. Santos (2003) stated e-service quality as the overall evaluation of customers, their judgment of differentiation, and the quality of e-service provided in the virtual market.

Ding (2007) added that the quality of service for an e-buying customer is the perceived performance that brings benefits to customers, such as saving time and effort, as a result of their interaction with the service system.

2.2 Dimensions of Customer Perception of Online Service Quality

2.2.1. Reliability

Parasuraman et al. (1988) and Berry et al. (1985) refer to reliability as the ability to perform services accurately and consistently, meaning that the company performs the service correctly the first time and fulfills its promises. Parasuraman et al. (2005) added that reliability means correct technical site performance, accuracy of service promises, billing, and product information. The reliability dimension consists of four items related to accurate online transactions, accurate records, correct performance, and fulfillment of promises (Yang et al., 2004).

2.2.2 Responsiveness

Parasuraman et al. (1988) and Berry et al. (1985) defined the responsiveness as the employee's willingness to help customers and provide them with quick service. It is an immediate response and the ability to provide effective treatment if there is a problem or question through the site (Parasuraman et al., 2005). Yang et al. (2004) identified it as a prompt response to customer requests, speed in solving customer problems, and prompt services.

2.2.3 Competence

Competence means having the skills and knowledge necessary to perform the service, as well as providing knowledge and skills to both contact personnel, operational support, and the organization's ability to research (Berry et al., 1985). Parasuraman et al. (2005) declared that efficiency means the website is easy to use, properly organized, and requires the entry of a minimum amount of information from the customer. While Yang et al. (2004) confirmed that competence relates to an employee's ability to respond to customer questions, their ability to solve problems that arise, and to respond to customers' requests.

2.2.4 Ease of Use

Yang et al. (2004) referred to ease of use as the minimal effort required to navigate a website, well-systematic and structured, and ease of finishing transactions online. He added that many studies have focused on the "ease of use" dimension in the field of information system website-based market context, and the "ease of navigation" feature is essential to attract both experienced and new clients online.

2.2.5 Security

Service security defines services as free from suspicion and risk (Berry et al., 1985). It is the degree to which the customer believes that the site is safe from hacking and protects private information (Parasuraman et al., 2005). Yang et al. (2004) stated that security includes low risks associated with online transactions, protection of personal information, and safety in completing transactions over the Internet. He also claimed that many customers are concerned about the risks associated with online transactions and the privacy of sensitive personal information, and security is closely related to the trustworthiness of electronic companies.

2.2.6 Service Portfolio

Yang et al. (2004) referred to the service portfolio as including online service functionality, useful free services, a wide range of product and service packages, and various features. He added that this dimension refers to the extent and depth of products/services, along with free

service offerings. Many customers are looking for products/services that are not available in their local outlets.

3. CUSTOMER ATTITUDE TOWARD ONLINE SERVICE QUALITY

Ajzen (1991) defined attitude toward behavior as the degree to which a person's evaluation of a preference, non-preference, or behavioral evaluation is in question, and added that attitudes will positively influence behavioral intention. Bolton and Drew (1991) added that attitude is the customer's overall evaluation of the product/service provided to the customer. He noted that customers' current attitude depend to a large extent on their previous attitudes, but the effect of previous trends is smaller after changing the service immediately after six months. Consequently, attitudes appears to depend more on perceptions of current performance. Banyt  et al. (2007) view that the attitude as a consumer behavior is an individual's vision that includes their assessments and feelings related to a specific topic, situation, behaviors, or people. He added that attitude represents a perceived intention (permanent and fulfilled) to respond positively or negatively to a specific goal or group of goals.

Zaidi et al. (2014) found that the attitude towards online shopping, as evaluating customers through positive or negative feelings, has a great influence on customers' online buying behavior. The study by Wessels and Drennan (2010) indicated that whenever an individual was positive about the direction of the online service, this had an effect on their intention to use online services. The attitude towards online purchasing is a determinant that influences intentions to buy online (Chiu et al., 2005). The positive attitude towards online services is a positive tendency for customers that motivates them to have a satisfactory experience or purchase (Ha et al., 2010). According to Zaidi et al. (2014), the attitude towards online shopping is defined as evaluating customers through positive or negative feelings that have a great influence on customers' online buying behavior. Wessels and Drennan (2010) indicated that whenever an individual had a positive attitude towards online service, this had an effect on their intention to use online services. Farley and Stasson (2003), and Chang and Wu (2012) stated that the attitude consists of three elements: impact, knowledge, and behavior. Whereas cognitive attitudes are the beliefs that are composed of personal judgments and thoughts with motivations, emotional attitudes are emotional evaluations that consist of emotions and feelings (Jusoh & Ling, 2012).

4. ONLINE CUSTOMERS EXPERIENCE

Online customers undergo experiences during the buying process, whether it is positive, neutral, or negative. Accordingly, the customer feels satisfied or dissatisfied (Bijmolt et al., 2014). Customer interactions with the company's website allow (to search for product and/or service-related information) opportunities for positive experiences that can lead to building long-term relationships with customers (Rose et al., 2011). Rose et al. (2012) examined customers' online shopping behavior; the study emphasized the great role of online customer experience and its importance in the success of online retailing. Bleier et al. (2019) added that creating effective online customer experiences through well-designed product web pages is essential for success in online retail. Brakus et al. (2009) noted that understanding customer experience of a brand is critical to developing marketing strategies for products and services.

Novak et al. (2000) realized that online customer experience occurs through the cognitive state that occurred during the interaction and navigation on the Internet. They clearly focused on the commercial web environment. Online customer experience means that customers experience a brand in real time, thus affecting their perception of the brand (Christodoulides et al., 2006); This experience is able to dramatically change their attitudes towards the brand (M ller & Chandon, 2004). Nysveen and Pedersen (2004) referred to the Internet experience in a broader sense, as experiences that consist of various websites through which customers learn about the added value provided by these sites, and here the customer experience is the result of interacting with general/various websites and not a specific site.

Krishnan (2004) added that the customer's experience in the Internet environment occurs through electronic service systems, which collect information from and about customers as well, through their interactions and comments as part of the online service experience. Rose et al. (2012) defined online customer experience as "a psychological state that appears as a subjective response to an electronic retailer's website". Klaus (2013) defined "Online Customer Service Experience (OCSE)" as the mental perception of customers in their interaction with the value that companies provide online. Mental perceptions, in turn, achieve a set of results; these are benefits, emotions, judgments (including perceived value), and intentions. Holloway et al. (2005) concluded that the experience of buying cumulatively on the internet is the number of times a customer purchases during their previous transactions over the internet. They propose that the customer's experience may affect the formation of his attitude and behaviors based on his previous experience that affects his perception of specific services or products.

4.1 Online Customer Experience Dimensions

4.1.1 Affective State

Gentile et al. (2007) suggest that emotional experience includes moods and emotions. Hansen (2005) described emotion in the context of the Internet environment as a response to the stimulus represented by the website components to which the customer is exposed. Ladhari (2009) stated that emotional state is emotional satisfaction (happy/unhappy, pleasant/unpleasant). Rose et al. (2012) defined Affective Empirical Case (AES) as "a person's emotional system that is generated through moods, feelings, and emotions". According to Prayag et al. (2013), emotions are an important function in determining experiences and their influence on consumer reactions; Online customers search for experiential value through emotional and cognitive influence (Rose et al., 2012). Bagozzi et al. (1999) refer to emotions as "a mental state of readiness that arises from cognitive assessments, events, or ideas". Emotions are one of the most important determinants of customer purchasing decision-making and prediction (Gaur et al., 2014). Ladhari et al. (2017) identified that both perceived quality service and emotional feedback for customers' evaluation are results of service provision or product use; This evaluation causes an emotional or cognitive response that creates an impression on customers (Ladhari et al., 2017). Bign  et al. (2008) found that the affective state is stronger than the mood of the customers in their evaluation of their service. Consumption emotions include feelings, emotions, or moods during experiences of consuming a service or product (Richins, 1997). Dube et al. (2003) added that the affective state relates to the sensations, feelings, and emotions associated with a person's experience and in response to their attitude towards a specific goal.

4.1.2 Cognitive State

Gentile et al. (2007) argue that experience includes analytical thinking as well as imagination. Cognitive experiential state (CES) is defined as "associated with conscious thinking or mental processes" (Rose et al., 2012) and assumes that the state of cognitive experience is the result of an ideal state of flow leading to a positive, subjective experience. Ladhari (2009) defined it as the customer's judgment of the dimensions of the service provided. Dube et al. (2003) added that the cognitive state of attitudes is made up of negative and positive beliefs and characteristics about a specific goal. Gentile et al. (2007) suggest that the cognitive state is one of the components of the customer experience associated with thinking or conscious mental processes, adding that it is possible to participate in the creativity of customers in solving problems, and to change customers' old ideas of products or services. Frow and Payne (2007) agreed with them that the cognitive state of the customer is involved mainly in searching for information, evaluating the options available, and determining whether or not they wants to buy a specific service or product, according to his past, current, and future experiences. Cognitive experience appeals to the mind with the aim of creating cognitive and problem-solving experiences using the creativity of the customer (Dutta & Abrol, 2017). In contrast, Hansen (2005) sees that the formation of consumers' attitude about the characteristics of products and services is through their use of their cognitive resources, which develop into (emotional) acceptance or rejection of the product.

4.2 Repurchase Intention

Olaru et al. (2008) indicated that the customer's purchase intentions in the future depend on an evaluation of the value obtained from previous transactions and the expected benefits in the future. It means that the customer purchases a product or service again after evaluation and is sure that it is of value, meaning that their final decision to buy or not depends on the intention (Madahi & Sukati, 2012). McDougall and Levesque (2002), Hellier et al. (2003) defined repurchase intention as the judgment of an individual to purchase a particular service again from the same company that meets their needs, taking into account the current situation and potential circumstances of the service provided. Le et al. (2017) refer to it as representing the customer's motivation to buy a product again from a certain brand after their positive evaluation of it. Ariffin et al. (2016) argue that customers decide to choose the same service provider and buy from them again according to their previous experiences. Consequently, the repurchase intention of customers depends on the value obtained in their previous transactions (Kaynak, 2003). Jones et al. (2003) emphasized that the repurchase intention is the possibility of engaging with and purchasing from the service provider in the future. Khalifa and Liu (2007) indicated the online repurchase intention as re-using the online channel to buy from a specific retailer. As such, repurchasing can be seen as a continuation of a behavior (i.e., keep shopping from the same online store). He added that repurchase is a form of volitional behavior, where the customer has the freedom to choose which store they will buy from again. Shin et al. (2013) said that the internet has had a great impact on marketing products and services, because it provides convenience to customers in their online purchasing processes. Accordingly, companies build websites according to the customer's perspective, where they meet their needs, so they visit the site and revisit it.

(1) The relationship between the customer perception of online service quality and the customer's attitudes towards the online service

Oni et al. (2016) examined factors that affect the use of online banking services based on a study of the impact of online service quality on customers' attitudes towards online banking services. The results of the study showed that the quality of online service has a positive impact on customers' attitudes towards using online banking services. Ayo et al. (2016) indicated that perceived e-service quality positively affects both attitudes towards e-banking and customer satisfaction. Pai and Yeh's (2015) study found that service quality is positively correlated with customer attitudes. Lin's (2019) study indicated that the perceived service advantage has a positive impact on customer attitudes. The study of Carlson and O'Cass (2010) also noted that perceived online quality of service has a significant positive impact on consumers' attitudes towards a website.

The results of the Kassim and Asiah (2010) study suggest that customers' perception of the quality of electronic service (Ease of use) is positively related to customer satisfaction, while Response is not positively related to customer satisfaction. Furthermore, Lee and Lin (2005) also found that the reliability of an online store positively affects customer satisfaction, and the response of the online store positively affects customer satisfaction. Mohsin Butt and Aftab (2013) showed that customers' perception of e-service quality is positively related to e-customer satisfaction, and customers' perception of e-service quality is positively correlated with e-customer loyalty. Whereas Cristobal (2007) indicated that higher levels of perceived quality of website services promote higher levels of user satisfaction on a website, perceived quality of service had no significant effect on loyalty. Based on the previous arguments, this study suggests the following hypothesis.

H1: Customer perception of online service quality has a significant, positive direct effect on customers' attitudes towards the online service.

(2) The relationship between the customer's attitudes towards the online service and the repurchase intention

The results of Anshu et al. (2022) showed that there is a positive effect of customers' attitudes towards shopping from an online grocery store on repurchase intention from the store again. Ha et al. (2010) suggested

that attitude has a positive effect on repurchases; also, Pai & Yeh (2015) study agreed that attitude is positively related to behavioral intentions. Javed and Wu (2019) indicated that the higher the level of customer satisfaction with the after-sales services of an online retailer, the greater its impact on the repurchase intention of e-services. Limayem et al. (2000) emphasized that the attitude towards online shopping has a strong influence on online shopping intentions. Ahn & Back (2018) found that emotional attitude influences behavioral intention towards the brand. Chiu et al. (2005) declared that attitude positively influences online purchase intentions. Carlson and O'Cass (2010) indicated that customers' attitudes toward a website have a significant impact on website-related behavioral intentions. Wu et al. (2011) confirmed that customers' attitudes towards a website have a positive impact on customers' online purchase intention. Therefore, we propose the following hypothesis.

H2: Customers' attitudes towards the online service have a significant, positive direct effect on repurchase intention.

(3) The relationship between the customer perception of online service quality and the repurchase intention

Zhou et al. (2021) aimed to explore the dimensions that influence loyalty intention for mobile banking and examine their interrelationships and their impact on service quality and loyalty intentions. The study showed that loyalty is one of the success factors of banking service quality, because service quality seeks to fully satisfy customers' needs. Thus, loyalty reinforces the repurchase intention in the future. The results indicated that the quality of mobile banking services has a positive impact on loyalty intention. Jain et al. (2021) confirmed that electronic logistics service quality (e-LSQ) through dimensions (availability, timeliness, and condition) has a direct positive impact on repurchase intention. The results added that the presence of e-shopping satisfaction as a mediator has a low effect (appropriate time for service and service status) on repurchase intention, while the effect of service availability on repurchase intention is not significant. The results of González et al. (2007) indicated that perceptions of service quality positively influence behavioral intentions. Also, Shi et al. (2018) found that the dimensions of online service quality (perceived control, convenience, and customer service) correlate positively with the seller in the online marketplace, which influences repurchase intention. Demoulin's study (2011) added that service quality has a positive effect on the customers repurchase intention to repeat restaurant service. While Shi et al. (2013) indicated that there is no positive effect of site quality (shopping convenience, site design, informatics, security, and communication) on repurchase intention. Thus, this study suggests the following hypothesis.

H3: Customer perception of online service quality has a significant, positive direct effect on the repurchase intention.

(4) The relationship between the customer perception of online service quality and the online customer experience

Wulandari et al. (2021) investigated the relationship between service quality and hotel customer experience in Bali; the results indicated that there is a significant positive effect of hotel service quality on customer experience. The study added that the better the quality of hotel services, the higher the level of experience for hotel visitors. The first studies discussed perception indicate that the positive perception generated at each stage of the purchase affects the overall benefit of the customer experience, for example, the Koopmans study (1960). In an empirical study in the context of financial services, Verhoef et al. (2004) found that positive and negative peak moments of experience as well as average performance can significantly predict experience benefit, but not the last moment of the sequence. Araghchi (2008) has demonstrated a direct relationship between the quality of e-services and customer experience in retail stores. And in order to measure the customer experience well and differently. Valmet (2019) confirmed that improving digital services leads to better customer experience. Kranzbühler et al. (2018) have studied the concept of customer experience from several aspects, and the study confirmed the clear impact of the customer's perception of product quality on customer experience, and the relationship between them is a positive relationship, in the event that the customer acquires a positive perception, he will have a positive feeling and understanding

of the brand and oppositely. As a consequence, we propose the following hypothesis.

H4: Customer perception of online service quality has a significant, positive direct effect on the online customer experience dimension (affective state, cognitive state).

(5) The relationship between the online customer experience and the repurchase intention

The results of the Sanchez-Loor and Chang study (2022) show that shoppers who have a negative experience with the store show less repurchase behavior, while shoppers who have a positive experience repurchase many times from the store. So et al. (2021) examined the relationship between Airbnb experience through dimensions (physical, benefits, social interaction, authenticity) and repurchase intention. The results of the study showed that authenticity had no positive effect on repurchase intention; Airbnb benefits have a positive effect on repurchase intent; finally, social interaction does not have a positive effect on repurchase intention. Rose et al. (2011) emphasized that there is a positive effect of the customer’s electronic experience on electronic repurchase intention. While Hansen (2005) indicated that emotion is not positively associated with purchasing intentions. Liu et al. (2016) declared that electronic flow experience has a significant impact on repurchase intention. Furthermore, Singhs (2019) showed that online customer experience (positive or negative) has a significant impact on online repurchase intention. Prayag et al. (2013) investigated those emotional experiences (joke, love, positive surprise, unhappiness) of tourists and behavioral intentions. The results showed that the joke had no effect on behavioral intentions, while love and positive surprise had a positive effect on behavioral intentions. The results of the study

also confirmed that unhappiness has a negative impact on behavioral intentions. Thus, this study constructed the following hypothesis.

H5: Online customer experience (affective state, cognitive state) has a significant, positive direct effect on the repurchase intention.

(6) The mediating role of customer attitudes towards the online service

Combining the debates of H1 to H3, this study proposes that customer attitudes towards the online service are ideal mediators of the relationship between customer perception of online service quality and reorder online service intention. Combining the debates of H1 to H3, this study proposes that customer attitudes towards the online service as ideal mediators of the relationship between Customer perception of online service quality and reorder online service intention This Hypothesis is based on the notion that customer perception of online service quality enhances reorder online service intention, and in turn, customer attitudes towards the online service are positively associated with reorder online service intention. Thus, this study recommends the following hypothesis.

H6: Customer perception of online service quality has a significant, positive indirect effect on the repurchase intention through mediating the customer attitudes towards the online service.

(7) The mediating role of online customer experience

Combining the debates of H3 to H5, this study proposes that online customer experience as ideal mediator of the relationship between Customer perception of online service quality and reorder online

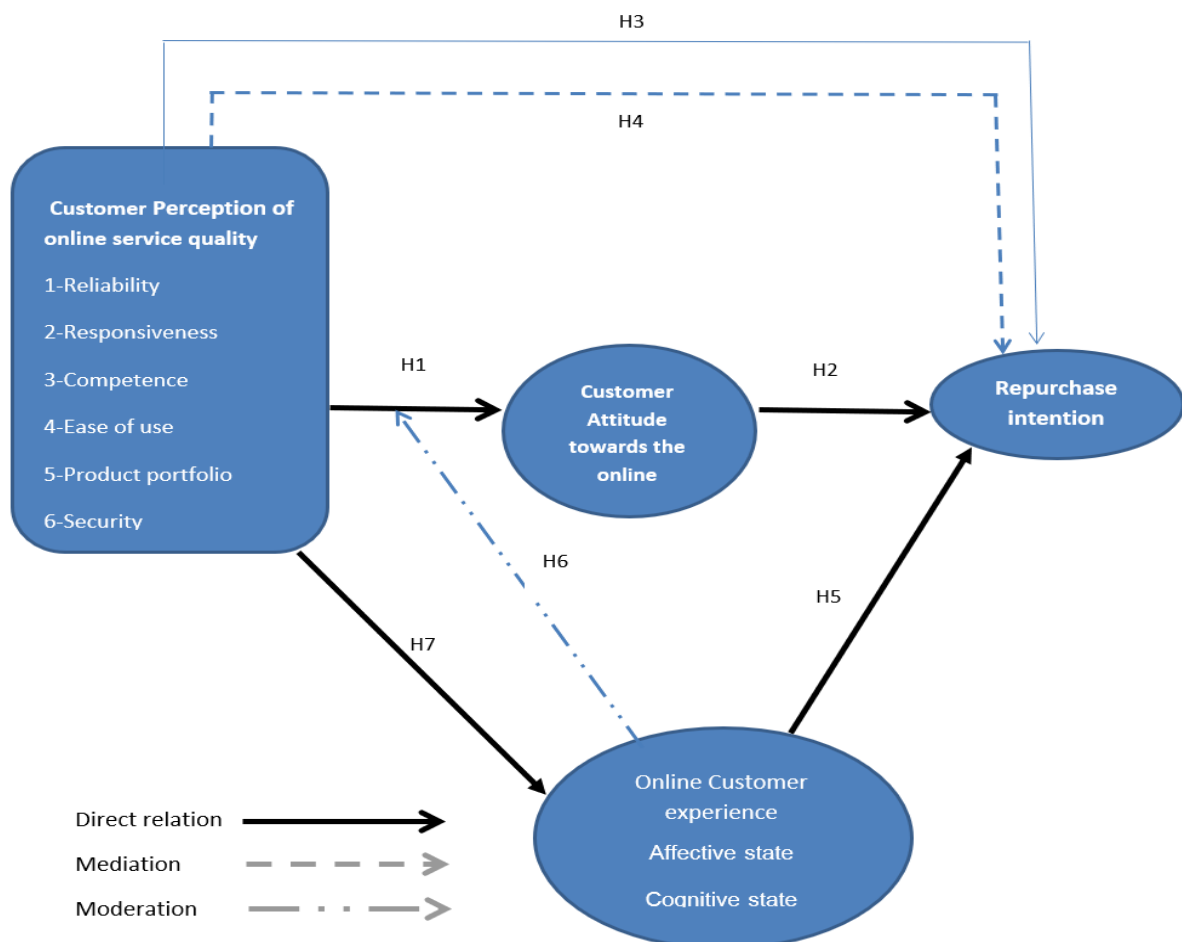


Figure 1 Research Conceptual Framework and Hypotheses

service intention. This hypothesis is based on the notion that customer perception of online service quality enhances reorder online service intention, and in turn, online customer experience is positively associated with reorder online service intention. Thus, this study builds the following hypothesis.

H7: Customer perception of online service quality has a significant, positive indirect effect on the repurchase intention through mediating online customer experience dimension (affective state, cognitive state).

(8) The moderating role of online customer experience

Nambisan and Watt (2011) indicated that customers' perceptions of online societal experience are positively correlated with their attitude toward the product through the dimensions (pragmatic, hedonic, sociability, and usability), and customers' perception of online community experience is positively correlated with their attitude towards the company. While Hansen (2005) showed that emotion is not positively correlated with attitudes. According to the theory of Tomkins (1984), affect theory studies the internal and external effects on attitudes. It looks at customer attitudes through internal and external influences, and this influence is low, high, or concentrated (deep). This influence on attitudes is positive, negative, or neutral, and after taking a certain attitude, it will be through an act, an emotion, or a memory. Thus, this study recommends the following hypothesis.

H8: There is a significant moderating effect of online customer experience dimension (affective state, cognitive state) on the relationship between customer perceptions of online service quality and customer attitudes

towards the online service.

The research conceptual framework and hypotheses are shown in Figure 1.

5. METHODOLOGY

5.1 Measures

Customer perception of online service quality is estimated using the 27-item scale (Yang et al., 2004). Customer Attitude is analyzed using a 4-item scale (Taylor & Todd, 1995a). Reorder service intention is measured using the 4-item scale (Yi & La, 2004). Online customer experience is estimated using the 9-item scale (Havlena & Holbrook, 1986; Novak et al., 2000; Kim et al., 2006).

5.2 Sample

E-shopping site customers were chosen as the study's publication frame. The researcher relied on shopping customers and users of social media on Facebook, who buy from famous online stores such as Jennyfer, H&M, ZARA, LC Waikiki, MAX, and other online stores. In this study, the sampling unit is each customer who actually shops through the e-commerce sites of these e-stores. The researcher used random systematic sampling, as this type of sample is characterized by increasing the degree of representation of the study community and a lack of bias.

According to Saunders et al. (2009), if the margin of error is selected to be 5% and the population size is between 1,000,000-10,000,000 the

Table 1 Profile of Respondents (n = 375)

Percentage	Frequency	Characteristic
Brand Name		
7.5%	28	Jennyfer
20.3%	76	H&M
18.7%	70	Zara
20.8%	78	LC Waikiki
15.2%	57	Max
17.6%	66	Other
100%	375	Total
Gender		
61.9%	232	Female
38.1%	143	Male
100%	375	Total
Age		
6.4%	24	Less than 25 years
26.7%	100	25-35
51.5%	193	35-45
15.5%	58	Older than 45
100%	375	Total
Education		
17.9%	67	Post-graduate
52.5%	197	Bachelor's degree
29.6%	111	Intermediate education
100%	375	Total
Income		
3.2%	12	Less than 5000
20.8%	78	5000 – 10000
41.3%	155	10000 – 20000
34.7%	130	More than 20000
100%	375	Total
The number of times you have shopped through the store's websites during the previous 12 months		
9.1%	34	Less than 4
12.0%	45	4-7
16.3%	61	7-13
29.3%	110	13-18
33.3%	125	More than 18
100%	375	Total

Source: Prepared by the researcher according to statistical analysis.

Table 2 Items Loading, α (Cronbach’s Alpha), CR (Composite Reliability), and AVE (Average Variance Extracted)

AVE	CR	α	Loading	Associated Items	Constructs
0.501	0.937	0.939	0.60	CPrel 1	Merge Dimensions 1-Reliability 2-Responsiveness 3-Competence 4-Ease of Use 5-Product Portfolio
			0.64	CPrel 2	
			0.68	CPrel 4	
			0.62	CPres 1	
			0.72	CPres 2	
			0.72	CPres 3	
			0.77	CPres 4	
			0.72	CPres 5	
			0.74	CPres 6	
			0.78	CPcom 1	
			0.78	CPcom 2	
			0.72	CPcom 3	
			0.63	CPesu 2	
			0.73	CPpro4	
			0.76	CPpro5	
0.887	0.664	0.884	0.69	CPsec 1	Security
			0.84	CPsec 2	
			0.87	CPsec 3	
			0.85	CPsec 4	
0.613	0.881	0.867	0.36	CEcog1	Online Customer Experience
			0.77	CEaff2	
			0.85	CEaff4	
			0.96	CEaff6	
0.711	0.908	0.901	0.84	CEaff8	Customer Attitude
			0.83	CATT 1	
			0.85	CATT 2	
			0.87	CATT 3	
0.725	0.913	0.912	0.82	CATT 4	Repurchase Intention
			0.83	RESER 1	
			0.86	RESER 2	
			0.89	RESER 3	
			0.84	RESER 4	

Source: Prepared by the researcher according to statistical analysis.

required sample size must be 384. The researcher used an online survey, which was designed using Google Drive. The researcher performed a pilot study with 35 customers. Cronbach’s alpha for the pilot study was acceptable (>64%). The researcher distributed 384 questionnaires, and valid questionnaires were 375. Table 1 shows the sample characteristics.

6. DATA ANALYSIS AND RESULTS

The study adopted a structural equation model with AMOS 23 to test the hypothesized causal relationships.

6.1 Measurement Model

Confirmatory factor analysis (CFA) evaluated the measurement model to review the reliability and validity of the constructs using AMOS 23. Total acceptable model fit is indicated by comparative fit index (CFI); normal fit index (NFI); tucker lewis fit index (TLI); goodness of fit index (GFI); incremental fit index (IFI) 0.90 (Byrne, 2010); root mean square error of approximation (RMSEA) values \leq 0.08. Endorsed statistics for the final overall model estimate exhibit an acceptable fit of the measurement model to the data: GFI = 0.90; NFI = 0.90; IFI = 0.90; TLI = 0.90; CFI = 0.92; RMSEA = 0.078.

As shown in Table 2, the items were saturated, factors loadings are greater than the cutoff point (50%) (Hair et al., 2010). Table 2

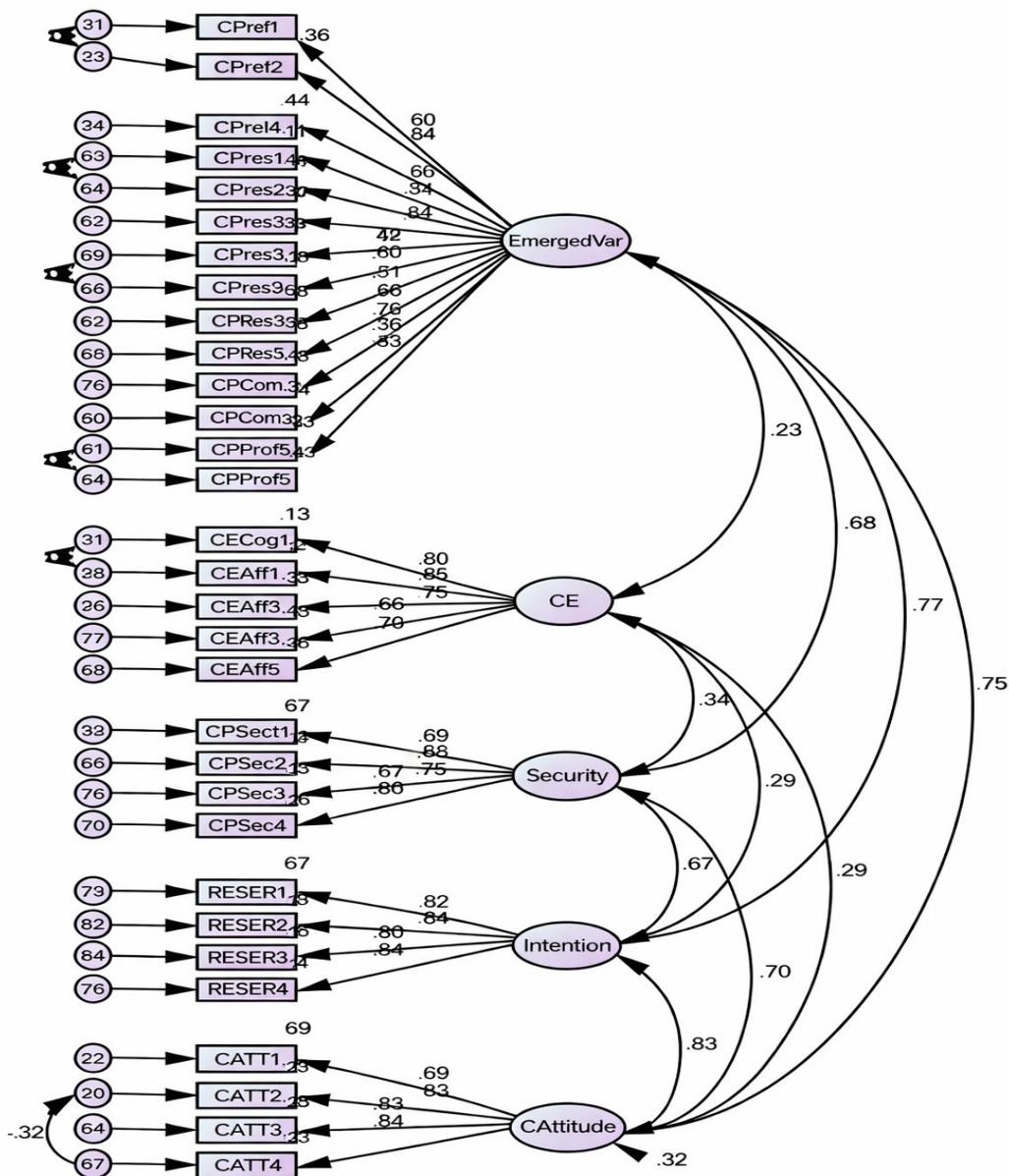


Figure 2 Measurement Model

Source: Prepared by the researcher according to statistical analysis.

Table 3 Factor Correlations Matrix with Square Root of AVE.

	Customer Perception of Online Service Quality	Online Customer Experience	Security	Repurchase Intention	Customer Attitude
Customer Perception of Online Service Quality	0.708				
Online Customer Experience	0.233***	0.783			
Security	0.681***	0.175**	0.815		
Repurchase Intention	0.775***	0.262***	0.635***	0.851	
Customer Attitude	0.754***	0.290***	0.700***	0.832***	0.843

The square root of AVE is shown in bold.

emphasizes that the coefficients Cronbach's alpha (α) and composite reliability (CR) are acceptable (Fornell & Larcker, 1981; Hair et al., 2010). Furthermore, Table 2 shows that the AVE values are greater than 0.50 for all constructs (Fornell & Larcker, 1981).

In order to institute discriminant validity, Table 3 indicates that the square root of the AVE (\sqrt{AVE}) of each construct is bigger than the variance shared with the remaining constructs (Henseler et al., 2009). Thus, the measures adopted in this study were valid and internally

consistent. Figure 2 shows the measurement model.

6.2 Structural Model

The structural model fit indices showed: RMSEA 0.056, CFI 0.937, RMR 0.050. This indicates that the model has an acceptable level of fitness, as shown in Figure 3.

Tables 4-6 show the hypotheses results and moderation relationship

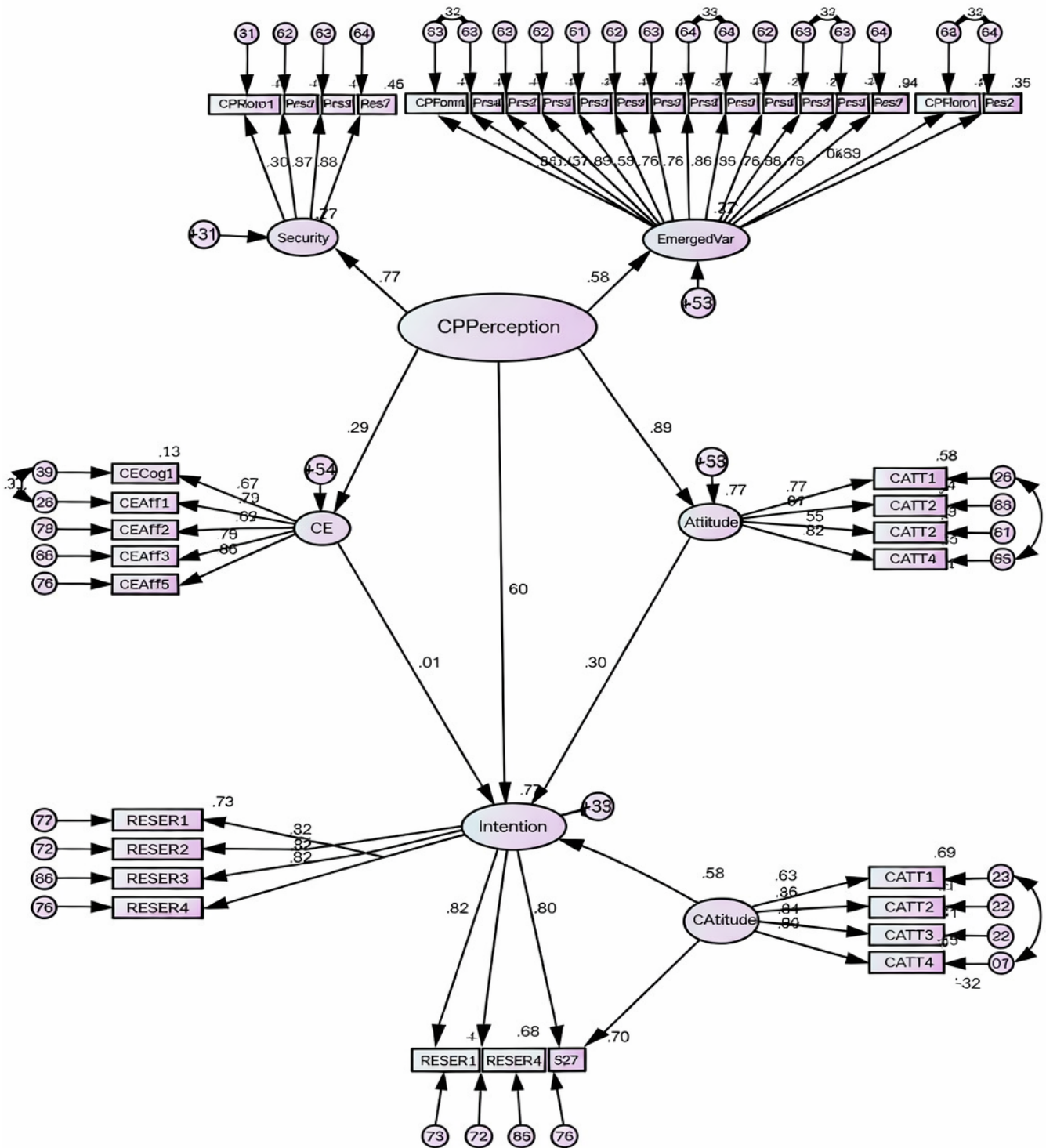


Figure 3 Structural Model

Source: Prepared by the researcher according to statistical analysis.

Table 4 The Hypotheses Results (Direct Relationships)

	Hypotheses	Path	CR	P	Results
H1	Customer Perception of Online Service Quality → Customer Attitude Towards the Online Service	0.955	12.576	***	Supported
H2	Customer Attitude Towards the Online Service → Online Repurchase Intention	0.295	2.425	0.015	Supported
H3	Customer Perception of Online Service Quality → Online Repurchase Intention	0.630	4.361	***	Supported
H4	Customer Perception of Online Service Quality → Online Customer Experience	1.105	4.921	***	Supported
H5	Online Customer Experience → Online Repurchase Intention	0.002	0.184	0.854	Rejected

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Source: Prepared by the researcher according to statistical analysis.

Table 5 The Hypotheses Results (Indirect Effects)

	Hypotheses	Effect Size Low	Effect Size High	P	Results
H6	Customer Perception of Online Service Quality → Customer Attitude Towards the Online Service → Online Repurchase Intention	-0.005	0.039	0.110	Supported
H7	Customer Perception of Online Service Quality → Online Customer Experience → Online Repurchase Intention	-0.049	0.555	0.080	Supported

Source: Prepared by the researcher according to statistical analysis.

Table 6 Moderation Effects

	Moderation Relationship	Estimate	S.E.	C.R.	P
MeAtt	<--- Meg	1.121	0.111	10.098	***
MeAtt	<--- MedCE	0.570	0.177	3.226	0.001
MeAtt	<--- Int_Perc_CE	0.117	0.041	-2.833	0.005

Source: Prepared by the researcher according to statistical analysis.

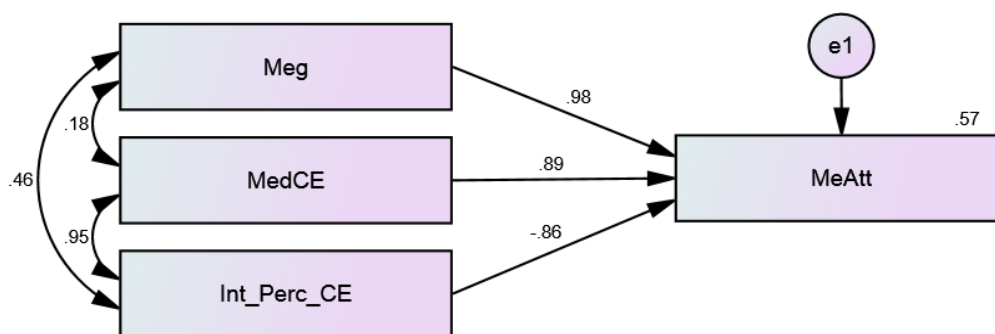


Figure 4 Moderating Analysis

Source: Prepared by the researcher according to statistical analysis.

test of the online customer experience in the relationship between customer perception of online service quality and customer attitudes towards online service. We note from the following table that there is a direct effect with statistical significance between each of the customer perception of online service quality (Meg), online customer experience (MedCE), and the interaction of each of the customer perception of online service quality and online customer experience (Int_perc_CE), and customer attitudes towards online service (MeAtt). However, this relationship is inverse in Figure 4.

7. DISCUSSION

This study investigated the direct association between customer perception of online service quality and repurchase intention, using customers' attitudes towards the online service (online customer experience) as mediators. It also investigated online customer experience as a moderator in the relationship between customer perception of online service quality and customer attitudes towards the online service. The study's results showed that customer perception of online service quality was significantly and positively related to customers' attitudes towards the online service (H1). This result is consistent with the studies by Ayo et al. (2016), Pai and Yeh (2015), and Carlson and O'Cass (2010).

Another interesting finding of this study was that customers' attitudes towards the online service were positively associated with the repurchase intention (H2). The results agree with Ha et al. (2010) and Pai and Yeh (2015) that customers' attitudes have a positive effect on repurchase and behavioral intentions. It also agrees with the findings of Ahn and Back (2018), who found that emotional attitude influences behavioral intention toward the brand. Limayem et al. (2000) found that attitude toward online shopping had the strongest influence on online shopping intentions. The study confirmed that customer perception of online service quality had a significant and positive effect on repurchase intention (H3). The findings coincide with those of Cronin et al. (2000), González et al. (2007), and Carlson and O'Cass (2010), indicating that customer perception of online service quality has a significant positive impact on behavioral intentions of consumers. In contrast, Shi et al. (2013) results founded there is no positive impact of site quality (shopping convenience, site design, informatics, security, and communications) on repurchase intention. The outcomes proved that customer perception of online service quality had a significant, positive direct effect on the online customer experience (H4). Commenting on this point, Araghchi (2008) stated that the quality of electronic services has a direct relationship on experience of customers in retail stores. Additionally, Valmet (2019) stressed that improving digital services leads to better customer experience. In further analysis, the results clarified that online customer experience does not have a significant, positive direct effect on the repurchase intention (H5). The results agree with the findings of Hansen (2005) which indicated that emotion is not positively associated with purchase intentions. This result differs from Rose et al. (2011), who concluded that there is a positive effect of the customer's electronic experience on electronic repurchase intention.

It also disagrees with the findings of Liu et al. (2016), who found that electronic flow experience has a significant impact on repurchase. It diverged from the findings of Boyer and Hult (2006), who found that the level of online shopping experience of customers has a significant impact on behavioral intentions. In further analysis, the analysis explained that customer perception of online service quality has a significant, positive indirect effect on the repurchase intention through mediating the customer attitudes towards the online service (H6). This result is consistent with Cronin et al. (2000), who confirmed that customer service quality and value perception have an indirect positive effect on behavioral intentions. It also agrees with the results of Ha et al. (2010), which indicate that attitude has a positive effect on repurchase; and results from Pai and Yeh (2015) assured that attitude is positively associated with behavioral intentions. In addition, Ahn & Back (2018) indicated that emotional attitude influences behavioral intention towards the resort brand. The study's results showed that Customer perception of online service quality does not have a significant, positive indirect effect on the repurchase intention through mediating online customer experience (H7). This result contrasts with Kim and Moon (2009), who indicated that there is a positive effect of the customer's perception of service quality on their experience (through their level of happiness). This result also differs from the study by Jain et al. (2021) electronic logistics service quality (e-LSQ) through dimensions (availability, timeliness, and condition) has a direct positive impact on repurchase intention. The study's results did not agree with Sanchez-Lloor and Chang (2022), who stated that shoppers who have a negative experience with the store show less repurchasing behavior, while shoppers who have a positive experience repurchase many times from the store. Also, Rose et al. (2011) results confirmed that there is a positive effect of the customer's electronic experience on electronic repurchase intention. Finally, the outcomes showed that there was a significant moderate effect of online customer experience on the relation between customer perceptions of online service quality and customer attitudes towards the online service (H8). The current research found a direct, statistically significant effect between customer perception of online service quality (Meg), online customer experience (MedCE), the interaction of both customer perception of online service quality and online customer experience (Int_perc_CE), and customer attitudes towards the online service (MeAtt), but this relationship is inverse.

8. THEORETICAL AND PRACTICAL IMPLICATIONS

The study's results held both theoretical and practical implications. This study made new theoretical contributions regarding the customer attitude towards online service, online customer experience, customer perception of online service quality, and online repurchase intention by integrating these variables and filled a gap in the literature. E-commerce sales hit record numbers in the second quarter of 2020, rising by more than 80% in Egypt with the spread of the coronavirus. Experts in the field of economics and e-commerce confirmed that the next stage would witness a widespread movement of e-commerce, and the growth of e-commerce in Egypt requires it to be subject to control and integrated into the national economy, through regulating the work of e-commerce

sites and increasing the penalty for sites that do not have a commercial register subject to control. Awareness also played an important role in raising awareness among the public of the necessity of achieving the supervisory role, and there must be an invoice to ensure the possibility of returning various goods in the event of any type of commercial fraud or spoilage of the goods. The state was creating an electronic commercial network through the data update center affiliated with the Ministry of Commerce and Industry, whose mission is to facilitate the task of registering companies on the commercial network, which provides additional guarantees for the safety of goods from companies to citizens. The e-brand website administrators should work on strengthening the customers' positive attitudes towards its e-services because this directly affects the intention to re-order its e-services again and achieve the quality of service for the continuity of re-ordering its online services by its customers to achieve success and continuity. The results of the study helped website administrators understand how to achieve customer perception of online service quality, and the importance of its dimensions in ensuring the achievement of a positive customer attitude towards online service, which can help in the intention to re-order the service from the brand's website again. Website owners must realize the value of the e-service to develop their own websites. To provide perceived quality for their e-services, they must design a distinctive website that includes visually attractive content, consists of sufficient information about the brand, is easy to navigate, facilitates payment procedures, and has the ability to load the site quickly. Also, they must maintain the security and privacy of customer data, and ensuring timely delivery, because meeting the appropriate deadlines has a very large impact on the customer's perception of the brand's online service quality. Therefore, website administrators must ensure that the service is delivered on time and in accordance with customer expectations. Since the customer's online experience and attitudes towards the online services provided by the brand greatly affected customer behavior, website administrators should integrate it into their marketing strategy. They should enhance the positive experience of customers about their online services, and share it through their websites. This is intended to re-order the service from the website again, and also to gain potential customers to visit the brand's website. Recently, the number of smartphone users has been increasing continuously, which represents a great opportunity for developing mobile e-commerce applications. Therefore, website administrators can create an application to access mobile devices, which increases the awareness of the brand's e-service quality. The effectiveness of the service provided to customers through the brand's website depends on the behavior of service providers to the customer in meetings and exceeding the level of customer expectations from electronic services. This is because the behavioral intentions of customers are closely related to the services provided.

9. LIMITATIONS AND FUTURE RESEARCH

The study contained some limitations that can be covered in future research. Additionally, these study results supported the theories that researchers mentioned. One limitation was that the study was restricted to customers of online shopping sites in the Arab Republic of Egypt. Therefore, future studies should focus on samples of online shoppers from other countries or compare two samples from different countries. Future research should examine this study, but with application to different types of e-service providers such as airlines, hotels, and healthcare providers. Future research should apply this study to other Arab countries, where customers' e-shopping behavior differs, in order to verify the generalizability of the results of this study. Additionally, the research tested hypotheses by using a questionnaire survey that produced only cross-sectional data, and this study did not collect longitudinal data to monitor changes in customer attitudes towards online service, online customer experience, customer perception of online service quality, and online repurchase intention over time. Accordingly, future research could perform a longitudinal study to explore customer attitudes towards online service, online customer experience, customer perception of online service quality, and determine how they could influence online repurchase intention.

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