

# Mediating Role of Customer Satisfaction between Website Quality, Perceived Convenience and Online Purchase Intention

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## Abstract

Maintaining a successful retail business requires ability to attract and retain customers in an online world. Despite the fact that purchasing intention has been highlighted as a key element influencing website quality, perceived convenience, and customer satisfaction, few studies have looked into how initial purchase intention influences ongoing purchase intention. We intended to dig deeper into the link between website quality, perceived convenience, and purchase intention categories mediated by consumer satisfaction. We develop questionnaires and e-retail businesses to help us conduct surveys. Questionnaires were distributed to Generation Y in two cities in Saudi Arabia. Our findings show that website quality and perceived convenience have a beneficial impact on purchase intention. Websites should consider paying more attention to website quality elements like responsiveness, usability, reliability, usability, and website content, as well as services supplied like personalization,

user feedback and ratings, good for users, and complaint monitoring. The findings of this study add to earlier research on online ease and assist researchers better understand what aspects influence consumer satisfaction and behavioural intention.

**Keywords:** Website Quality, Perceived Convenience, Consumer's Satisfaction, Online Purchase Intention

## 1. Introduction

The rise of the internet shopping sector has sparked the interest of scholars and practitioners all over the world, who want to learn more about how it is used in different parts of the world (Statista, 2019a, 2019b, 2019c). Customers can utilise information technology for buying behaviors mainly to the booming online shopping industry, which allows them and seeing how easy it is to use or what others thought of the platform (Dewi, Mohaidin, & Murshid, 2019). It provides a variety of benefits, including time savings, amazing deals, a large selection of products, and lower, more competitive prices, all of which help to boost online buy intentions (Dinh, 2021; Chen, 2013; Wagner, 2019). With the arrival of the Internet, businesses can stay competitive by providing clients with a simple, quick, and economical option to shop.

Consumers benefit from online purchasing because it gives them access to a greater range of services and products. The Kingdom of Saudi Arabia (KSA) has a higher number of online buyers than other Arab countries, spending more than \$3 billion on e-commerce each year (Alatawy, 2019). The majority of previous research has concentrated on the factors that drive customers' actual usage of online shopping to purchase specific services or items, with little emphasis on the importance of individual aspects influencing Saudi Arabian consumers' readiness to shop online. As a result, the current research was carried out in response to a growing demand to investigate the elements that influence online purchasing intentions. The goal of this research is to learn more about Generation Y's internet shopping habits in Saudi Arabia. As a result, the goal of this research was to see if there was a link between website quality (WQ), perceived convenience (PC), and online purchase intent (OPI), all of which were mediated by customer satisfaction (CS).

### 1.1 Problem Statement

The main problem facing online retailers today is how to attract consumers' willingness to shop online, especially among Generation Y. Purchase decisions take longer and are more difficult because Generation Y people spend more time asking and analyzing information about products or services. They usually choose products emotionally, but online retailers are more rational. It can also indicate lower loyalty to retailers.

The lack of internet sales in Saudi Arabia continues to have a detrimental influence on business profitability (Nachar, 2019). Saudi Arabia's e-commerce revenues are still growing slowly, at \$1.5 billion (17%), compared to \$9 billion throughout the Middle East and North Africa (MENA) (Makki & Chang, 2015; Alshawaf, 2020). One common and essential issue is that some Saudi business owners lack the basic e-commerce capabilities to fulfil the expanding demands of online buyers. The individual business issue is that certain SME

owners in Jeddah, Saudi Arabia, do not comprehend the relationship between Website Quality (WQ), Perceived Convenience (PC), and Online Purchase Intention (OPI), and their position as a client intermediary is fulfilled.

### *1.2 Research Questions*

1. How does website quality influence online purchase intention within Saudi Arabian consumers?
2. How does perceived conveniences influence online purchase intention within Saudi Arabian consumers?
3. Does customer satisfaction play a mediating role between web quality, perceived conveniences and online purchase intention?
4. Does customer satisfaction influence online purchase intention within Saudi Arabian consumers?

### *1.3 Research Objective*

The major goal of this research is to examine and collect data on the elements that influence consumers' online buying decisions in Saudi Arabia's retail industry. The research will look into the Saudi Arabian retail market in depth, identifying trends and technological advancements. The online retail sector and customer impressions of online shopping in Saudi Arabia will be investigated for the goals of this study by conducting surveys and interviews, reading publications and books, and gathering data from other sources.

Referring to the problem statement mentioned in the previous section, several objectives of this study are listed:

1. To examine the website quality in relation with online purchase intention of Saudi Arabian consumers.
2. To examine the perceived convenience in relation with online purchase intention of Saudi Arabian consumers.
3. To examine the mediating role of customer satisfaction between web quality, perceived trust, perceived conveniences, advertising & promotion and online purchase intention of Saudi Arabian consumers?
4. To examine the customer satisfaction in relation with online purchase intention of Saudi Arabian consumers.

## **2. Literature Review**

### *2.1 Website Quality*

A study by Razak (2016) concluded that how well a website is designed and how well product information is delivered to consumers strongly influences consumers' intention to make a purchase from that particular online retailer. Getting information about each sale through great photos and descriptions is another important feature of online shopping that

influences the appeal of this retail method. This is because online retail does not offer tangible products as proof of the value proposition that a product brand offers. O'cass and Carlson (2012) argues that clarity of photographic detail provides evidence that the product is accepted as a substitute for a physical commodity (Akram, 2018). Escobar-Rodríguez and Bonsón-Fernández (2017) have pointed out that images should include features such as different viewing angles, zoom capabilities, multiple images, and sample product images to convey the physical attributes of the products available through the media. online stores. describe. While images provide a physical representation of the product, descriptions provide details on features, benefits, policies, packaging details, date of manufacture, warranty policy, price, and seller's description (Nazar, Jahan, Amoozegar, Anjum, & Raju, 2020). These descriptions should be accompanied by customer reviews to help confirm the claims of the product being sold. Oghazi, Karlsson, Hellström and Hjort (2018) research and Chiu's (2019) arguments show that customer reviews have become a common feature of online stores. This feature of online retail stores helps build trust in online retailers and the way you shop online. This is because customers tend to provide their experience with a product and a video or image representation of the product, and they have started with the quality of the product's packaging.

## *2.2 Perceived Convenience*

Convenience is defined as a customer's perceived degree of avoiding the time and effort associated with the overall buying process. Previous literature has shown that the perceived convenience of one-stop shopping is positively correlated with cross-buying by customers (Evanschitzky, Malhotra, Wangenheim, & Lemon, 2017). In terms of minimizing time and effort, we believe that customers are more likely to satisfy their needs for additional services from this major provider if they have easy access to stores that offer peripheral services as well as multiple product categories. For customers faced with a make-or-buy decision, whether to deliver or transport, edge services can provide a key means of reducing the time and effort customers spend on economic exchanges. According to Faith (2018), there are five dimensions of customer purchase convenience: evaluation, search, visit, transaction, possession, and finally, post-purchase convenience (Khan, 2018). Online shopping has grown year over year, with many shoppers citing convenience as one of the main reasons they switch to shopping online instead of typical, brick-and-mortar stores. Convenience can mean different things to different people, ultimately affecting customers' willingness to buy.

Pantano and Priporas (2016) argue that while offline shopping provides customers with the availability of economic returns on products, online shopping will recoup some consumers' time and cost investment in returns. Online retailers that offer user-friendly return policies are preferred over those that offer strict return policies. Gao and Su (2017) have found the cost and convenience of a return policy and the availability of customer service to be another determining factor in choosing online purchases and specific online retailers.

## *2.4 Customer Satisfaction as Mediator*

Customer satisfaction is crucial in a global e-commerce industry because it influences the retention of existing consumers, the addition of new customers, and customer loyalty (Tandon,

Kiran, & Sah, 2016). Satisfaction is an important determinant of a consumer's decision to continue or discontinue a relationship with a developed product or service (Alhelalat, Ma'moun, & Twaissi, 2017). According to marketing literature, satisfaction is a consumer's emotional reaction to their post-purchase appraisal and overall experience with a product or service. Online customer satisfaction refers to how customers react to their online purchasing experience in general (Chi, 2018). Prior to purchase activities, consumers build expectations regarding the quality of Internet service supplied by companies. Consumer satisfaction and attitudes are influenced by these expectations (Zarei, Nuri, & Noroozi, 2019).

As Tomczak (2018) stated, when consumers buy products that they had no previous plans to buy, many factors are considered when making a purchase decision. Understanding consumer purchasing decisions and behavior is considered an important marketing tool for all business organizations (Anees, Raju, & Anjum, 2020; Kanwal, Farooq, Raju, Anjum, & Zreen, 2020). The more companies understand the needs and requirements of consumers, the better they will be able to promote and market their products in a variety of compelling ways. Through the above discussion, the concept of consumer satisfaction has become clear. Consumer satisfaction can stem from a variety of factors that affect doing business with an organization. The organizational sector to focus on is the retail market for e-retail organizations. Incentive policies are directly related to consumer satisfaction and purchase intention. The rewards can be part of a loyalty program that has become a common program in the retail industry and its respective services (Verma, Sharma, & Sheth, 2016).

Product information has a significant impact on consumer satisfaction. For online platforms, retailers must provide written information about the products they offer to consumers (Gu & Ye, 2014). Product information or information quality affects consumer satisfaction. Product information generally emphasizes the quality of the product and its service and reliability. It directly affects the satisfaction of consumers interested in the products offered by retailers. Retailers are responsible for ensuring that product information reaches current and potential consumer markets. In turn, it ensures consumer satisfaction (Oliver, 2014).

### *2.5 Research Framework*

The conceptual framework presented in Figure 3.1 was built from the objectives of this study. A conceptual framework developed based on previous literature. Together, these dimensions of experience play a critical role in consumers' online purchase intentions as well as website quality and perceived desirability. Consumer satisfaction plays a mediating role in the relationship with consumers' online purchase intention.

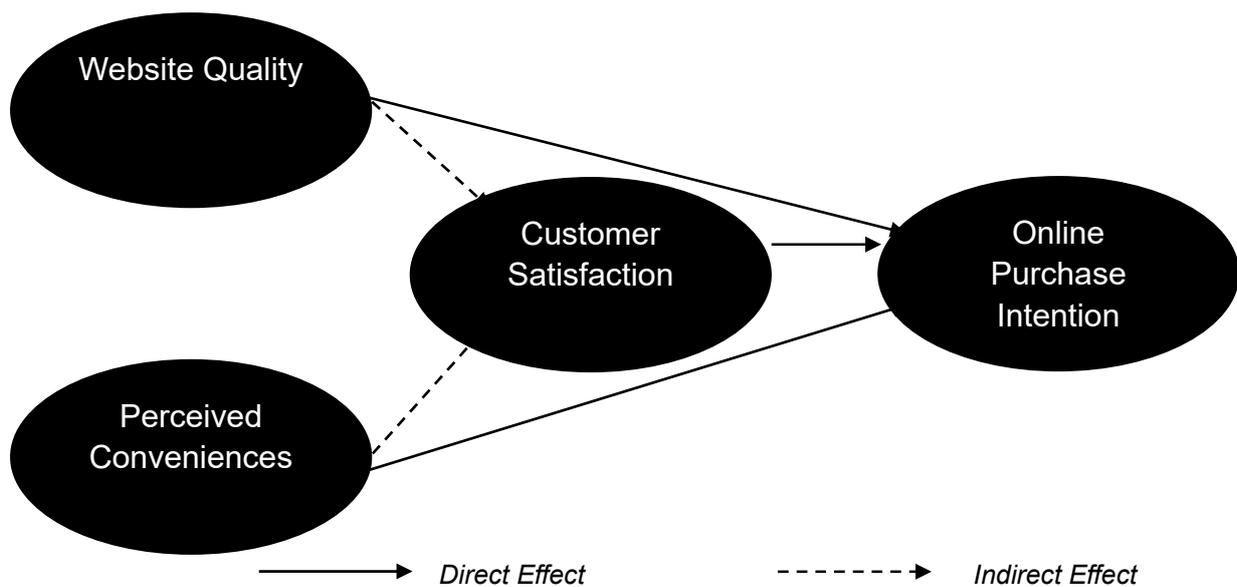


Figure 1. Conceptual framework

## 2.6 Hypotheses

**H1:** Website quality has direct significant effect on online purchase intention.

**H2:** Perceived conveniences have direct significant effect on online purchase intention.

**H3:** Customer satisfaction mediates the relationship between website quality and online purchase intention.

**H4:** Customer satisfaction mediates the relationship between perceived conveniences and online purchase intention.

**H5:** Customer satisfaction has direct significant effect on online purchase intention.

## 3. Research Methodology

The proposed model was tested using survey data and quantitative methods. The questionnaire was compiled based on the conventional literature. We also limit the possibility of common methodological differences by separating questions and items in the questionnaire, limiting the risk of respondents rationalizing their responses, and establishing a methodological separation of measures (Podsakoff, 2003). The questionnaire included a Likert-style scale for measuring website quality (WQ) adopted from Hibah Khalil (2017), Perceived Convenience (PC), Adoption of Customer Satisfaction (CS) from Karl Markos Biswas, Mohammed Nusari, Abhijit Ghosh (2019) and Online Consumer Purchase Intent (IPO) by Hibah Khalil (2017). Data collected in January and February 2022. The target population for this study was consumers residing in Riyadh and Jeddah, Saudi Arabia, who had at least one online shopping experience. Riyadh and Jeddah were chosen as the focus of the study due to their large populations and increased use of digital technology. In addition, respondents were asked to distribute questionnaires. Finally, 120 final samples were available. The characteristics of the

sample, including company size, age, and industry, are shown in Table 1.

The positivist research philosophy facilitates the acquisition of large amounts of data from a selected sample within a limited time frame. So, in this case to get real results from this particular study, the researchers applied positivist research philosophy. The deductive approach was chosen for this study because consumer research behavior theory and factors influencing consumers' online purchase intention behavior were first described, and then data were collected and interpreted using a questionnaire. Examining consumers' online purchasing intent behavior on the Internet requires direct interaction with changing sentiments, purchasing trends, and statistical characteristics. According to Nadeem (2015), the influence among buyers can be defined through a confirmatory factor analysis, which quantifies the relationship between consumers' online purchase intentions and buyers' predispositions. For this approach, the review will focus on the variables influencing trends in consumer online purchase intentions within Saudi Arabian e-retailers.

### *3.1 Demographics*

Men are not good purchasers in general, even in offline marketing. Women shop for their spouses, children, elderly parents, and in-laws in addition to shopping for themselves. Their shopping selections are more emotionally charged. Whatever impact technology advancements have on the way people buy items; one thing will remain constant: women will continue to be the world's top shoppers. The total number of target samples is 120. The sample size for the quantitative study was 120 consumers with online shopping experience and currently residing in Riyadh and Jeddah, the two cities with the largest population and highest use of digital technology in Saudi Arabia. The results showed that among the 120 people, 77 were women, representing 64.2% of the total target population, and 43 were men, representing 35.8% of the total target population of the sample. In the age frequency section, the respondents were between 35-40 years old, with a total of 59 people, representing 49.2% of the total. The second and third tallest respondents were between 30 and 34 years old and 25 and 29 years old. According to Table 1, most of the respondents were university students, with a total of 49 people, which represents 40.8% of the total sample. Postgraduate buyers follow, with 30.8% self-employed and 15.8% graduates. 5.1% were middle school/high school certificate holders, respectively. 7.5% of buyers have training certificates. The demographic frequency and percentage of respondents table 1 can be found below.

Table 1. Demographic Frequency and Percent of Respondents

| <b>Gender Frequency and Percentage</b>                      |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
|---|--|------------------|----------------|----------------------|
| Valid   | Male                                   | 43               | 35.8           | 35.8                 |
|   | Female                                 | 77               | 64.2           | 64.2                 |
|   | Total                                  | 120              | 100.0          | 100.0                |
| <b>Age Frequency and Percent</b>                            |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
| Valid   | 25 - 29 years                          | 19               | 15.8           | 15.8                 |
|   | 30 - 34 years                          | 42               | 35.0           | 35.0                 |
|   | 35 - 40 years                          | 59               | 49.2           | 49.2                 |
|   | Total                                  | 120              | 100.0          | 100.0                |
| <b>Qualification Frequency and Percent</b>                  |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
|   | Training Certificate                   | 9                | 7.5            | 7.5                  |
|   | Secondary/higher Secondary Certificate | 6                | 5.1            | 5.1                  |
|   | Diploma                                | 19               | 15.8           | 15.8                 |
| Valid   | Bachelor Degree                        | 49               | 40.8           | 40.8                 |
|   | Post Graduate                          | 37               | 30.8           | 30.8                 |
|   | Total                                  | 120              | 100.0          | 100.0                |
| <b>Online Shopping Frequency and Percent</b>                |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
|   | None                                   | 26               | 21.6           | 21.6                 |
|   | 1 – 3 Time in a Month                  | 65               | 54.2           | 54.2                 |
|   | 4 – 6 Time in a Month                  | 21               | 17.5           | 17.5                 |
| Valid   | 7 – 9 Time in a Month                  | 5                | 4.2            | 4.2                  |
|   | 10 Time in a Month                     | 3                | 2.5            | 2.5                  |
|   | Total                                  | 120              | 100.0          | 100.0                |
| <b>Money Spent on Online Shopping Frequency and Percent</b> |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
|   | Below SAR250                           | 3                | 2.5            | 2.5                  |
| Valid   | SAR251 and SAR500                      | 1                | 0.8            | 0.8                  |
|   | SAR501 and SAR750                      | 3                | 2.5            | 2.5                  |
|   | SAR751 and SAR1000                     | 11               | 9.2            | 9.2                  |
|   | SAR1001 and SAR1250                    | 28               | 23.3           | 23.3                 |
|   | Above SAR1250                          | 74               | 61.7           | 61.7                 |
|   | Total                                  | 120              | 100.0          | 100.0                |
| <b>Purchase Online Frequency and Percent</b>                |  | <b>Frequency</b> | <b>Percent</b> | <b>Valid Percent</b> |
|   | Flight Tickets                         | 21               | 17.5           | 17.5                 |
|   | Movie Tickets                          | 17               | 14.2           | 14.2                 |
| Valid   | Books                                  | 3                | 2.5            | 2.5                  |
|   | Electronic Goods                       | 8                | 6.7            | 6.7                  |
|   | Cosmetics                              | 51               | 42.5           | 42.5                 |
|   | Clothes                                | 20               | 16.6           | 16.6                 |
|   | Total                                  | 120              | 100.0          | 100.0                |

The number of people using the Internet in Saudi Arabia is growing rapidly. At least 65% of people make online purchases (1-3 times) each month and 21.6% do not. 17.5% of those surveyed buy online from 4 to 6 times a month, and from 7 to 9 times a month, they are 4.2% of buyers who buy online. 2.5% of shoppers who make 10 online purchases in a month have their own small businesses. Another important factor influencing the purchasing habits of Saudis is their monthly income. Income inequality between the rich and the middle class has also increased in the last decade. The purchasing power of an individual is largely determined by their income level. People earning less than SAR 500 in Saudi Arabia shop online less often than those earning more than SAR 1,250. This result also shows that cosmetics buyers have the highest percentage at 42.5%, as the majority of respondents in this study are women. 16.6% of shoppers buy clothing online, followed by airline tickets at 17.5%. This can be

attributed to the fact that most people's shopping lists mostly consist of clothes, plane tickets, movie tickets, cosmetics, electronics, and other items like toys and school supplies.

### 3.2 Measurement Model Assessment

Evaluate measurement models to evaluate values of coefficients, loadings, and means to study metrics and variables. It is evaluated by calculating Smart PLS-3. Henseler, Ringle, and Sinkovics (2009) and Hair Jr et al. (2017) suggest a coefficient of 0.7 or higher, a mean of 0.5 or higher, and a Chin (1998) loading of 0.6 or higher is an acceptable value (Chin, et. al., 1998; Hair Jr, Hult, Ringle, and Sarstedt, 2017; Henseler, Ringle, and Sinkovics, 2009b). This approach has been widely used in other studies (Anjum, Farrukh, Heidler, and Tautiva, 2021; Anjum, Heidler, Amoozegar, and Anees, 2021; Rao, Valliappan, and Muhammad, 2019).

Table 2. Internal consistency

| Constructs                | Indicators | Loading | Composite Reliability | AVE  |
|---------------------------|------------|---------|-----------------------|------|
| Website Quality           | WQ1        | .689    | .722                  | .698 |
|                           | WQ2        | .783    |                       |      |
|                           | WQ3        | .699    |                       |      |
|                           | WQ4        | .789    |                       |      |
|                           | WQ5        | .825    |                       |      |
|                           | WQ6        | .719    |                       |      |
| Perceived Conveniences    | PC1        | .769    | .737                  | .632 |
|                           | PC2        | .779    |                       |      |
|                           | PC3        | .701    |                       |      |
|                           | PC4        | .719    |                       |      |
|                           | PC5        | .741    |                       |      |
| Customer Satisfaction     | CS1        | .802    | .768                  | .659 |
|                           | CS2        | .759    |                       |      |
|                           | CS3        | .739    |                       |      |
|                           | CS4        | .719    |                       |      |
|                           | CS5        | .728    |                       |      |
| Online Purchase Intention | OPI1       | .809    | .798                  | .667 |
|                           | OPI2       | .782    |                       |      |
|                           | OPI3       | .831    |                       |      |
|                           | OPI4       | .709    |                       |      |
|                           | OPI5       | .721    |                       |      |

In addition, the Fornell and Larcker methods were also used to assess discriminative validity (Anjum, Ramzani, & Nazar, 2019; Ansari, Anjum, Farrukh, & Heidler, 2021; Anees, Anjum, Amoozegar, Raju, & Heidler, 2021). It proposes that the highest constructed value must be greater than all the values of the other variables (Fornell & Larcker, 1981; Hair Jr et al., 2017; Henseler, Ringle, & Sinkovics, 2009a).

Table 3. Fornell and Larcker's Assessment

| Constructs                | Website Quality | Perceived Conveniences | Customer Satisfaction | Online Purchase Intention |
|---------------------------|-----------------|------------------------|-----------------------|---------------------------|
| Website Quality           | .835            |                        |                       |                           |
| Perceived Conveniences    | .479            | .794                   |                       |                           |
| Customer Satisfaction     | .561            | .492                   | .811                  |                           |
| Online Purchase Intention | .599            | .501                   | .681                  | .816                      |

### 3.3 Structural Model Assessment

Structural model evaluation is used to assess relationships between potential structures and check the robustness of conceptual models. To do this, we investigate direct effects (path coefficients) and mediators (specific indirect) between structures (Anees, Nordin, Anjum, Cavaliere, and Heidler, 2020; Anjum, Ramani Bai, and Nazar, 2020; Anees, Heidler, Knight, and Notting, 2021). The T value must be above 1.69 and the p value must be below 0.05 (Henseler, Ringle, and Sinkovics, 2009b; Hair Jr et al., 2017).

Table 4. Path Coefficients

|    | Hypothesis  | Path coefficient | t-value | p-value | Decision |
|----|---|------------------|---------|---------|----------|
| H1 | Website quality has direct significant effect on online purchase intention.         | 0.451            | 2.33    | .001    | Accepted |
| H2 | Perceived conveniences have direct significant effect on online purchase intention. | 0.332            | 2.56    | .001    | Accepted |
| H5 | Customer satisfaction has direct significant effect on online purchase intention.   | 0.125            | 3.13    | .002    | Accepted |

Table 5. Specific indirect effect (Mediating effect)

|    | Hypothesis  | Beta  | t-value | p-value | Decision |
|----|---|-------|---------|---------|----------|
| H3 | Customer satisfaction mediates the relationship between website quality and online purchase intention.        | 0.212 | 4.12    | .001    | Accepted |
| H4 | Customer satisfaction mediates the relationship between perceived conveniences and online purchase intention. | 0.137 | 2.91    | .001    | Accepted |

### 3.4 Coefficients of Determination ( $R^2$ )

$R^2$  was examined based on endogenous latent variables with thresholds of acceptable  $R^2$  values of 0.19, 0.33, and 0.67 for weak, mediating, and strong (Anjum, Ramzani et al., 2018; Henseler et al., 2009a; Saeed Muhammad, Temoor, and Afridi, 2020; Anees, Raju, and Anjum et al., 2020).

Table 6. Coefficients of Determination ( $R^2$ )

| Variables                  | $R^2$ | Range    |
|----------------------------|-------|----------|
| Online Purchase Intention. | .52   | Moderate |

#### 4. Discussion

The goal of this study was to look at the impact of website quality and perceived convenience as a need for online purchase intention, with customer satisfaction working as a mediator. As a result, in order to maintain a competitive edge and increase customer purchase intention, website quality must be continuously improved in order to attract new customers and keep existing ones. Website quality has a considerable positive impact on online purchase intention, according to survey results from the first half of the year. Contributions to the field of knowledge are discussed, as well as the ramifications for e-commerce sellers. Customers' expectations for perceived comfort have increased as a natural response to service innovations brought by site managers and vendors, according to the data. As a result, continuing enhancement of very convenient online services necessitates frequent monitoring of consumers' views and expectations of perceived convenience. H2 is further backed up by the fact that perceived convenience has a considerable and favourable impact on online purchase intention. The findings of the study reveal that the website's quality has a beneficial impact on consumer satisfaction. Previous research by Sina (2011) and Saputra (2014) indicated that the quality of a website is a strong indicator of consumer satisfaction. In Saudi Arabia, however, there is a strong link between website quality and Generation Y's propensity to shop online. The findings of this study back up the findings of the previous one. Website quality has an impact on online purchase intention (Shaheen, Cheng and Lee, 2012). Customer satisfaction is entirely mediated by website quality, perceived convenience, and online purchase intention, according to the findings of the mediation analysis. Customer satisfaction has a large and positive mediating influence on website quality and perceived convenience, therefore H3 and H4 are also supported. We can observe part of the treatment option in this situation, because the direct relationship has a favourable effect as well. Customer satisfaction has a direct and considerable effect on online purchase intention, according to the fifth hypothesis (H5). As a result, all of the study's hypotheses had a significant and favourable impact. These data suggest that site quality and perceived convenience may increase online purchase intention, while customer satisfaction may also support brokers. However, other characteristics in the literature, such as trust, loyalty, market intelligence, and knowledge, are also drivers of online purchase intentions.

#### 5. Conclusion

This study examines the impact of website quality, perceived convenience factors, and consumer satisfaction mediators on purchase intention according to the proposed research model. Our empirical findings confirm that website quality, perceived convenience factors, and consumer satisfaction mediators positively influence initial intent, which in turn influences ongoing purchase intent. E-commerce businesses go to great lengths to set themselves apart from their competition by offering high-quality features. Website quality

characteristics such as marketing strategy, responsiveness, usability, reliability, usability, and website content and service provided should be given more attention, according to our findings. Personalization, customer feedback and ratings, and good follow-up on consumer complaints are just a few examples. While the study is not representative of all Gen Y consumers in Saudi Arabia, it does provide valuable insights that other researchers and practitioners can further explore to increase user engagement on e-commerce sites and purchase intentions. of consumers. It's crucial to note, however, that website quality, perceived convenience, and consumer satisfaction aren't the only factors that influence consumer purchase intention. Other factors that influence consumer satisfaction include strong customer service, effective product distribution and logistics, and positive customer reviews.

## 7. Limitation and Future Research

There are a few shortcomings in this research that need to be rectified. To begin with, website quality is a complex structure. However, this research only looks at three aspects of website quality. Other website quality aspects (such as usability, security, dependability, performance, portability, accessibility, and web standards compliance) can lead to different outcomes. Other website quality attributes not covered in this study could be considered in future research. Second, customer satisfaction is only a mediating variable in this study, which employs another dependent variable of perceived desirability as a dependent variable. More research is needed to see how variables like switching costs, reputation, payment method, and post-sale risk affect the outcome. Finally, this research looks at online purchase intention as a predictor of actual customer purchasing behaviour.

Respondents are not equally representative based on sample population and demographic differences. Therefore, the general applicability of the findings to all consumers in Saudi Arabia is limited. Future research should expand the distribution of the questionnaire to other cities such as Dammam, Tabuk, Medina, and other states in Saudi Arabia. Beyond that, it should also be expanded to other age groups.

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