

# Factors Affecting Customers' Repurchase Intention in Online Shopping Case Study: Jumia Algeria

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## ABSTRACT

*The emergence of e-commerce has profoundly changed consumer behaviour, making online shopping a major force due to its convenience and accessibility. It is important for online retailers to understand repurchase intentions in order to sustain and grow their customer base. This research, which was carried out in Jumia Algeria, explores the factors driving customers to repurchase from online retailers in Algeria. We adopted a blended approach, combining both qualitative and quantitative methods, conducting interviews with six individuals, and administering an online survey to a final sample of 91 users aged between 18 and 64, located in 13 districts, who met the criteria of having made at least one prior and recent purchase using specifically the Jumia mobile application. The data were processed using Nvivo and SPSS software. Furthermore, a multiple regression technique was used to assess the possible connection between the variables. The results indicated that perceived ease of use, perceived usefulness, service quality, customer experience, and satisfaction positively affect repurchase intention. Although these findings provide practical insights for improving customer retention in the Algerian online shopping market, certain limitations should be acknowledged. The survey target was restricted to specific criteria, which may affect the broader applicability of the findings. Additionally, the study's focus on the Algerian market, with over 60% of respondents being from the capital, limits the relevance to the other regions. Finally, the qualitative phase is carried out in order to obtain the consumers' perception and derive the most important factors; based on six individual interviews, it provides depth but does not fully capture the diversity of consumers' experiences.*

**KEYWORDS:** *perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust, satisfaction, repurchase intention, technology acceptance model.*

**JEL CLASSIFICATION:** *L8, L81*

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## 1. INTRODUCTION

Through the years, the internet has revolutionised business in a way, redirecting consumer's preferences from physical stores to online shopping due to multiple reasons, among them convenience, easy access to information, ability to compare products, 24/7 availability, and time savings (Wen et al., 2011). Advances in technology and the COVID-19 pandemic further accelerated e-commerce adoption in 2019, as confinement forced businesses and consumers to embrace online transactions. Online shopping has grown rapidly despite its novelty, counting more than two billion shoppers worldwide. Thanks to the advantages, such as time-saving and access to a wide variety of products and services, the costs associated with traditional shopping are avoided. This shift created substantial opportunities for marketers (Guan & Cheng, 2009).

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Nowadays, companies must have an online presence to remain active and competitive and to have an insight into any concerns addressed about product quality and trust through online product recommendation agents (Xiao & Benbasat, 2007). For online retailers, understanding how shoppers behave is the key to cultivating lasting relationships and developing successful strategies. More research is needed, especially in developing countries where e-commerce growth is slower.

In Algeria, despite the existing potential to boost economic growth, e-commerce business has not been very successful due to multiple challenges: the lack of high internet speed and bandwidth that meet the requirements of e-commerce and the minimal use of credit cards due to cultural factors and digital literacy. In addition, the law adopted by Algeria in 2018 defined its first e-commerce regulations, which require online markets to host their website in Algeria and register with the Algerian commercial registry.

The first Algerian online shopping website, Ouedkniss, launched in 2006, remains popular, but mainly serves as a classifieds platform where payment is made primarily in cash upon delivery of items. In a market where research remains limited, particularly when it comes to consumers' motivations during online repurchasing. This research seeks to explore Jumia, a multinational e-commerce platform that penetrated Algeria in 2014, and to evaluate whether its strategies effectively improve customer retention by identifying the factors that drive customers who purchased previously from the platform to repurchase from the same retailer again. Understanding these factors is crucial for ensuring long-term business success in a market where e-commerce is still gaining traction.

For the purpose of gaining more insights into the customer's repurchase intentions in Algeria, this study presents a theoretical model that expands upon the Technology Acceptance Model (TAM). A theoretical framework designed to explain the users' adoption and usage of technology (Davis, 1989) by incorporating two main variables such as perceived ease of use, which is a cognitive effort that the user needs while exploring and using new technology, and perceived usefulness, which is the users' subjective opinion and assessment of the utility offered by technology.

Additionally, this study explores consumers' trust, which is defined as one's belief that the other party will behave in a dependable way (Mayer et al., 1995). Furthermore, a better understanding of the mentioned variables, along with perceived price, service quality, experience, and satisfaction, is provided in detail in the literature review, which leads us to formulate and explore the next research questions:

- Q1: What is the effect of perceived ease of use on repurchase intention in online shopping?
- Q2: What is the effect of perceived usefulness on repurchase intention in online shopping?
- Q3: What is the effect of perceived price on repurchase intention in online shopping?
- Q4: What is the effect of service quality on repurchase intention in online shopping?
- Q5: What is the effect of experience on repurchase intention in online shopping?
- Q6: What is the effect of trust on repurchase intention in online shopping?
- Q7: What is the effect of satisfaction on repurchase intention in online shopping?

## 2. LITERATURE REVIEW

### 2.1 Perceived Ease of Use

Many studies have tested multiple factors that influence online repurchase intentions, including a variety of variables. In an influential study featured in *MIS Quarterly*, the Technology Acceptance Model (TAM) using quantitative methods was introduced by Davis (1989), which according to, two main factors influence the user's decisions to adopt and employ technology: Perceived ease of use (PEOU) and Perceived Usefulness (PU). PEOU alludes to the system's layout, the ease of browsing, and the accessibility to information and products during the search, following the concept of "convenience" mentioned by Anderson and Srinivasan (2002).

While Davis' study does not focus on repurchase intention, it still provides a theoretical foundation to better understand the relationship between PEOU, PU, and user acceptance of technology. This connection can be broadened to consumer's online repurchase intention. Kusumadewi and Wafiyah (2020) led a study on the e-commerce platform Shopee; the study itself aimed to determine the most important factors persuading consumers to make more than one purchase on the platform. 100 Shopee users participated in the survey, and the data were analysed using structural equation modelling (SEM) to determine the connection between PEOU and the repurchase intention. Ultimately, the research confirmed that Perceived Ease of Use influences repurchase intention on the e-commerce platform. However, Azmen et al. (2018) found that PEOU has no effect on repurchase intention in a study that included 200 respondents shopping from the Tokopedia platform.

These results do not entirely transmit to the Algerian market, where the technological infrastructure varies, and challenges such as lower internet penetration rates, estimated at 59.6% in 2021 (Datareportal), and limited experience with online retailer platforms are faced, and the influence of PEOU may differ due to these conditions.

### 2.2 Perceived Usefulness

As noted previously, the Technology Acceptance Model highlights the connection between perceived usefulness and user acceptance. In accordance with Al-Maghrabi et al. (2011) research, consumers are likely to keep purchasing online if they find the procedure beneficial in spite of their previous experiences being unpleasant. Moreover, Chen (2012), Nurcaya, and Purnami (2015) (as cited by Kusumadewi and Wafiyah 2020) in their study confirmed that perceived usefulness has a positive impact on repurchase intention. In contrast, Orohg et al. (2015) reported in their study that included a sample of 100 respondents that perceived usefulness has no significant influence on consumers' intention to repurchase Lion Air airline tickets.

However, the Algerian market brings complexity to PU due to logistical challenges like delayed deliveries and the obstacles facing online payments such as the lack of widespread payment gateways. Many Algerian consumers remain at ease with traditional shopping, with approximately 95% of transactions occurring offline (Algeriainvest), which can potentially influence the role of PU in the Algerian community.

### 2.3 Perceived price

Customers always contemplate price when weighing the value of a product or a service (Fornell, 1992). A few studies established the positive influence of price perception on purchase and repurchase intentions (Ladhari et al., 2019; Petrick, 2002). An additional study executed by Yulisetiari et al. (2017) also carried out the same results. Price perception symbolises the

sacrifice made by the customer to obtain a certain product or service, and if that price corresponds to his expectations, it reinforces the tendency of repeat purchases, whereas the possibility of repurchasing can diminish in case of a mismatch. Backing the same results, Jiang et al. (2005) highlighted the key role that price plays in driving online repurchases.

Nevertheless, some findings suggest that price perception and sensitivity may vary among consumer segments where disposable income is limited (Petrick, 2004).

In Algeria, economic challenges, such as fluctuating exchange rates, limited purchasing power, and unemployment rates, may amplify consumers' sensitivity to prices. Additionally, the devaluation of the currency (Algerian dinar) further impacts the accessibility to non-local products.

#### **2.4 Service Quality**

Online merchants are prioritising service quality due to its importance in the e-commerce market. Especially with the absence of direct interactions, as mentioned by Ahn et al. (2004). A study by Soelasih and Suhaily (2017) explored the effect of multiple variables, including service quality, on repurchase intention where a quantitative approach was employed using a random sampling method, and 180 individuals with prior online shopping experience took part in the survey. The obtained data were analysed using Structural Equation Modeling, in which it was revealed that e-service quality notably affects repurchase intention.

Moreover, the customer's eagerness and willingness to repurchase from the same retailer is greatly affected by the level and the quality of the service delivered by the retailer. Yulisetiari et al. (2017) confirmed that customers will decide to buy again from the same store, as long as great quality services, correct information, and immediate feedback are provided, confirmed it. Meanwhile, Susanto et al. (2021) presented that service quality has no impact on repurchase intention, as evidenced during their case study at Crown Prince Hotel Surabaya, with 86 respondents using their survey.

#### **2.5 Experience**

A study on a popular Indonesian website called Tokopedia was led by Pasharibu et al. (2018), where a quantitative approach was adopted, and 200 individuals were surveyed; after the analysis of the obtained data using multiple linear regression techniques, the study detected multiple dimensions of customer experience, such as sensory, emotional, behavioural, and relational aspects positively influence repurchase intention. Similarly, another research explored the impact of various variables, including prior experience, on customers online repurchase intention, combining both the Expectation Confirmation Theory (ECT) and an expanded Technology Acceptance Model (TAM). The survey involved 244 Indian online customers; the results obtained underline the importance of perceived usefulness, perceived ease of use, and satisfaction, but also the significant role of experience in online repurchase intention and how a positive one could strengthen the customers' willingness to engage in more purchases.

In Algeria, due to the multiple challenges, from unstable internet speed, logistical hardships, and lack of delivery track systems, consumers may be exposed to negative experiences, thereby affecting the repurchase intention decision.

## 2.6 Trust

Equally, to any other variable, trust is an important one in boosting online repurchase intention. Kusumadewi and Wafiyah (2020), during their research on Shopee, trust was found to highly enhance the tendency of repeat purchases. Furthermore, Aren et al. (2013) led an online and paper survey with 300 students with a previous shopping experience to explore the connection between trust and repurchase intention while shopping on the same website; the results supported the positive connection between the two, notably accentuating the importance of trust in data security and privacy.

Similarly, Chiu et al. (2009) extended the TAM and developed a theoretical model including trust and other variables to study the customer online repurchase intention, in which Partial Least Squares (PLS-Graph version 3.0) were used during the data analysis, the results obtained reinforce the significance of trust predictor of customers repurchase intention. Even though, these studies together emphasise the important role of trust in enhancing online repurchase intention. A quantitative study analysing trust and other factors in building online repurchase intention led by Armilawati et al. (2020) on 96 people aged between 17 and 31 years old contradicted the previous results mentioned above and highlighted that increasing or decreasing trust does not affect consumers repurchase intention.

Nonetheless, trust remains an obstacle to most consumers in Algeria due to fraud, counterfeit goods, and data privacy, especially with the absence of a legal framework to protect the consumers, which contributes initially to their hesitation in repurchasing again from the online platforms.

## 2.7 Satisfaction

For more than three decades, satisfaction has been the core concept of marketing, considered one of the main objectives in marketing, and one of the most critical constructs in purchase behaviour. In a study led by Soelasih and Suhaily (2017), it was found that satisfaction positively affects repurchase intention, supporting that satisfied customers are more likely to repeat purchases.

Furthermore, Tehreem (2016) explored in the Pakistani community the main antecedents of online repurchase intentions using a quantitative study involving 180 respondents; the research confirmed that satisfaction is a crucial determinant of online repurchase intention.

According to (Kotler, 2000), consumers will take a step towards repurchasing once they are satisfied; hence, it increases the will to shop online, making satisfaction a vital focus for online businesses aiming to build customer loyalty and secure repeat sales. In Algeria, addressing the multiple obstacles that consumers face is crucial for repurchase intention and long-term loyalty.

## 2.8 Repurchase intention

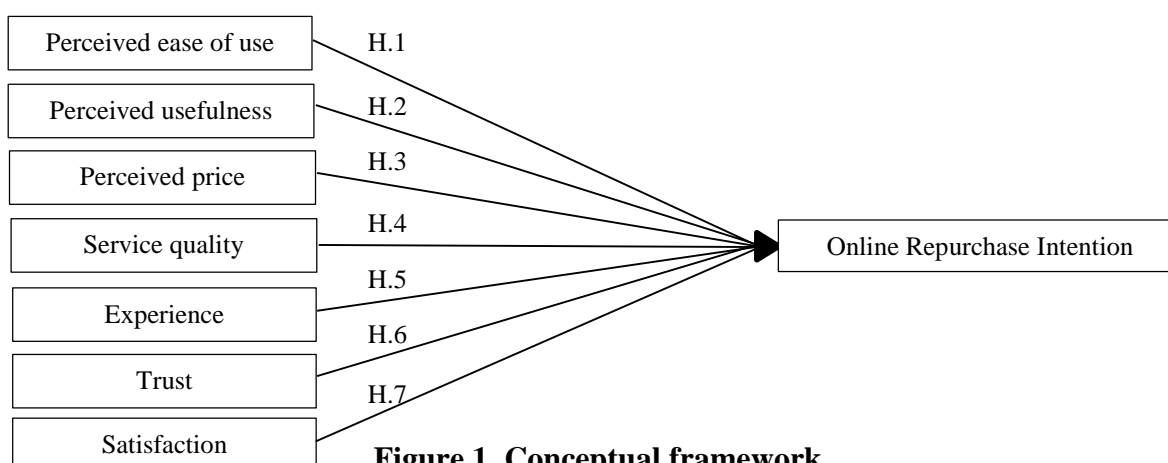
Online customer retention is vital in marketing, with concepts such as “online repurchase intention” and “continuing to shop online” being important topics to study. It is described that repurchases are real acts of buying again, while repurchase intentions are the thought or the choice to make further purchases in the future from the same retailer Hume et al. (2007).

Furthermore, Hellier et al. (2003) defined repurchase intention as the decision made by customers to repeatedly buy a product or service from the same company while taking into consideration their situations and circumstances. It is known that repeat purchasing is a main profit source and long-lasting relationship-building for retail businesses (Gupta & Kim, 2007).

This not only produces income but also fosters positive associations among consumers, which can potentially lead to positive word-of-mouth and loyal customers.

Hair et al. (2012) confirmed that good, stable relationships, along with satisfaction and trust, affect the customer's repurchase intention. Understanding these dynamics helps enterprises develop strategies in order to improve customer retention and boost repeat purchases, which is important for long-term success in the competitive e-commerce landscape.

### 3. CONCEPTUAL FRAMEWORK



**Figure 1. Conceptual framework**

*Source:* developed by the author

The conceptual framework presented in Figure 1 outlines the hypothesised connection between perceived ease of use, perceived usefulness, service quality, perceived price, experience, trust, satisfaction, and online repurchase intention. The objective of this model is to determine whether these variables positively influence repurchase intention and the extent and nature of these influences.

By systematically analysing these relationships, the framework submits a structured approach to understanding the factors driving repeat online purchases and provides insights for optimising e-commerce strategies within the Jumia Company.

#### 3.1 Research Hypothesis:

The hypotheses in this research were derived from the insights gained from the literature review, in which both the research question and the conceptual framework were formed.

A key concept in this study is repurchase intention, which is the customers' decision to purchase the product or service multiple times from the same firm, taking into consideration their own situation and circumstances (Geursen & Carr, 2003). This groundwork allows us to explore the interactions among the variables under investigation. In the following section, we outline the formulation of each hypothesis.

##### 3.1.1 Effect of perceived ease of use on repurchase intention in online shopping

Perceived ease of use is "the degree to which one believes that using the technology will be free of effort" (Peng et al., 2008). In Davis's (1989) study, perceived ease of use (PEOU) is a critical factor in a user's decision to adopt technology and a fundamental element in online repurchase

intention. Amin and Rezaei (2013) established a significant relationship between PEOU and repurchase intention, concluding that the repurchase action is likely to happen if online shopping is easy.

Consumers who find it easy to use e-commerce websites, access product information, make purchases, and complete payments are more likely to view online shopping as more useful than traditional shopping (Johan et al., 2020). However, the low internet penetration that the government is still working on in Algeria may impact consumers' decisions during the use of a certain platform.

*H.1. Perceived ease of use has a positive effect on repurchase intention in online shopping.*

### **3.1.2 Effect of perceived usefulness on repurchase intention in online shopping**

According to (Peng, Wang, & Cai, 2008), "perceived usefulness is the degree to which a person believes using the technology is useful and will improve their performance." Studies by Chen (2012), Nurcaya and Purnami (2015) (as cited by Kusumadewi and Wafiyah 2020), and Wen et al. (2011) demonstrate a positive impact of perceived usefulness on repurchase intention. It was also stated in Al-Maghrabi et al.'s (2011) research that perceived usefulness is the strongest predictor of intention in TAM and remains a significant predictor of customer continuance intention.

Similarly, Briliana and Puspitasari (2017) affirm the same connection in their research. However, Tehreem (2016) reports that perceived usefulness does not have a significant positive effect on repurchase intention, suggesting a potential divergence in its impact; the same results could potentially be obtained from this research since most Algerians either use social media or traditional stores for their purchases or re-purchases.

*H.2. Perceived usefulness has a positive effect on repurchase intention in online shopping.*

### **3.1.3 Effect of Perceived Price on repurchase Intention in online shopping**

(Lee et al., 2011) Proposes that price perception is a consumer's rate and emotional association of whether the offered price by the retailer and the compared price to other competitors is reasonable, tolerable, or justifiable.

Fornell (1992) mentions that customers consider price when assessing the value of a product or service because price perception represents both the value and sacrifice given in return for a product or a service.

Yulisetiari et al. (2017) elaborate that price perception significantly influences repurchase intention; if the price aligns with the customer's expectations, it enhances the likelihood of repeat purchases, whereas a mismatch can decrease the probability of buying again. Supporting these findings, Jiang et al. (2005) emphasise the crucial role that price plays in driving repeat online purchases.

In the Algerian context, this relationship is shaped by factors such as economic conditions and the concurrence with prevalence markets, where price discrepancies can influence consumers' behaviour.

*H.3. Perceived price has a positive effect on repurchase intention in online shopping.*

### **3.1.4 Effect of perceived service quality on repurchase intention in online shopping**

(Lewis & Booms, 1983) Stated that service quality is an assessment that represents the abilities and the performance of the delivered service to match the customers' needs. The quality of service provided by an online store significantly impacts customers repurchase intention and is crucial for establishing a competitive edge in online business.

Yulisetiari et al. (2017), whom we have referred to during the development of our theoretical model, stated that service quality has a positive impact on repurchase intention since it is one of the factors customers take into consideration while shopping online.

Zeithaml (1996) also studied service quality as a factor influencing repurchase intention from a service perspective, and it was confirmed that a direct connection existed. Similarly.

*H.4. Perceived service quality has a positive effect on repurchase intention in online shopping.*

### **3.1.5 Effect of experience on repurchase intention in online shopping**

According to (Novak et al., 2013) study, experience is considered to be the customers' subjective and inner responses when receiving indirect or direct contact with the firm. Ardani and Febriani (2021) noted in their research that Cahyani et al. (2019) accentuated the importance of providing high-quality customer experiences as competition intensifies. As customers are engaged in every interaction, an approach ensures customer satisfaction and a positive experience.

However, Ardani and Febriani (2021) also mentioned that Adinata and Yasa (2018) reported different findings, indicating that experience does not significantly affect repurchase intention and that other factors may play a role in this specific behaviour.

Conversely, Khan et al. (2020), who focused on brand experience, found a positive relationship, solidifying the idea that enhancing the overall experience is essential; while these studies show the strong influence of experience, there has been little research addressing this relationship in Algeria.

*H.5. Experience has a positive effect on repurchase intention in online shopping.*

### **3.1.6 Effect of trust on repurchase intention in online shopping**

According to (Eid, 2011), trust is defined as a set of beliefs that a customer holds toward a certain supplier's characteristics and the future behaviour of other suppliers; in other words, the reliance a customer has towards a product or a service.

Murdifin et al. (2020) say that when trust in a company is high, the likelihood of repeat purchases increases, enhancing customer repurchase interest. Trust plays an important role in nurturing the customer's repurchase intention, which is mainly related to their experience during the purchase and the level of trust developed towards the e-retailer, which can be based on the reliability of the merchants.

Oroh et al. (2015) also support this, and Aren et al. (2013) noted that trust encourages customers to make repeat purchases from the same company. Additionally, Wilson (2019) cites Nugraha and Setyorini (2016), who confirmed that trust has a positive effect on repurchase intention in the e-commerce sector.



H.6. *Trust has a positive effect on repurchase intention in online shopping.*

### **3.1.7 Effect of satisfaction on repurchase intention in online shopping**

According to (Bloemer et al., 1999), satisfaction is the result of an evaluation made subjectively by the consumer where alternatives can meet or exceed expectations, in other words, a comparison between performance and expectations.

Online customers are more likely to shop again and even recommend the retailer to their entourage, while dissatisfied customers tend to leave without sometimes lodging complaints. Soelasih and Suhaily (2018) reference Lin & Lekhawipat (2014), who observed that satisfied customers are more likely to make future purchases compared to dissatisfied ones.

According to Kim et al. (2009), satisfied customers are less likely to seek alternatives from other e-stores. Numerous e-commerce studies highlight the importance of satisfaction as it is a great measure of repurchase intention and leads to greater retention rates.

H.7. *Satisfaction has a positive effect on repurchase intention in online shopping.*

## **4. METHODOLOGY**

This study employed a mixed-method approach in order to achieve the research objectives, combining both qualitative and quantitative methods, which are considered complementary. The qualitative method was integrated in order to identify and determine the most significant variables. This phase involved carrying out six individual interviews with Jumia customers, with the aim to explore their perception of repurchase intention and identify the most critical factors influencing their continued use of the Jumia mall application. The obtained data were transcribed using Microsoft Word and analysed with Nvivo 12 to create initial codes, which were then translated into variables for further analysis.

The quantitative phase is classified as causal research, which aims to test the causal relationships between two or more variables by evaluating the formulated hypotheses (Sugiyono, 2017, as cited by Maygita, K. & Ma'ruf, A. 2021). This phase tested the theory using statistical analysis; a survey was conducted using an online self-administered questionnaire to quantify and measure the relationships between the variables under study. Measurement scales validated in the literature were employed to assess these variables, drawing from Davis (1985), Childers et al. (2001), Hair et al. (1998), Blut (2016), Parasuraman et al. (2005), Janda et al., (2002), Hair et al., (2011), Gefen et al., (2003), and Anderson and Srinivasan (2003).

Questions covering all the variables were asked (Annex 1), in addition to demographic information and specific criteria. All the questions were closed-ended, using a 5-point Likert scale. Convenience sampling was used to select the research sample. Data were collected from a sample of 91 online customers living in Algeria who used the Jumia online mall application between 08/04/2021 and 09/02/2021. The number of the sample was the result of the survey's administration process; while the survey attracted a larger pool of participants, only 91 individuals successfully met the criteria in order to proceed with the rest of the survey. With 60% of respondents being from the capital, it is important to acknowledge this demographic focus may limit the sample representativeness of the broader Algerian population.

The interviewees and survey participants were selected based on their use of the Jumia mobile application for shopping, with the additional requirement of a previous purchase and their recent one not exceeding 12 months, ensuring that they had recent experience with the retailer platform.

Using IBM SPSS software, version 20.0, data processing and analysis were conducted, and the analysis strategy included coding the extracted keywords, conducting a reliability test of the scales (Cronbach's alpha), performing a principal component analysis (PCA), and finally testing the hypotheses using multiple linear regression.

The mixed approach used in this research helped to capture the depth of consumer behaviour while enabling the generalisability of the findings. The qualitative results helped refine the variables for the quantitative phase, ensuring that they were grounded in real-world experiences. Furthermore, the mixed methods enhanced the validity of the study by integrating the strengths of both approaches and providing a more robust analysis of the factors influencing repurchase intentions in Algeria.

## 5. RESULTS

### 5.1 Qualitative Analysis Results

The processing of the collected data from the qualitative study was carried out using Microsoft Word for transcription, followed by Nvivo 12 to create initial codes and combine them into themes, which were subsequently measured.

**Table 1. Interviewees profile**

Interviewees	Gender	Age	Function	Region
Interviewee 01	Male	28	Internal medicine PR specialist	Algiers
Interviewee 02	Male	26	Community manager	Algiers
Interviewee 03	Female	32	Entrepreneur	Tipaza
Interviewee 04	Female	64	General manager	Blida
Interviewee 05	Female	24	Unemployed	Algiers
Interviewee 06	Male	24	Student	Souk-Ahras

*Source: authors' own processing*

**Table 2. Interview derived keywords**

Variables	Keywords
Perceived ease of use	Easy – Clear- Fluid
Perceived usefulness	Practical - Useful
Perceived price	Expensive – lack of discounts
Service quality	Delivery on time - Return reclamations - Customer service
Experience	Previous purchase - Purchase process
Trust	Leader - Multinational Company - Positive first purchase
Satisfaction	Happy - Satisfied – Disappointment
Repurchase intention	Repurchase again - absolutely.

*Source: authors' own processing*

The qualitative method was executed through six interviews with Jumia mobile application users, in which insights like a user-friendly application, clear and easy to navigate were obtained; these insights align with the concept of perceived ease of use, which refers to the extent to which users would believe that by utilising a specific system, they would do it effortlessly.

In terms of perceived usefulness, terms like Practical and useful were highlighted, especially during the Covid-19 years, which enhances the definition of perceived usefulness by (Tahar et al., 2020), as it is defined as the extent to which users feel that using the help of technology, they can improve their performance.

The interviews also surfaced insights related to perceived price, a key variable that represents consumers' rates and emotional associations regarding whether the offered price by the retailer and the compared price to other competitors is reasonable, tolerable, or justifiable. (Lee et al., 2011). Participants collectively agreed that Jumia's prices were higher than those of traditional shops, but that also depended on the product category. Additionally, the delivery costs and the lack of discount opportunities were also mentioned.

Delivery punctuality, return processes, and customer service were the keywords in the discussion on service quality. According to Lewis and Booms (1983), service quality is an assessment that represents the abilities and performance of the delivered service to match the customers' needs. Respondents appreciated the efficiency of the delivery process, including on-time deliveries and courteous delivery personnel. In addition, they also found it easy to contact Jumia before and during the purchase phase. However, many reported difficulties reaching customer service in the post-purchase phase, particularly for returns or complaints.

Both negative and positive insights were obtained from the consumers while talking about their previous purchases and experiences. Novak et al. (2013) introduced experience as the customers' subjective and inner responses when receiving indirect or direct contact with the firm. The interviewees noted a seamless online shopping experience, with an active update from the delivery service for certain. However, the product quality and the hardship of contacting customer service post-purchase were raised again.

The construct of trust, which is the reliance on the exchange party being able to carry out its obligations and being driven to look for mutually beneficial gains and abstain from taking advantage of the relationship (Morgan, 1994), emerged through comments like a reputable multinational e-commerce company, the first of its kind in Algeria, a positive first experience which enhanced their trust in the company. However, occasional discrepancies between either the product's quality or description affected their trust during other purchases.

Despite the mentioned concerns, most participants expressed satisfaction with the product variety and delivery efficiency, signifying a willingness to repurchase again from Jumia, which aligns with satisfaction described as the feeling of delight or (disappointment) resulting from the comparison of a product or service's performance with expectations (Tsiros, 2004).

In summary, Jumia offers a convenient shopping experience, but improvements in product descriptions, pricing transparency, and post-customer service are essential to develop a long-term relationship and overall customer satisfaction.

## 5.2. Quantitative Analysis Results

### 5.2.1 Descriptive analysis of the respondent's profile:

From the data provided, it is evident that our sample predominantly consists of women aged between 25 and 34 years who are either students or employees, single, and residing in Algiers (61.5%). Their reported income was either less than 20,000 DA or more than 50,000 DA.

**Table 3: Respondents' profile**

Variables	Characteristic of the variables	Effective	Percentage (%)
<b>Gender</b>	Man	38	41,8%
	Woman	53	58,2%
<b>Age</b>	18-24	26	28,6%
	25-34	44	48,4%
	35-44	10	11%
	45-54	5	5,5%
	55-64	6	6,6%
	65 and above	0	0%
<b>SPC</b>	Employee	30	33%
	Employer	1	1,1%
	Senior manager	14	15,4%
	Traders, independents and craftsmen	11	12,1%
	Student	30	33%
	Unemployed	5	5,5%
<b>Matrimonial status</b>	Single	54	59,3%
	Married without children	11	12,1%
	Married with children	25	27,5%
	Divorced	1	1,1%
	Widowed with children	0	0%
<b>Residential district</b>	Algiers	56	61,5%
	Oum El Bouaghi	2	2,2%
	Tlemcen	3	3,3%
	Tizi Ouzou	2	2,2%
	Blida	5	5,5%
	Setif	5	5,5%
	Annaba	2	2,2%
	Constantine	5	5,5%
	Oran	1	1,1%
	Tipaza	5	5,5%
	Bordj Bou Arreridj	2	2,2%
	Souk Ahras	2	2,2%
	Aïn Témouchent	1	1,1%
	<b>Monthly income</b>	Less than 20 000 DA	31
21 000 to 30 000 DA		16	6,6%
31 000 to 40 000 DA		14	15,4%
41 000 to 50 000 DA		10	11%
More than 50 000 DA		30	33%

Source: authors' own processing

### 5.2.2 Reliability measurement scales

The internal reliability of the instrument was assessed using Cronbach's alpha coefficient, which measures internal consistency. This coefficient ranges from 0 to 1 and is used to describe

the reliability of items derived from multi-point formatted questionnaires or scales. Hair et al. (2007) proposes that a minimum acceptable value of 0.6 is suitable for exploratory research.

**Table 4. Cronbach’s Alpha results**

Variables	Items	Cronbach’s alpha
Perceived ease of use	4	0.925
Perceived usefulness	3	0.664
Perceived price	4	0.184
Perceived service quality		
▪ Contact availability	3	0.710
▪ Delivery timelines	3	0.829
▪ Return policies	3	0.7780
Experience	8	0.880
Trust	6	0.930
Satisfaction	3	0.845
Repurchase intention	4	0.905

Source: authors’ own processing

**5.2.3 Preliminary Tests for Factor Analysis Suitability**

We conducted principal component analyses (PCAs) to verify the validity and reliability of our measurement scales. The recommended thresholds in the literature were followed and we accepted only correlations greater than 0.5. Additionally, we tested the feasibility of our principal component analysis using the Kaiser-Meyer-Olkin (KMO) index and Bartlett’s test.

The KMO index was greater than 0.6, and Bartlett’s test yielded results close to zero for most variables, indicating suitability for factor analysis. However, for the perceived price variable, the KMO index was 0.440, which is below the acceptable threshold of 0.6, and Bartlett’s test was insignificant. Consequently, we excluded this variable and its associated items from further analysis.

**Table 5. Variables KMO and Barlett’s test**

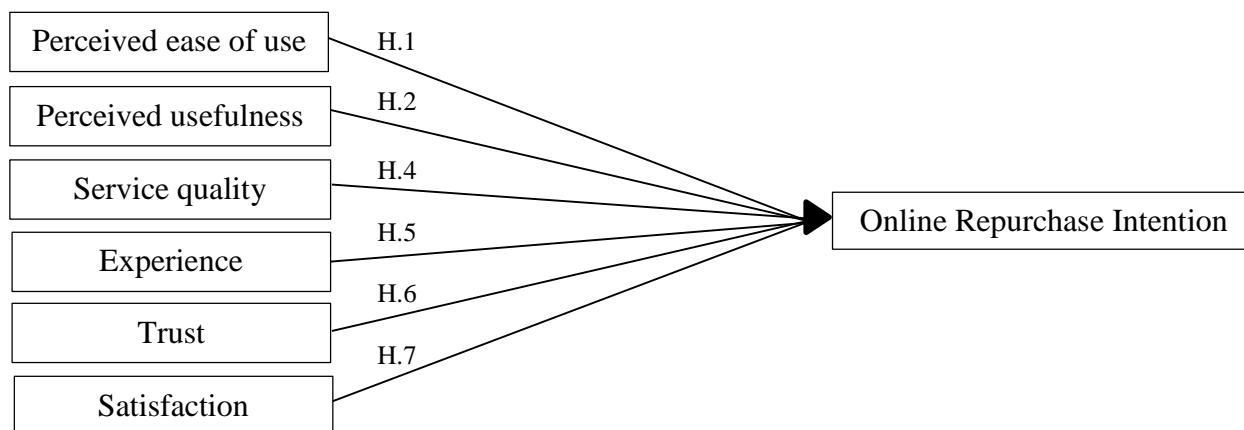
Variables	KMO	Sig	Variance
Perceived ease of use	0.827	0.000	82.176
Perceived usefulness	0.656	0.000	59.841
Perceived price	0.440	0.001	35.601
Service quality	0.737	0.000	42.091
Experience	0.859	0.000	55.416
Trust	0.847	0.000	74.448
Satisfaction	0.722	0.000	76.374
Repurchase intention	0.825	0.000	77.909

Source: authors’ own processing

**5.2.4 Hypotheses test**

This section presents the final conceptual framework used to examine the factors influencing online repurchase intention after excluding the variable perceived price due to being unsuitable for inclusion in subsequent analyses (Table 5 & Table 6). The proposed hypotheses explore the relationship between various factors such as perceived ease of use, perceived usefulness, service quality, experience, trust, and satisfaction on consumers' intention to make repeat purchases online. Based on the conceptual framework in Figure 2, the ANOVA and multiple regression

analyses are conducted to statistically validate the proposed hypotheses and determine the significance of each factor in predicting online repurchase behaviour.



**Figure 2. Final conceptual framework**

*Source:* developed by the author

The nature of the variables in the theoretical model allows us to conduct multiple regression analyses. The threshold recommended in the literature for this type of analysis is the degree of significance of ANOVA, which must be less than 0.05, along with an adjusted R<sup>2</sup> value that exceeds 10%, which indicates the validity of the model.

**Table 6. ANOVA analysis**

ANOVA <sup>a</sup>						
Model		Sum of squares	ddl	Mean square	F	Sig.
1	Regression	60,165	6	10,027	28,232	,000 <sup>b</sup>
	Residual	29,835	84	0,355		
	Total	90,000	90			
a. Dependent variable : Repurchase intention						
b. Predictors : (Constant), Satisfaction, Perceived ease of use, Trust, Perceived usefulness, Experience, Service quality						

*Source:* authors' own processing

**Table 7. Multiple regression**

Independent variable	Dependent variable	R2	Adjusted R2	F	$\beta$	t	Sig	Hypothesis
Perceived ease of use	Repurchase intention	0,668	0,645	28,232	0,547	5,225	0,001	H1
Perceived usefulness					0,559	5,764	0,002	H2
Service quality					0,479	6,068	0,000	H4
Experience					0,389	3,25	0,002	H5
Trust					0,112	1,271	0,207	H6
Satisfaction					0,628	6,346	0,000	H7

Source: authors' own processing

The results in Table 6 displayed R<sup>2</sup> equal to 66.8%, indicating an acceptable linear model. The analysis presented in the table showed a significant relationship between the dependent variable, «repurchase intention» and the next independent variables, perceived ease of use and perceived usefulness, with ( $\beta=0.547$ , Sig = 0.001) and ( $\beta =0.559$ , Sig= 0.002) which means that the more perceived ease of use and perceived usefulness are high, the more repurchase intention is stronger. Furthermore, a significant relationship was found between repurchase intention and service quality ( $\beta = 0.479$ , Sig = 0.000), suggesting that increased service quality leads to a higher likelihood of repurchase.

The next independent variables to have as well a significant effect on repurchase intention are experience and satisfaction, with a result of ( $\beta=0.389$ , Sig = 0.002) and ( $\beta=0.628$ , Sig = 0.000), respectively; this indicates that higher levels of experience and satisfaction correlate with an increased intention to repurchase. On the other hand, the independent variable "trust" does not appear to have a significant effect on repurchase intention (Sig = 0.207).

Our results allowed us to validate the next hypotheses:

- H.1: Perceived ease of use has a positive effect on repurchase intention in online shopping.
- H.2: Perceived usefulness has a positive effect on repurchase intention in online shopping.
- H.4: Service quality has a positive effect on repurchase intention in online shopping.
- H.6: Experience has a positive effect on repurchase intention in online shopping.
- H.7: Satisfaction has a positive effect on repurchase intention in online shopping.

## 6. DISCUSSION AND RESULTS

Our findings indicate that perceived ease of use has a positive effect on customers' likelihood of repurchasing online. This indicates that a user-friendly shopping application significantly encourages repeat visits to the same store. The study also reveals a positive relationship between perceived usefulness and repurchase intention, in contrast to Tehreem (2016), who found no link at all. Both qualitative and quantitative analyses confirm that customers are more prone to repurchase if they find the shopping application effective.

Consistent with Yulisetiari et al. (2017), our research demonstrates a positive relationship between service quality and repurchase intention; users were satisfied with the delivery time of their products, as well as the contact availability of either the delivery service or the client service once the purchase is made. However, a minor dissatisfaction with the return service was raised, but that did not significantly deter users from repurchasing again.

Additionally, we established a positive relationship between previous experience and

repurchase intention. Positive past experiences significantly influence customers' decisions to continue purchasing from the same online retailer. Interestingly, we did not find a significant relationship between trust and repurchase intention, mainly because the consumers' trust did not extend to the products offered even though they generally expressed trust in the retailer itself, which suggests that their concern was more product-specific. This suggests that as long as the purchasing process is smooth and the product is delivered without issues, trust in the retailer may not be a critical factor in repurchasing.

Finally, our results show that customer satisfaction is positively related to repurchase intention. To encourage repeat purchases, customers need to be satisfied with the shopping application, products, and services. Although the initial framework included perceived price as a variable influencing repurchase intention, the first results indicated that the variable did not meet certain validity criteria. Consequently, the perceived price was excluded from the final framework to ensure the requirements and robustness of the analysis.

While the main portion of respondents is from the capital, the relatively small sizes from the other regions limit the ability to explore regional differences in all the studied factors; it is recommended to explore a bigger sample, including all the Algerian regions.

## 7. CONCLUSION

Modern marketing focuses on developing long lasting relationships with consumers, especially with the internet's role in connecting buyers and sellers through e-commerce easily. While offering good products and services is important, understanding consumer behaviour remains key. Repurchase intention in online shopping occurs when customer expectations align with store performance. Based on the literature review, a model analysing the effects of perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust, and satisfaction on repurchase intention was developed.

Our model was supported by empirical testing except for the variable "perceived price," which is a factor worth revising in the future with a bigger sample size and multiple regions. The results suggest that Jumia should maintain a simple application interface, avoid unnecessary changes, expand its product range, provide accurate descriptions, improve customer post-purchase service, and enhance return policies to boost repurchase intention.

Despite facing limitations such as very specific eligibility criteria questions and a small sample size that fitted the criteria (91 respondents) relative to the 2.5 million e-commerce users in Algeria, this study still represents a pioneering effort in Algeria, as it addresses topics that have not been thoroughly examined, which helps understand the Algerian consumer's behaviour during the online repurchasing, focusing on key variables and a direct effect based on the framework developed by Tehreem (2016). While the study explores only the direct effect of these variables, it lays the groundwork to investigate how factors like satisfaction and trust acting as mediators could potentially influence consumers' behaviour in Algeria.

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**Annex one**

Variables	Items
Perceived ease of use	<ul style="list-style-type: none"> <li>▪ I find the JUMIA mobile application easy to use.</li> <li>▪ I like the ease of use of the JUMIA mobile application.</li> <li>▪ Shopping using the JUMIA mobile application is clear and understandable.</li> <li>▪ The JUMIA mobile application does not require a lot of effort.</li> </ul>
Perceived usefulness	<ul style="list-style-type: none"> <li>▪ This mobile application would be useful in buying what I want.</li> <li>▪ Shopping with this mobile application makes my life easier.</li> <li>▪ This mobile application enables me to accomplish shopping more quickly.</li> </ul>
Perceived price	<ul style="list-style-type: none"> <li>▪ Buying goods from JUMIA may be expensive.</li> <li>▪ I will probably save more money buying goods at JUMIA.</li> <li>▪ JUMIA does not provide the best discount options.</li> <li>▪ Goods brought at JUMIA are cheaper than through other channels.</li> </ul>
Service quality	<p><b>Contact availability</b></p> <ul style="list-style-type: none"> <li>▪ This mobile application provides a telephone number to reach the company.</li> <li>▪ This mobile application has customer service representatives available online.</li> <li>▪ It offers the ability to speak to a live person if there is a problem.</li> </ul>
	<p><b>Delivery timelines</b></p> <ul style="list-style-type: none"> <li>▪ The product is delivered by the time promised by the company.</li> <li>▪ This mobile application makes items available for delivery within a suitable time frame.</li> <li>▪ It quickly delivers what I order.</li> </ul>
	<p><b>Return policy</b></p> <ul style="list-style-type: none"> <li>▪ The product is delivered by the time promised by the company.</li> <li>▪ This mobile application makes items available for delivery within a suitable time frame.</li> <li>▪ It quickly delivers what I order.</li> </ul>

<b>Variables</b>	<b>Items</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ I have received the necessary purchase confirmations.</li> <li>▪ Operations were easy to perform.</li> <li>▪ Returns policies were clear.</li> <li>▪ The retailer provides a wide range of product choices.</li> <li>▪ I felt safe during the online purchase process.</li> <li>▪ I was provided with all the necessary information during the online experience.</li> <li>▪ The online experience matched my individual needs and expectations.</li> <li>▪ I felt comfortable during the online experience.</li> <li>▪ I was in control of the process.</li> <li>▪ I enjoyed the online shopping experience.</li> </ul>
<b>Trust</b>	<ul style="list-style-type: none"> <li>▪ Based on my experience with JUMIA in the past, I know it is honest.</li> <li>▪ Based on my experience with JUMIA in the past, I know it cares about its customers.</li> <li>▪ Based on my experience with JUMIA in the past, I know it is not opportunistic.</li> <li>▪ Based on my experience with JUMIA in the past, I know it keeps its promises to its customers.</li> <li>▪ Based on my experience with JUMIA in the past, I know it is trustworthy.</li> <li>▪ Based on my experience with JUMIA in the past, I know that the transactions will be successful.</li> </ul>
<b>Satisfaction</b>	<ul style="list-style-type: none"> <li>▪ I am satisfied with my decision to purchase from JUMIA.</li> <li>▪ My choice to purchase from JUMIA was a wise one.</li> <li>▪ I am happy I made my purchase at this application.</li> </ul>
<b>Repurchase intention</b>	<ul style="list-style-type: none"> <li>▪ I would like to continue using JUMIA for purchasing products.</li> <li>▪ For my future requirements, I will use JUMIA.</li> <li>▪ I have a plan to continue using JUMIA for future purchases.</li> <li>▪ I intend to recommend JUMIA to people around me.</li> </ul>