

The Impact of Electronic Service Quality on Repurchase Intention: The Moderating Role of Product Type And Mode of Fulfilment

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Abstract

The aim of the paper is to investigate the effect of electronic service quality (e-SQ) on repurchase intention and the role moderating variables based on product type (goods vs. services) and mode of fulfilment (off-line and online or electronic). According to our main objective we used PLS-SEM and Multi-Group Analysis to map similarities and salient differences between the four e-commerce categories, which are regarded in the model as moderating variables. Based on an online survey we found similarities in these categories and it has been supported that eSQ effects overall satisfaction and, interestingly, in cases where offline products are bought repurchase intention tends to be higher. This means for us that eSQ is more relevant if offline products or services are bought, probably because of the lack of customer experiences.

Keywords: *electronic service quality (e-SQ); e-satisfaction; repurchase intention*

Track: Services Marketing