

STUDYING EFFECT OF SITE QUALITY ON ONLINE REPURCHASE INTENTION THROUGH SATISFACTION, TRUST AND COMMITMENT OF CUSTOMER

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ABSTRACT

In the current era, such changes have occurred in the service sector which it has never experienced throughout its history. These changes have impact either on industry structure or competition nature. So, this study aims to Study effect of site quality on online repurchase intention through satisfaction, trust and commitment of customer. This research is survey research, in terms of methodology, it is casual and in terms of purpose, it is applied research. Statistical population in this study includes students of Arak Azad University who have online shopping record. 279 samples were chosen using convenience sapling method. To collect data, questionnaire has been employed. Data analysis has been done exploiting structural equations method and LISREL software and results obtained from structural equations showed that site quality has had a positive impact on satisfaction, trust and commitment of customer. Also, results showed that variables of satisfaction, trust and commitment of customer have a positive impact on customers' online repurchase intention. Customers' trust and satisfaction also have a positive impact on customers' commitment. Eventually, it was found that customer satisfaction has a positive impact on customer trust.

Keywords: *Site Quality, Repurchase Intention, Customer Satisfaction*

INTRODUCTION

In the current era, such changes have occurred in the service sector which it has never experienced throughout its history. These changes have impact either on industry structure or competition nature. No wonder that in this challenging environment along with accelerating changes, financial and service institutions have forced to change their reaction toward market; are less concentrating on products and more addressing customers and competition and have short-term view rather than long-term view (Amir and Safanian, 2007). Electronic commerce is along with several advantages like information distribution, novel technology development, promotion and selling products and services and cooperation between people who are working in a supply chain. However, as electronic commerce has advanced and it is an important tool to live in developed countries, it has to be completely addressed in the less developed and developing countries. Despite problems and hardness experienced by internet firms, Business to Customer Electronic Commerce (B2C) has a stable growth rate (about 19% per year) and has changed to one of the common and usual purchase methods for a great deal of consumers (Kim *et al.*, 2008).

In the most of cases of Business to Customer Electronic Commerce (B2C), the only mediator between customer and seller is the site. Site has an impressive effect on user's and customer's perception. Therefore, site quality has effect on usefulness perceived by the customer from the site. Poor designing of site will lead to lose a large portion of shares of potential selling which is driven from customer's disability to find what he/she needs. Also poor designing causes to lose large percentage of visit repetition. This issue is driven from initial negative experience of customers and users. Firms have to design and conceptualize their sites so that in long-term causes to enhance firms 'condition and help with more attraction of customers (Liao *et al.*, 2006).

However, unlike traditional commerce, virtual environment doesn't provide an opportunity for face to face meetings between electronic users and sellers. Hence, it is an important issue in electronic commerce how to initiate trust between users and sellers (Ho and Oh, 2009). In this research, it is tried to approach

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to investigate the role of site quality and intermediate effect of satisfaction, trust and commitment of customer relevant to site quality and repurchase intention is examined and analyzed.

Literature Review

Electronic Commerce and Qualitative Dimensions of Electronic Services (Site Quality)

There are various definitions of electronic commerce conception. Turban (2002) has used Choi model to define e-commerce. Based on his definition, e-commerce doesn't require making all of commercial activities and elements electronic, but he considers it as 3-dimensional spectrum which has been formed from product, actors and processes. He claims that e-commerce is completed when all of commerce elements are electronic, but if each of them is partly getting electronic, there is still e-commerce conception. Services and products can be physical or digital. Organizational mediators and processes also can be either physical or digital.

Chen and Wells (1999) have introduced a scale for success of a site and have called it Attitude Toward the Site (ATS). They considered 5 indices rather than dimensions and factors: site relations structure, repurchase intention, satisfaction and service, ease of surfing in site and judgment about this matter that searching in site is a suitable way to spend time. Although, this scale is reliable, but its creators verify that it is far ATS provides a comprehensible vision of buyers' judgment about their business.

Wolfenbarger and Gilly (2002) reduced service quality scale to 4 dimensions through interview with focus group and field refreshes: site designing, reliability, retaining personal secrets/safety and giving service to the customer. They articulated in their research that the main basis of on-line service quality is reliability and site designing. These 2 factors include application in the time-saving, easy transaction, good selection, in-depth information and appropriate level of personalization.

Satisfaction

User satisfaction is not a novel conception and many studies are trying to find its records and consequences. That's why, it is considered as a scale in success of a company and a pioneer index from firm's financial performance and share value. Helson's theory expressed that individual satisfaction is dependent on the relationship between initiated primary expectations and obtained results (Manasra *et al.*, 2013).

Customer satisfaction is a complicated structure and it has been defined by various methods. Recently, researches have rationalized that there is a differentiation between customer satisfaction which is related to the tangible products and service experience. This distinction is due to inherent intangibility and mortality of services and also inability to separate producing and consuming (Dimitriadis, 2006).

Electronic Satisfaction is another kind of consumer's satisfaction which has been evolved within e-commerce. It has been defined as consumer's satisfaction due to their previous buying experience from an electronic firm. Satisfaction via electronic department stores, like satisfaction of traditional department stores, not only is based on purchased product, but also it is with respect to site design and comfort. These elements are the main determinants of known electronic department store's satisfaction. They are effective in making decision about retaining a site again. A study done Byan *et al.*, (2006) showed that sites have subjective, latent and different factors which are originated from interaction between users and web-based systems. These factors have effect on general satisfaction of users.

While, site quality effect is existed in purchase intention, consumers' satisfaction is considerably mediated this effect. Furthermore, in the previous study, it was found that site quality is influencing on customers' purchase intention through satisfaction of site capabilities and capability to use features.

Trust

Trust is one of the most important conceptions investigated and accepted relevant to marketing. Anderson and Weitz have defined trust as a belief of one side that his/her needs will be met by activities done by another side. According to a viewpoint by Moorman *et al.*, (1993) trust is "A trend of trading partner to rely on a person who is trustful". Ultimately, Morgan and Hunt have defined an image of trust as "When one side trusts to confidence and honesty of his trading partner". Trust is strengthened or weakened by experience. Although, researchers show that trust is applied as the record of satisfaction, this trust in consumers is dependent on the experiences or judgments of previous satisfactions. In the literature of

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online consumers, Ha and Perks (2005) showed that trust to site is beyond the consumer satisfaction of product performance. Compatible with the importance of online trust, Grayson and Ambler (2004) stress on the role of trust in internet shopping. Moreover, lack of trust might be unable to retail to those of customers who are satisfied. This shows that trust might act more as a mediator of satisfaction in empowering behavior (Mosavi and Ghaedi, 2012).

Today, we are encountering complicated and uncertain electronic business trades. Consumers want to find some of cognitive paths to minimize them. Trust is an effective shortcut in this context. This is an impressive factor affecting purchase intention. It is necessary not only in the traditional purchase environment, but also in the context of online shopping. Trust is playing a determining role in online shopping. Due to this issue that trust is aiding consumer to prevent from opportunistic behaviors of seller, so this intention increases consumer participation in the online shopping. Based on the theory of planned behavior, consumers might have more enthusiasm to purchase from the internet stores which have the less risk. In contrast, they might not purchase from a store with high risk. Increase in trust causes reduction in risk which is directly or indirectly affecting on online shopping (Aren *et al.*, 2013).

Repurchase Intention

Repurchase intention refers to the individual judgment about repurchasing a service determined by that company with regard to current condition and probably situation. Some of the researches had focused on determining in advance initial variables to repurchase. Other studies like studies done by Grayson and Ambler (1999), Liljander and Strandvik (1995), Price *et al.*, (1995) have considered happenings, critical behavior and longitudinal infarctions or relationships between these variables. Others considered credit of repurchase intention anticipation for the next repurchase behavior. Despite this fact that researches in this context is massively relied on random and deterministic method in analysis of customer retention, in marketing literature, there is a vast agreement about the very important role of repurchase as a behavioral key result for a successful marketing relationship (Mosavi and Ghaedi, 2012). Several researchers have discussed customers' repurchase intention. Ahmed *et al.*, (2011) found that customers' repurchase intention as a resource to decrease costs and market share growth. Henkel *et al.*, (2006) came to this conclusion that customers who are satisfied with services have increased using level of services and using intentions will be increased in the future. Chen (2008) arrived at this conclusion that customer perception from service quality and satisfaction about services has a significant and positive effect on future goals of purchase. Furthermore, perceived ease of use, perceived usefulness, privacy, reliability and performance of service quality has a positive relationship with online repurchasing. According to sayings by Shankar *et al.*, (2003), customer satisfaction is a specific relation obtained from effect of a series of encounters of discrete services or transactions with online retailers over a specific time period such as surfing, purchase, use of product. One important advantage of satisfaction accumulative structure is that it is better to be able to anticipate the future behaviors and economic performance. It refers to customers' emotions about various experiences or encountering services sellers. Wen *et al.*, (2011) recommended that satisfaction has a positive impact on online repurchase intention. Trust is in positive relationship with online repurchase intention. Electronic trust and commitment are interactive (Sheen *et al.*, 2013).

Commitment

Commitment has been defined as a "Tendency to sustainable development and retaining exchange relations marked by explicit and implicit promise and dedication to long-term benefits for all involved partners (Abosag and Lee, 2013). Boulaire and Mathieu (2000) defined commitment in relation with a site as a A mental condition which user retain with a site. There are 2 conceptions of customer commitment: emotional commitment, calculate commitment. Emotional commitment to a site can be driven from internet experience and through the immediate satisfaction that is brought by that site. 2 subcategories of emotional commitment dimension is symbolic dimension and dimension of enjoying the site, while, calculated commitment refers to cognitive processes through monitoring to achieve desirable results and making decision to continue his/her elation with a site. Park and Kim (2003) and Chiou (2004) mentioned that on the internet, commitment is often seen as an intention to visit site again, intention to repurchase or intention to suggest site to others (Hamadi, 2010). In relationship marketing literature, commitment

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conception plays the considerable role. This is one of the main features of relationship marketing model. Researches show that relationship commitment is the center of all successful work relations and that is an imperative element in the successful long-term relationships. Commitment to the relationship refers to an implicit or explicit the continuous of a relationship between exchange partners. That is proposed as a dependent variable in the different models of relationship marketing. Such as factors illustrate the relationship between seller and buyer and channel behavior is relationship commitment. This is an appropriate index of long-term relations and is assumed that it shows the summit of a relationship connection. Commitment has been applied in several cases such as intention to continue a relationship, tendency to short-term dedication, trust to stability of a relationship and investment in a relationship (Alrubaiee, 2012). Commitment between cooperation in exchange has been known as a key pioneer to achieve desirable behavioral results. For example, commitment has a positive relationship with trust, word-of-mouth advertisement (WOM), future goals and resistance against changes. Customer commitment has been formally recognized as critical long-term relationships. Committed customers will probably stay more loyal to the firm's services. Commitment as an explicit or implicit symbol of service providers refers to the tendency to development and retaining the positive exchange relationship. Due to the higher commitment among those who believe that get more in a relationship, committed customers have to incline to compensate efforts done by the company and based on the past received benefits.

The Relationship between Satisfaction, Purchase Intention and Quality

This is important that customers' purchase intentions are perceived. Due to this fact that customers' behaviors can be often predicted by their intentions, as a required effort to perceive customer's loyalty, purchase intention in this loyalty structure has been considered very necessary. However, behavior-based loyalty has been questioned, because it has faced failure to distinguish between real and artificial loyalty. Oliver and Rust (1970) articulated that loyalty has to include dimensions of recognition, emotional, try (behavioral intention) and action (repeating purchase behavior). According to Day (1969), intention measuring can occupy consumer's mind more effective than behavioral measuring, because customers might create purchases due to limitations rather than real preferences. According to Zeithmal *et al.*, (1996), purchase intention is one dimension of behavioral intention. To investigate consumers' behavioral models, purchase intention has been sued to anticipate the real behavior. Purchase intention has relationship with the real behavior and this relationship has been empirically tested in tourism business. Jeong *et al.*, (2003) showed that customer information satisfaction is an important factor to initiate online behavioral intentions using an electronic survey from 1743 online shoppers and hotel customers and also they found that site quality is necessary for information satisfaction (Bai *et al.*, 2008).

Impact of Satisfaction on Commitment

Parka and Kim research showed that satisfaction describes strong commitment (Hamadi, 2010).

Satisfaction and Trust

A result of the evaluation of the product usage experience which is called satisfaction develops customers' positive attitude. Customer satisfaction is forerunning loyalty to the trade mark. Trust has been built based on belief in reliability and honesty is built from one side to another side. Suh and Han (2003) described factors such as competence; humanity and honesty as the feature show the trust. Customers' satisfaction prior to gaining their trust is very important. In this context, trust also is affecting customer satisfaction. In the literature, many studies determine that trust is a predictor of loyalty and if trust was created in the consumer, consumer would be satisfied. According to Berry (2000), trust is very important for satisfaction. On the other hand, Geyskens *et al.*, (1999) found that satisfaction is record of trust. Yoon (2000) in his study has studied the relationship between trust and satisfaction and based on this research, trust and satisfaction display a positive and considerable correlation (Ercic *et al.*, 2012).

Research Hypotheses

- First hypothesis: site quality has a positive impact on customer satisfaction.
- Second hypothesis: site quality has a positive impact on customer trust.
- Third hypothesis: site quality has a positive impact on customer commitment.
- Fourth hypothesis: site quality has a positive impact on customer repurchase intention.

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- Fifth hypothesis: customer satisfaction has a positive impact on customer trust.
- Sixth hypothesis: customer satisfaction has a positive impact on customer commitment.
- Seventh hypothesis: customer satisfaction has a positive impact on customer repurchase intention.
- Eighth hypothesis: customer trust has a positive impact on customer commitment.
- Ninth hypothesis: customer trust has a positive impact on customer repurchase intention.
- Tenth hypothesis: customer commitment has a positive impact on customer repurchase intention.

MATERIALS AND METHODS

Research Methodology

In this study, in terms of purpose, it is applied research. In an applied research, researcher achieves the results during the various stages of research and testing proposed hypotheses. Eventually, it is tried to provide recommendations for the research statistical population in regard with obtained results.

Also, in terms of nature and methodology, it is categorized as a casual research, because researcher is making attempt to examine effects of variables (or the casual and effect relationship between variables). In this path, structural equations technique has been used which is a proper method to study the casual relationship between variables.

In the current research, to collect data and information in order to analyze research hypotheses, field method along with distributing questionnaire throughout the studied population has been employed.

Questionnaire's Durability and Validity

In this study, to measure and estimate durability at the first steps of research, 30 questionnaire was conducted to gather information. Then, to determine durability, SPSS software was used and obtained Cronbach's alpha coefficient for 16 questions was determined equal to 0.805 and due to this issue that it is more than 0.7, so research questionnaire has adequate durability.

To study validity of research questionnaire, to reach content validity, opinions by guidance and consultant professors and experts have been taken advantage.

Generally, to measure validity of questionnaire, at first the primary questionnaire was designed and after giving to guidance and consultant professors and their corrective comments, 30 modified questionnaires were distributed among statistical sample and experts in order to investigate validity of questionnaire and taking comments of respondents about designed questions. After doing all of steps, the final questionnaire has been prepared for distribution on a larger scale.

Statistical Population and Determining Sample Size

Statistical population in this study includes student who are studying in Arak Azad University and have record of purchase from internet store. In this study due to this issue that structural equations technique has been employed to analyze data.

To determine sample size, the following formula has been used:

$$5q \leq n \leq 15q$$

$$80 \leq n \leq 240$$

Because of this fact that the questions are 16, the least sample has to be between 80 and 240 persons. In the current research, due to this issue that structural equations technique has been employed, therefore researcher has made attempt to calculate statistical sample size as a maximum.

As a result, researcher has distributed questionnaire in some steps using convenience sampling method. Because of the low number of respondents and also some questionnaires were incomplete, ultimately 279 questionnaires were completed.

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RESULTS AND DISCUSSION

Data Analysis

Table 1 shows that demographic features of studied sample.

Table 1: Demographic features of sample

Percentage	Frequency	Variable Gender
47	131	Female
59.9	142	Male
Age		
49.1	137	20-30
33	92	30-40
13.6	38	40-50
4.1	4	More than 50
Education		
62.7	175	Bachelor
34.8	97	Master

Research Model Fitness

Table 2: Results obtained from model fitness indices

AGFI	GFI	IFI	CFI	NNFI	NFI	RMR	RMSEA	χ^2 / df	Fitness index
More than 0.8	More than 0.9					Less than 0.08		Less than 3	Standard value
0.90	0.93	0.97	0.97	0.96	0.93	0.040	0.053	1.77	Research value

Based on results obtained from studied indices, it can be concluded that collected data are suitable and research model has an appropriate fitness

Figure 1 shows t coefficient for measurement model (t coefficients for questions and their respective variables) and structural model (t coefficient for the paths proposed in the model among variables).

Also in Figure 2, standard coefficients for each of research variables have been brought.

Figure 2 exhibits standard coefficients for measurement model (standard coefficients for questions and their respective variables) and structural model (path coefficient for the paths proposed in the model among variables).

Path between all of independent variables with dependent variables has been introduced and named by Gamma path coefficient and path between all of dependent with dependent variables has been introduced and named by Beta path coefficient.

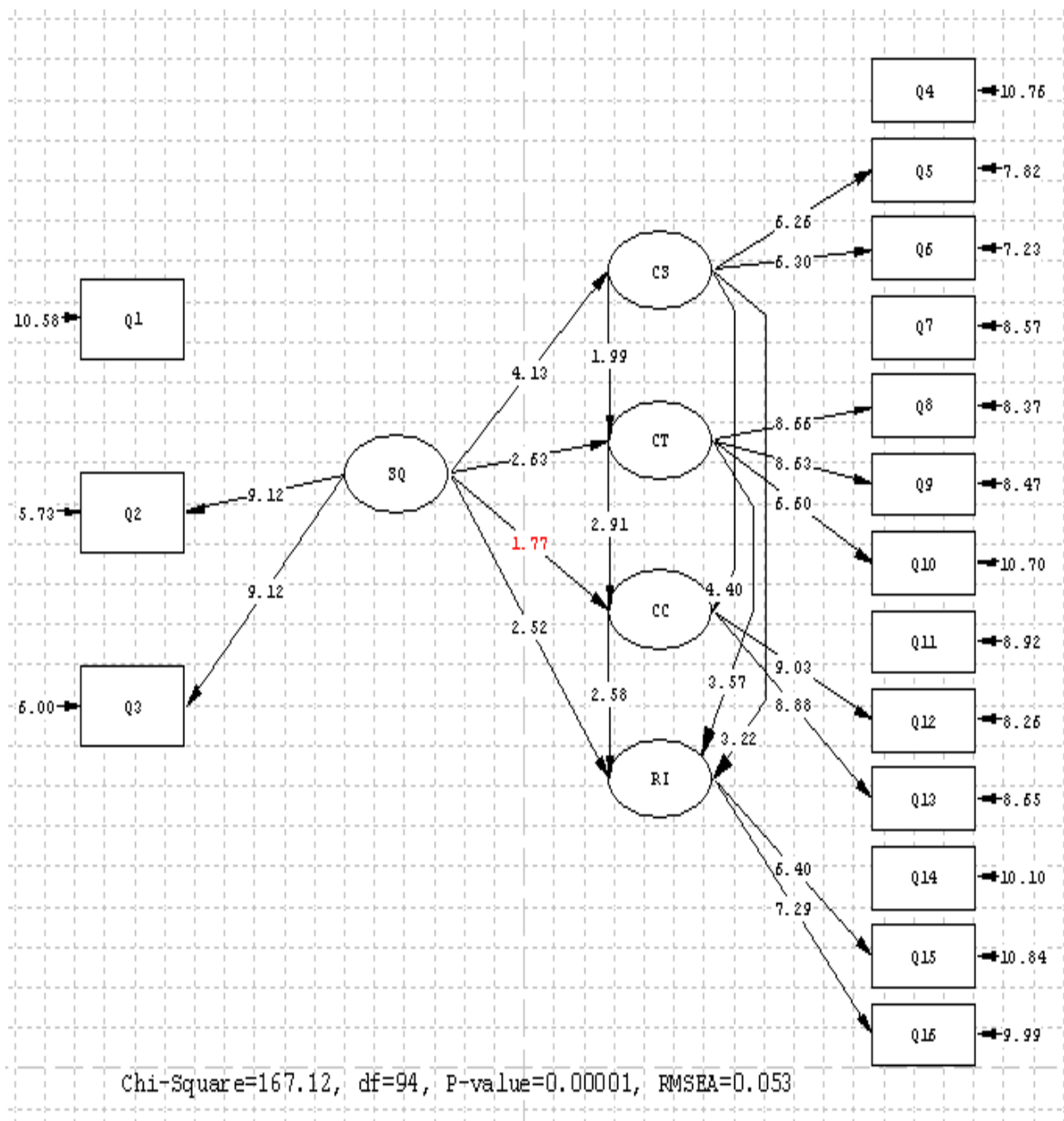


Figure 1: t statistics for measurement and structural model

According to the proposed model, variable of (site quality) is considered as the model independent variables and variables of (customer satisfaction, customer trust, customer commitment and purchase intention) are considered as dependent variables of the model.

In charts 1 and 2, variables were introduced by symbols which in this path were variables of site quality (SQ), customer satisfaction (CS), and customer trust (CT), customer commitment (CC) as well as repurchase intention (RI).

Due to the model relations, 10 paths have been drawn in which 4 drawn paths from independent variables (site quality) to dependent variables (customer satisfaction, customer trust, and customer commitment and repurchase intention) is Gamma and 6 drawn paths between dependent variables (customer satisfaction, customer trust, and customer commitment and repurchase intention) are Beta type.

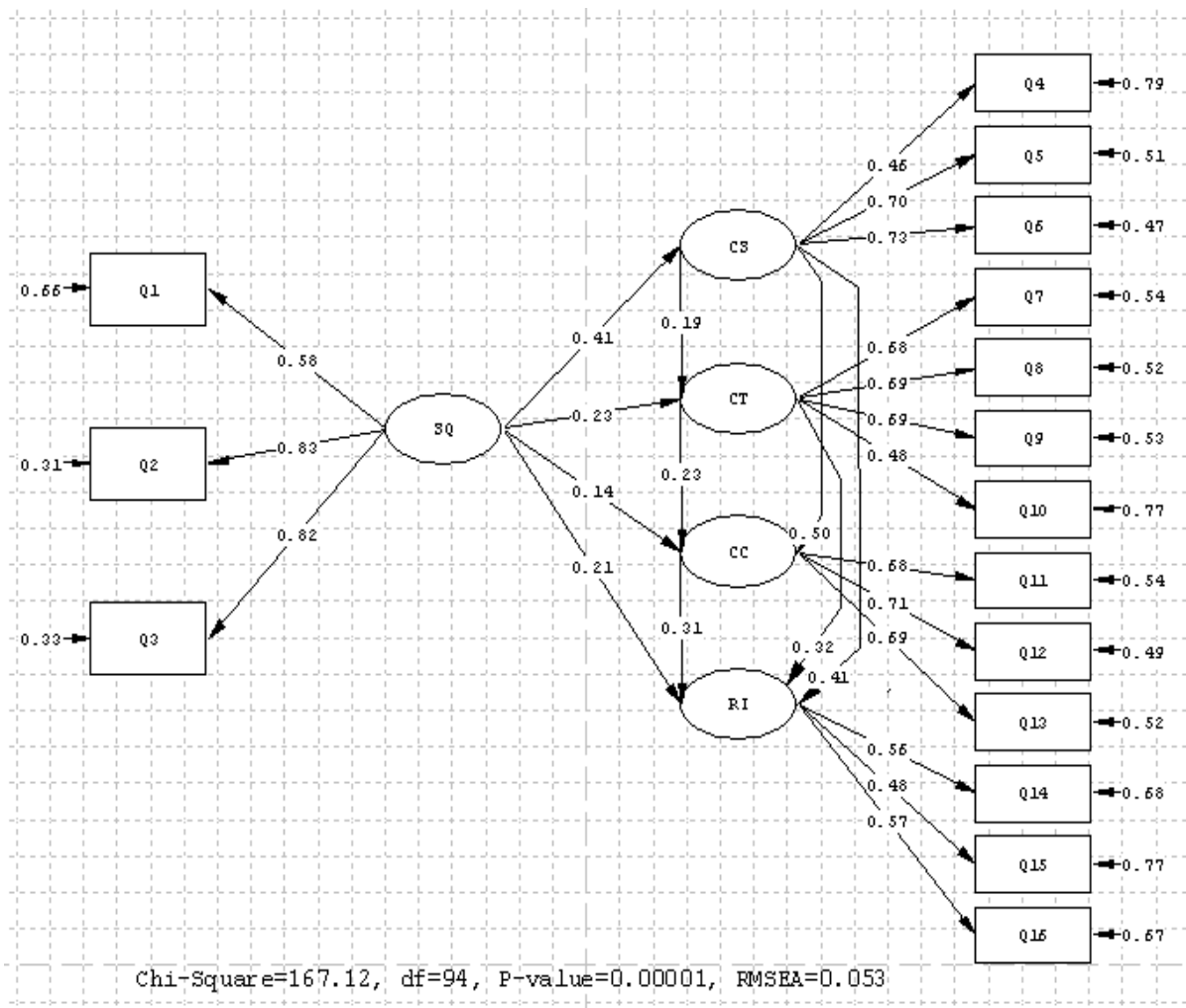


Figure 2: Standard coefficients for measurement and structural model

Table 3: Results obtained from research hypotheses

Result	Significance	T statistics	Standard coefficient	Hypothesis	Path
Hypothesis acceptance	Significant	4.13	0.41	H ₁	SQ→CS
Hypothesis acceptance	Significant	2.63	0.23	H ₂	SQ→CT
Hypothesis rejection	Insignificant	1.77	0.14	H ₃	SQ→CC
Hypothesis acceptance	Significant	2.52	0.21	H ₄	SQ→RI
Hypothesis acceptance	Significant	1.99	0.19	H ₅	CS→CT
Hypothesis acceptance	Significant	4.40	0.50	H ₆	CS→CC
Hypothesis acceptance	Significant	3.22	0.41	H ₇	CS→RI
Hypothesis acceptance	Significant	2.91	0.23	H ₈	CT→CC
Hypothesis acceptance	Significant	3.57	0.32	H ₉	CT→RI
Hypothesis acceptance	Significant	2.58	0.31	H ₁₀	CC→RI

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Discussion and Conclusion

According to data analysis obtained from each hypothesis, obtained findings and results have been analyzed and separately presented.

Based on the first hypothesis, site quality has a positive impact on customer satisfaction. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that site quality has a positive and significant impact on customer satisfaction. That is, site quality is considerably affecting customer satisfaction so that a unit change (increase/ decrease) in site quality will lead to one unit change (increase/ decrease) a unit change (increase/ decrease) in customer satisfaction. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

The second hypothesis measures effect of site quality on customer trust. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that site quality has a positive and significant impact on customer trust. That is, site quality is considerably affecting customer trust so that a unit change (increase/ decrease) in site quality will lead to one unit change (increase/ decrease) a unit change (increase/ decrease) in customer trust. Results obtained from this hypothesis are consistent with the results obtained from researches done by Lin *et al.*, (2014), Shin *et al.*, (2013), Bai *et al.*, (2008), MoosaKhani *et al.*, (2010) and Taghva (2007).

Third hypothesis: site quality has a positive impact on customer commitment. Results obtained from statistical analysis indicate that this hypothesis is not supported. Therefore, at 95 percent confidence level, it can't be said that site quality has a positive and significant impact on customer commitment. Results obtained from this hypothesis are not consistent with the results obtained from researches done by Shin *et al.* in 2013. Rejecting this hypothesis can be interpreted that since majority of customers purchase based on their needs, it is possible that after buying respective product, they don't need that product more in order to be commitment to the site and repeat their purchase or the rate of effect of trust variables is more than site quality and neutralizes its effect.

The fourth hypothesis measures effect of site quality on repurchase intention. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that site quality has a positive and significant impact on repurchase intention. That is, site quality is considerably affecting repurchase intention so that a unit change (increase/ decrease) in site quality will lead to one unit change (increase/ decrease) a unit change (increase/ decrease) in repurchase intention. Results obtained from this hypothesis are consistent with the results obtained from researches done by Lin *et al.*, (2014), Shin *et al.*, (2013), Bai *et al.*, (2008), MoosaKhani *et al.*, (2010) and Taghva (2007).

Based on the fifth hypothesis, customer satisfaction has a positive effect on customer trust. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that customer satisfaction has a positive and significant impact on customer trust. That is, customer satisfaction is considerably affecting customer trust so that a unit change (increase/ decrease) in customer satisfaction will lead to one unit change (increase/ decrease) a unit change (increase/ decrease) in customer trust. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

The sixth hypothesis calculates effect of customer satisfaction on customer commitment. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that customer satisfaction has a positive and significant impact on customer commitment. That is, customer satisfaction will lead to customer commitment, so that a unit change (increase/ decrease) in customer satisfaction will lead to one unit change (increase/ decrease) a unit change (increase/ decrease) in customer commitment. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) MoosaKhani *et al.*, (2010).

Seventh hypothesis: Customer satisfaction has a positive impact on repurchase intention. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be expressed that customer satisfaction has a positive and significant impact on repurchase

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intention. That is, customer satisfaction will lead to repurchase intention, so that a unit change (increase/decrease) in customer satisfaction will lead to one unit change (increase/decrease) a unit change (increase/decrease) in repurchase intention. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

The eighth hypothesis calculates effect of customer trust on customer commitment. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that customer trust has a positive and significant impact on customer commitment. That is, customer trust will lead to his commitment, so that a unit change (increase/decrease) in customer trust will lead to one unit change (increase/decrease) a unit change (increase/decrease) in customer commitment. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

Based on the ninth hypothesis, customer trust has a positive effect on repurchase intention. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be articulated that customer trust has a positive and significant impact on repurchase intention. That is, customer trust is considerably affecting repurchase intention so that a unit change (increase/decrease) in customer trust will lead to one unit change (increase/decrease) a unit change (increase/decrease) in repurchase intention. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

Tenth hypothesis: customer commitment has a positive impact on repurchase intention. Results obtained from statistical analysis indicate that this hypothesis is supported. Therefore, at 95 percent confidence level, it can be expressed that customer commitment has a positive and significant impact on repurchase intention. That is, customer commitment will lead to repurchase intention, so that a unit change (increase/decrease) in customer commitment will lead to one unit change (increase/decrease) a unit change (increase/decrease) in repurchase intention. Results obtained from this hypothesis are consistent with the results obtained from researches done by Shin *et al.*, (2013) and MoosaKhani *et al.*, (2010).

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