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Effect of Information, Ease of Use, Site Design on Repurchase Intention with Satisfaction Customer as Intervening Variable

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Abstract	Original Research Article

The purposed of this research is to explain how the influence of information, ease of use, site design, on repurchase intention with customer satisfaction as an intervening variable. The data were collected from online shoppers in Klang Valley. The sampling technique is purposive sampling. The technique analysis in this research is regression analysis. Result of this study showed that there is a significant influence between information and customer satisfaction, there is a significant influence between ease of use and customer satisfaction, there is a significant influence between site design and customer satisfaction, and there is a significant influence between satisfaction and repurchase intention.
Keywords: Information, Ease of Use, Site Design, Customer Satisfaction, Repurchase Intention.

INTRODUCTION

According to MyAdvo's Making Legal Simple when buying products online, there is no guarantee of good product quality, there are simply items sold by distributors or direct merchants advertising them on the online shopping platform or on social networking sites which lack consumer protection in the industry. With reference to annual consumer complaints, online scams are classified as one of the top three complaints, more than just quality and product delivery [1].

He pointed out that because of the service's effect and a third party's compromise over a personal date, customers feel insecure, leading to a decline in consumer confidence over e-retailer security. Electronic commerce sectors continue to dominate the national customer list of complaints center NCCC has noticed a growing number of Malaysians falling victim to online fraudulent e-retailers. There are basically items sold by distributors or direct merchants advertising them on the online shopping website or on social networking sites which do not have the power to protect consumers in the industry. Referring to annual consumer complaints, online fraud listed more than the price and delivery of the products as one of the top three complaints. It is recorded in the online scamming status that scammers create fake websites that provide consumers with merchandise and services. Besides being the victim of online fraud, many customers frequently claim to give empty promises and lapse when it comes to product delivery, some of which take more than a month to arrive [2].

Only, with respect to the Even study, with reference to the product quality survey, increasing numbers of customers buying their product online are unsatisfied with it. According to the security concern the main issue and industry is viewed for most customers because of the repurchase details Protection is defined as hazards that cause network resources or computer economic inconvenience in the form of disclosure, data destruction and modification, theft, waste and device misuse and denial [2]. States that most Malaysian online shoppers still feel reluctant to buy online, due to reasons such as privacy and security. Therefore, security is a major concern for online shoppers, and one of the most important factors in online shopping success. In addition, e-commerce has also seen security as a key concern [3].

Therefore, this study would attempt to fill the gap between the actual and expected services, the gap between expectations and perceptions of service quality, indicating that addressing e-SQ gaps would satisfy customers [3]. This study aims to close the gap by exploring the effect of online repurchase on the desire of Malaysia to shop online. The research questions aim to examine the factors that fuel the intention to buy back. Analyzing the data collected from this research reveals a spectrum of online consumers against e-services provided by the online

store, as well as their satisfaction and intent, with the behaviour of repeated purchases related to the quality of e-services. The research question therefore explicitly examines the relationship between e-service and satisfaction in the procurement decision-making process [4].

EXPERIMENTAL SECTION/MATERIAL AND" METHOD
Sample and unit of analysis
In this study the analytics unit specifically refers to online shoppers for Klang Valley. These are between 18 and 35 years of age, and can also be indicative of races (Malay, Chinese or Indian). According to population, applies to the entire group of individuals who could be involved in the research potentially. Moreover, according to Retail e-commerce across the ASEAN region, Malaysia has about 16 million online shoppers, which is equal to 80 percent of online users [5].

Data Collections
The research was conducted using two types of data: primary and secondary. The data was collected from survey respondents [5].

Operational definition and measurements variables Information

Construct	Sample Measurement Items	Source
E-Service Quality Dimensions Information 8 Items	1. This website offers relevant information 2. This website offers accurate information 3. This site provides in-depth information about the proposed products or services 4. It does not share my personal data with any other places 5. Information At This Site Is Well Organized 6. Information Is Current And Timely 7. Information Is Accurate And Relevant 8. Information Is The Right Level Of Detail	(Bresseloes, 2016) (Jiyoung, Bypounho9, Jane L. 2015), (Ong Soo Ting, 2016) Adapted; (Samar I. Swaid, Rolf T. Wigand, 2015)

Site design"

Construct	Sample Measurement Items	Source
Site design 8 items	1. This Site is colorful 2. This Site is creative 3. This Site has an attractive appearance 4. This website is well designed in order not to waste my time 5. Its is easy to complete a transaction on thos website 6. The website looks attractive 7. The website uses fonts properly 8. The website uses colors porperly	(Bresseloes, 2016) (J. Kim et al., 2015) Adapted form (Liu et al., 2015)

Ease of use"

Construct	Sample Measurement Items	Source
Ease of use 8 items	1. This Site is easy to use 2. It is easy to search for information 3. This Site is easy to navigate 4. The organixation and layout of this site facilitate the search for information 5. The lauout of this site is clear and simple 6. It makes it easy and fast to get anywhere on the site 7. This website has valid links 8. The website loads quickly	(Bresseloes, 2016) (Aladwani and Palvia 2017), (Parasuraman et al., 2016) and (Collier and Bienstock, 2016)

Customer Satisfaction"

Construct	Sample Measurement Items	Source
Customer satisfaction 8 items	1. Product information is accurate on online stores 2. Delivery or pick up options offered by online stores are convenient 3. Purchased product from online stores are delivered on time 4. I am delighted with my experience of internet shopping 5. I am satisfied with my decision to purchase through the internet 6. I am satisfied with online shopping experience 7. I found the overall services of e-tailers/online stores outstanding 8. The quality of services meets my expectations	(Vegiayan et al., 2017) (Wong, 2016), (Ho, 2015), Salifu Decaro, Evans, Hobbs & lyer, 2015), (Toelle, 2016) (J. Kim et al., 2015) (Udo et al., 2015, Shin et al., 2017)

Repurchase intention

Construct	Sample Measurement Items	Source
Repurchase intention 8 items	1. In the future, I intend to seek out the product/service discussed in the online review/comment 2. I will consider buying the product after I read the online comment advertisement of a brand attract me to purchase 3. I would consider buy group-buying products in the future 4. After reading the online review it makes me desire to buy the product 5. The next time I purchase this product online I will buy form the same online retailer 6. I would be willing to purchase from this company again 7. I would be very likely to increase my shopping activity with this online retailer 8. I enjoy my surfing experience on online shopping website	(Bresslloes, 2016) (Szu Wei Yen & Cheng yi Liu & Pei Chen Huang, 2017) (Lin, Wu & Chen, 2017) (Shim *et al*., 2017)

RESULT AND DISCUSSION

Descriptive Statistics"

Descriptive statistics were used to characterize the data shown as median, mean, standard deviation, minimum value and maximum value. This test will help us understand the variables that are used in the study [6].

Classic Assumption Test
Normality Test"

Normality checking of data is a common thing to do before a statistical method. Normality checking is one aspect of the data criteria for analysis, or commonly referred to as classical presumption. The purpose of this assumption of normality test is to determine whether the distribution of the data follow or approach a normal distribution, Data distribution has a normal pattern of distribution. Most of the methods used, using the Kolmogorov-Smirnov formula, are from the other methods that can be used to show a data's normality. The Kolmogorov-Smirnov test is a widely used test of normality, if the significance value above 0.05 then the data is considered normal [6].

Heteroscedasticity Test

Heteroscedasticity existed if in some variables there are large numbers of variances and a small number of variances in some variables. Heteroscedastic origins are:

a) Data collection improved, the variance is likely to decrease.
b) Left or right skewness can cause heteroscedasticity.
c) Presence of outliers.
d) Incorrect data transformation or incorrect data functional form.

The detection of the problem of heteroscedasticity is using glejser test [6].

Autocorrelation Test

When previous observations impact the observation of today, autocorrelation has occurred. We can verify autocorrelation problem using the Durbin-Watson method. The good model isn't auto-correlation.

Multicollinearity Test

Multicollinearity denotes the presence of a perfect or linear relationship between some or all independent variables of the regression model. Examples of multilinearity are the type of data collection used, the model or population constraints being evaluated, system definition and overdetermined method. Multicollinearity particularly occurred in the results of time series By Damodar N. Gujarati and Dawn C. Porter, since the regressors included in the model can be of the same type, they all increase or decrease over time. The solution to the problem of multicollinearity is to remove the multicollinear element which transforms the multicollinearity [7].

Hypothesis testing

In this study context, hypothesis testing is t-test and F-test for evaluating dependent variables. The parameters are those of:

a. If sig. (p-value) < 0.05 so the hypothesis accepted.
b. If sig. (p-value) > 0.05 so the hypothesis rejected.

Regression Analysis

The technical data used in this study was regression analysis. Study of regression is an experiment for determining the effect between one variable and another. Regression analysis the regression analysis refers to dependent variables as variables which affect the so-called independent variable and the affected variable. If there is only one variable, the regression equation is the simple regression equation, whilst the multiple regression equation is named if there is more than one variable. In this research, regression analysis is used as the relationship between independent variables and dependent variables is analyzed. The Regression Analysis formula or equation as follows:

$$CS = a + b1\ IF + b2\ EOU + b3\ SD + e \ .... (1)$$

Whereas:

CS = Customer satisfaction
a = constant
b1-b3 = coefficient beta
IF = Information

EOU = Ease of use
SD = Site design
e   = error

RI = a + b1 CS + e .... (2)

Whereas:
RI = Respurchase Intention
a   = constant
b1 = coefficient beta
CS = Customer satisfaction
e   = error

RESULTS AND DISCUSSION

Normality Test

Normality test in this research is using the Kolmogorof- Smirnov test. The early data before normal is shown in the table below:

Table-1: Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
"Asymp. Sig. (2-tailed)"	.200c,d
"a. Test distribution is Normal."	
"b. Calculated from data."	
"c. Lilliefors Significance Correction."	
"d. This is a lower bound of the true significance."	

Source: Primary Data Processsad (2019)

From the Table-1 the sig. Kolmogorof Smirnov is 0.200 > 0.05 so the data is normal.

Multicolinearity Test

A model with multicolinear free regression must have Tolerance > 0.1 and VIF < 10. If there is multicollinearity in the data, we can convert the data to a logarithm to minimize those objects. The findings can be seen in the table below.

Table-2: Multicollinearity Test

Model		"Collinearity Statistics"	
		"Tolerance"	"VIF"
1	"(Constant)"		
	Information	.634	1.576
	SiteDesign	.528	1.895
	EaseofUse	.548	1.826
	Satisfaction	.719	1.391
a. Dependent Variable: CustomerSatisfaction			

Source: Primary Data Processed (2019)

Table-2 shows that the Independent Variables Tolerance > 0.1 and VIF < 10 are thus a good model for this multicollinearity-free regression. 1 I d higher because there is no multicollinearity between the internal mechanism and the DPR but still below 10.

Heteroscedasticity Test

"The result of heteroscedasticity test can be seen from table below."

Table-3: Heteroscedasticity Test Result

Model		Sig.
1	(Constant)	.040
	Information_	.530
	SiteDesign	.673
	EaseofUse	.427
	Satisfaction	.056
a. Dependent Variable: ABS_RES1		

Source: Primary Data Processed (2019)

The table shows that the appropriate value of the variable information is 0.530 > 0.05, the application design is 0.673 > 0.05, the ease of use is 0.427 > 0.05, the satisfaction is 0.056 > 0.05, meaning all independent variables are above 0.05 and the data is heteroscedastic.

Autocorrelation Test

Autocorrelation testing used Durbin Watson test and the result as follows:

Table-4: Durbin-Watson Test Result

"Model"	"Std. Error of the Estimate"	"Durbin-Watson"
1	2.64959	1.946

Source: Primary Data Processed (2019)

Durbin-Watson (d) is 1.946 in dU size (within limit) DW tables= 1.4, 4-dU= 2.6, based on the results of a data value regression analysis for all businesses. Since dU <d<4-dU < d<4-dU, 1.4 < 1.759<2.6 the results show that there is no autocorrelation in the regression model.

Hypothesis test

In this research, hypothesis testing will be performed using the program SPSS (Statistical Kit for Social Science), using logistic regression analysis methods. The results of the experiments on logistic regression can be seen as follows:

Table-5: Hypothesis Testing Results 1

		B	Sig.
1	(Constant)	8.267	.000
	Information	.132	.031
	SiteDesign	.157	.013
	EaseofUse	.183	.001
a. Dependent Variable: CustomerSatisfaction			

Source: Primary Data Processed (2019)

Table-6: Hypothesis Testing Results 2

		B	Sig.
1	(Constant)	17.457	.000
	CustomerSatisfaction	.491	.000
a. Dependent Variable: RepurchaseIntention		

Source: Primary Data Processed (2019)

Hypothesis 1

In this analysis, hypothesis 1 is that the information affects customer satisfaction. At the 5 percent level a p-value of 0.031 is important, and H1 is accepted. This suggested that information impacts customer satisfaction.

Hypothesis 2

In this analysis, hypothesis 2 is that ease of use affects client satisfaction. At the 5 percent level a p-value of 0.001 is important, and H2 is acknowledged. This suggested that ease of use affects customer satisfaction.

Hypothesis 3

In this analysis, hypothesis 3 is that designing a web affects customer satisfaction. At the 5 percent level a p-value of 0.013 is important, and H3 is acknowledged. This has shown that the design of sites has an impact on customer satisfaction.

Hypothesis 4

Hypothesis 4 in this study is that customer satisfaction among Malaysian online shopper influences intention to buy back. At the level of 5 percent, a p-value of 0.000 is important and H4 is acknowledged. This shows that customer satisfaction has an impact on Malaysian online shopper's intention to buy back.

The relationship between information and customer satisfaction

Based on the study result, remember that the p-value of 0.031 is 5 percent significant, and H1 is accepted. It means that knowledge influences customer satisfaction. Every consumer gets the company's services well and satisfactorily. To enhance customer-specific information services, particular attention from company managers is needed. You have to. To that end. issues that can cause problems or disputes between consumers and companies, so that customer satisfaction can be achieved.

A major objective for marketers is to please consumers as customer satisfaction has a major impact on customers ' willingness to buy, loyalty and retail transactionsIn the absence of an opportunity to interact with products in the online environment, the standard of information (IQ) plays a crucial role in encouraging consumers to make online purchasing decisions [8].

Multiple studies underpin the connection between the quality of information and the satisfaction of users. Research that found a strong link between quality of information and user satisfaction with the subject object in question [7]. In order to improve the satisfaction of online retailers, websites should provide consumers with valuable shopping information and allow them to see that the website has high-quality content [5]. These information should be easy to understand, concise, describe the outside of a product, provide additional time information and provide details on delivery [9].

To provide more product information retailers can use short video or 3-D product images, these simple and comprehensible videos will ensure that the quality of the product suits the website description and will ensure that consumers are in safe hands with their financial information [6].

This results in the finding that in order to obtain personalized information, consumers should be able to interact with the platform. Retailer descriptions should be precise, comprehensible, well structured, and entertaining [9].

The relationship between ease of use and customer satisfaction

Based on the study check, it indicates that the p-value of 0.001 is meaningful at the 5 percent stage, and H2 is recognized. Which means which ease of use affects customer satisfaction.

Usage-friendliness is a comfort in any use where somebody thinks no effort is needed to use a particular system. Users who are happy to use the software from the user friendly side or helpful users, such as the process of finding the information needed. The dimensions of user-friendliness are indeed the basic elements of the technologies that consumers use. This dimension involves roles and access to information, which in turn leads to increased services and increased confidence in this dimension [10].

Customer satisfaction is a sense of comfort that responders feel when they are enjoying / consuming an object. This operational definition is derived from Fandy Tjiptono's theory of satisfaction with metrics such as overall customer satisfaction, measures of customer satisfaction, confirmation of demand, interest in buying back consumer response to recommendations and customer unhappiness.

Simple Use refers to how quickly consumers feel safe online shopping when shopping online. So if an online shop takes more time than other online stores to find and order a product, it would be futile to use it and would therefore be of little prestige. This belief doesn't expect convenience for shopping online and decreases satisfaction. Simple use on a shopping channel has been found to have a critical effect on a person's desire and satisfaction [11].

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Research shows that the perceived user-friendliness positively impacts customer satisfaction [5].

The relationship between site design and customer satisfaction

Research suggests the perceived user-friendly environments have a positive impact on customer satisfaction. The website design addresses the user's website experience, such as browsing, information discovery, retrieval and product selection [12]. Website design is an important source for giving the consumer a good initial impression. This first encounter forms the basis for satisfying the consumer with internet retailer. Previous research described satisfaction online as the customer's satisfaction with his previous shopping experience with a certain electronic company [8]. Our website's powerful architecture improves and offers a smooth consumer experience in browsing, searching, choosing and ordering the product you want [7].

Research has shown that the architecture of the site has an impact on customer satisfaction [12].

The Correlation between Customer Satisfaction and the Intention to Repurchase

Based on the study result, remember that the p-value of 0.000 is 5 percent significant, and H4 is accepted. This shows that customer satisfaction affects intention to buy back from Malaysian online shopper.

The desire to buy back is, according to the study, an expectation to buy back based on the purchase experience that was done in the past. Clear desire to buy back reflects a high level of satisfaction for customers. When the decision is made to take a drug. The decision to adopt or reject a product is taken after the consumer encounters a product and the product is rejected. The high intention to buy will have a positive impact on market success.

This also indicated that potential variables that could affect customer satisfaction by reacquiring online store intentions Our analysis showed that there were seven factors-three forms of risk factors (delivery, product and financial) and four other factors, including return policy, re-buyintentions in online shops will significantly affect customer satisfaction with convenience, prices and product information. Satisfaction is a post-activity measuring predictor that tests the internal state of the consumer's after-shopping experiences [12].

Satisfaction supports the desire of e-shoppers to return to the e-commerce website and to state their intention to buy online. It also indicated that companies could achieve higher repurchase rates, good words and growth Benefit from higher customer satisfaction, despite the positive impact of buying back intentions on consumer satisfaction [4].

This result suggests that positive shopping interactions lead to customer satisfaction and are directly related to the buying-back expectations. The aid also concluded that service quality programs have an important and positive impact on customer satisfaction and future buying intentions [7]. Research has also shown that website profitability is key to improving consumer buyback intentions. Re-buying influences both the profits of the business and its competitiveness [6].

CONCLUSION
1. Knowledge and customer loyalty have a significant influence.
2. Ease of use have a significant influence on customer satisfaction.
3. The web design and customer service have a significant influence.
4. There is a significant influence between customer satisfactions towards intention to buy back customer between Malaysian online shoppers.

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