
Impact of E-Service Determinants on Online Repurchase Intention of Staff of University of Maiduguri Nigeria

Saleh Audu Sani¹, Mohammed Dauda², Bintu Mustapha³

^{1,2,3}Department of Marketing, University of Maiduguri, Borno State, Nigeria

¹s.audusani@gmail.com, ²mdunda@unimaid.edu.ng, ³bintamustapha65@unimaid.edu.ng

Received November 12, 2024; Revised February 28, 2025; Accepted March 27, 2025

Abstract

Objective: This study examines the influence of reliability and ease of use on online repurchase intention among the staff of the University of Maiduguri. **Theoretical Framework:** Grounded in the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT), the study explores how these factors shape consumer repurchase behaviour. **Literature Review:** Studies highlight the role of reliability and ease of use in online shopping. Reliability fosters trust and satisfaction, increasing repurchase intentions. Ease of use enhances user experience but has a debated impact on repurchase intention. Research in emerging markets emphasizes trust, website functionality, and service quality as key determinants of repurchase behaviour. However, gaps exist in understanding these factors in Nigeria's e-commerce sector. **Methods:** A quantitative approach was used, with data from 436 respondents via structured questionnaires. Snowball sampling was employed, and analysis was conducted using SPSS. **Results:** Reliability significantly influences online repurchase intention, indicating that dependable e-commerce services encourage repeat purchases. However, ease of use and trust showed an insignificant relationship with repurchase intention. **Implications:** E-commerce firms should enhance reliability to build customer trust. While ease of use may not directly impact repurchase decisions, a user-friendly platform is still essential. **Novelty:** This study provides empirical evidence on the role of reliability and ease of use in repurchase intention in Nigeria, emphasizing the importance of reliability in e-commerce strategies. Ensuring consistent, reliable services strengthens customer loyalty. Future research should explore factors like personalized experiences and post-purchase support to further understand online repurchase behaviour.

Keywords: reliability, ease of use, online repurchase intention, customer satisfaction, university of maiduguri.

INTRODUCTION

As customers desire seamless and uninterrupted service delivery, the ability of the e-commerce website to impeccably interact with a customer, display a variety of products, and provide reliable information plays an important role in motivating online repurchase intention [1]. Online repurchase intention is a mental and social state of mind expressing customers' willingness to buy a good or service from an electronic commerce website again and again. However, customer intention to repeat purchases from a website seems to be influenced by its e-service quality.

Electronic service quality reflects the magnitude of e-commerce website assessment by customers in terms of facilitating the display, selection, payment, ordering, delivery, and performance experience of the purchased goods and services. Notably, electronic service quality

has attracted enormous research interest; thus, it is paramount to take into cognizance the proxies of electronic service quality in an electronic business environment. In line with this, Hongxiu *et al* proposed nine dimensions of e-service quality, which include, reliability, responsiveness, ease of use, trust, customer experience, website design, privacy, system availability, and empathy, from the perspective of both e-commerce firms and customers [2]. Therefore, this study will consider the first two dimensions (reliability and ease of use). The rationale for selecting reliability and ease of use is to look at the e-service quality from the e-commerce website perspective.

Reliability depicts the capability of an e-commerce website to provide pertinent, factual, and verified information to customers and discharge their part of the contract by making delivery of the right goods and services to the appropriate destination on time and in good form. By so doing, the website will win customers' trust and gain a favourable position in their minds. E-commerce websites are reliable if they can convey sincere, unswerving, and transparent information in dealing with customers.

Ease of use describes how customers access, retrieve, and understand information concerning a good or service from an e-commerce website. This is because consumers often opt for a site that is easily accessible so that they can shop without any difficulties or technicalities. In this regard, one of the pivotal indicators of electronic service quality is the ease with which online shoppers use the website facilities during shopping.

Notwithstanding purchasing through an e-commerce website is paramount especially to the elite customers, since it provides convenience, ease of use, speedy services, efficiency, and 24-hour service accessibility. Despite these huge advantages offered by the e-commerce website, customers seldom repurchase from the e-commerce website. This might be related to reliability and ease of using the website. This agrees with the problems identified [3] [4]. Feasibly these problems might be addressed through the provision of reliable services and a user-friendly website that is easy to use.

Several studies have examined the influence of trust, responsiveness, system availability, responsiveness, privacy, and website design customer experience on online repurchase intention [5], [6] [7]. However, there are limited studies that examine the influence of reliability and ease of use on online repurchase intention. The few studies on reliability and ease of use were carried out in diverse countries; hence the findings cannot be generalized due to technological, socio-cultural and economic differences. More so, the few studies that were conducted in Nigeria give little attention to the University staff population, this serves as motivation for this study to bridge these gaps.

Many studies have concentrated on the E-Servqual Model and Expectation Confirmation Model among others to underpin studies on e-service quality and online repurchase intention [8] [9]. Yet, there is a paucity of studies that utilised the Technology Acceptance Model (TAM) and Theory of Reason Action (TRA) to underpin the influence of reliability and use of use online repurchase intention evidence from staff of the University of Maiduguri Nigeria. Previous studies have utilized the Smart PLS software package to ascertain the influence of reliability and ease of use on online repurchase intention [10] [11]. Thus, this study will utilise SPSS software to assess the influence of reliability and ease of use on online repurchase intention. It is against this background that this study examines the influence of reliability and ease of use on online repurchase intention evidence from staff of the University of Maiduguri Nigeria.

LITERATURE REVIEW

Online repurchase intention is the likelihood of a customer repeating a purchase from a given e-commerce website regularly after gaining positive experience with his initial purchase [12]. The preceding definitions claimed that online repurchase intention is often motivated by positive service experienced by a customer in his initial purchase, and the satisfaction derived entices the client to develop the intention of rebuying from the e-commerce website. It is against this background that this study defines online repurchase intention as a customer's inclination to

regularly patronise a firm's goods or service from an e-commerce website as a result of the favourable experience accumulated at his initial purchase.

Understandably, before the purchase of any given goods or services online, consumers have certain levels of expectations, and meeting or exceeding these expectations enhances customer satisfaction, which in turn leads to repeat purchases. Owing to the global competition and the increasing cost of new customer acquisition, the majority of e-commerce businesses are centred on retaining and maintaining their current customers [13] [14]. However, customers can only be retained when they purchase repeatedly from an e-commerce website. Hence, online repurchase intention is an essential indicator of future revenue generation, profitability, and sustainability [15].

Reliability

Reliability can be described as the capability of an e-commerce website to carry out the pledged services rightly, unswervingly, and accurately [16]. According to Zeng *et al*, reliability is the ability of a website to function productively and efficiently [17]. Furthermore, a reputable website processes customer transactions with a comparatively quick response time [18]. Therefore, reliability exhibits the promptness, correctness, and persistent availability of online services [19]. In addition, Zeithaml sees the reliability of the practical operational efficiency of an online platform. Indeed, customers regard e-service quality to be higher when the purchased goods or services are delivered at the right time and with the quality described [20]. On the other hand, when customers are unsure of accessing the online platform they might be discouraged from purchasing from the site [21]. Li and Suomi asserted that responsiveness in SERVQUAL is narrowly described compared to the concept of responsiveness in an online environment [22]. Hence, prior research revealed that e-service quality and customer satisfaction are significantly indicated by reliability [23] [24].

Ease of Use

Ighomereho *et al*, have portrayed ease of use as the degree to which the online platform can be easily assimilated and perform transactions without any complications or technicalities [25]. Electronic service quality is known to have several determinants, one of which is ease of use [26]. Furthermore, Nabila *et al*, hinted that when consumers seamlessly communicate with business websites, search for and view product information, and pay for products online, they will be excited and develop a positive attitude toward shopping online [27]. Therefore, the fundamental facet of e-service quality that is necessary for firms to enable users to shop without any complications is the ease of use [28].

Nowadays, people are much more concerned with weighing the consequences of their efforts and settling on those that require the least amount of effort. However, Yazeed *et al*, hinted that most customers find it difficult to understand and interact with a website interface [29]. Thus, this difficulty may deter customers from patronizing the website in the future [30]. Nasution defines ease of use as a user's confidence that an online website can be seamlessly operated [31]. However, when users perceive a website to be handy, there is a greater possibility for that customer to revisit the website. Hence, ease of use provides a competitive edge for an online platform if they can design the website in such a way that it can be easily accessible.

Empirical Review

Several studies have been conducted on the influence of reliability and ease of use on online repurchase intention across the globe. Here are some of the reviews.

Relationship between Reliability and Online Repurchase Intention

Santoso and Aprianingsih investigated the effects of reliability, ease of use, trust, fulfilment security and application design on customer's intention to repeat purchases online, through the

mediation of customer satisfaction in Indonesia [32]. 415 responses were obtained from the distributed questionnaires. The study data were analysed using multi-linear regression and path analysis with a traditional assumption test. This study discovered a significant relationship between reliability, ease of use, trust, responsiveness, application design, security, and fulfilment on customers' intention to repeat purchases online. The study found that Go-Ride by Go-Jek Indonesia's repurchase intention is significantly influenced by customer satisfaction.

Kalu *et al* assessed the influence of e-service quality's reliability dimension on customers' intention to repurchase online from online stores (Jumia) in Port Harcourt, Nigeria [33]. Several hypotheses and research questions were developed following the goals of the study. A convenient sample of 200 consumers from the Port Harcourt Jumia online store was taken. The responses of the respondents were gathered using 5-point Likert scale structured questionnaires, whereas, Pearson's product-moment correlation was used to test the hypothesis and analyse the data using descriptive statistics. The finding of the study reveals that the reliability dimension of the e-service quality significantly and positively influences their intention to repurchase from the Jumia online store in Port Harcourt. The main weakness of this research study is that it was limited to Jumia customers, one specific electronic vendor. Therefore, more customers of other e-commerce platforms should be included in future research.

Ighomereho *et al* evaluated the impact of reliability and ease of use on the overall quality of e-services at Redeemer's University in Nigeria. The study used a cross-sectional research design [34]. 400 online shoppers in Lagos State were given questionnaires to complete to gather primary data. Similar to this, the data was analysed using multiple regression analysis. The study reveals that security, fulfilment, ease of use, responsiveness, and reliability are the aspects of electronic service quality that significantly affect overall electronic service quality.

Adefulu *et al* assessed the influence of reliability on customers' intentions to repurchase from an online retail company in Lagos State, Nigeria. A cross-sectional survey research design was used in the study. Information was obtained from 1970 participants [35]. The study participants were chosen through the application of stratified and proportionate sampling techniques. The information was gathered by self-administering validated questionnaires. The data analysis involved the use of both descriptive and inferential statistics. The study shows that trust, and reliability all have a positive and significant impact on customers' intention to repurchase online. The study suggested that to boost customer repurchase intention, management of online retail businesses should allocate more resources to relationship marketing strategies.

In the Nigerian airline industry, Wali and Opara assessed the impact of reliability on customer intention to repurchase [36]. Convenience sampling was used in conjunction with basic random sampling from the entire population to select 100 respondents for the study. Likert scale questionnaires with structured questions were used to gather primary data. Regression analysis and the statistical package for social sciences (SPSS) version 17.0 were used to test the hypotheses. The study's findings show that customers' intentions to repurchase online were influenced by reliability.

Thus, reliability is among the most vital contributing factors to e-service quality in an online business environment [37]. Moreover, the study of Wali and Opara affirms [38] that reliability is positively related to customer repurchase intentions of commercial airline services; more so, this assertion conforms to the study [39]. Similarly, Saidi, Azib, Sulham, Anuar, & Saidi cited that delay in service delivery seems to have a negative influence on customer's attitude toward electronic service quality; [40] conversely, when customers are hoping for prompt service delivery, it is envisaged that they will rate the service as reliable [41].

Relationship between Ease of Use and Online Repurchase Intention

The ease of use dimension is one of the factors that contribute to enhancing customers' online repurchase intention [42]. Similarly, this assertion was also supported by Carles and Yohanda [43]. The ease at which customers use e-commerce platforms in purchasing greatly enhances their perception of quality which in turn entices customers to repeat purchases [44]. Conversely,

the study by Kahar, Wardi, & Patricia depicted that ease of use has no significant influence on online repurchase intention [45]. Whereas, Nabila Listiana, Purmono, Fahrana, & Rosnani stressed that the ease of using online shopping websites greatly influences customers' intention of repurchasing online [46].

In their 2018 study, Duy-Phuong and Dai-Trang evaluated the influence of ease of use and responsiveness dimensions of e-service quality on online repurchase intention. Testing the mediating effect of customer satisfaction of smartphone-based ride-hailing service in Vietnam Using DeLone and McLean's information system success model [47]. 427 customers were surveyed to collect data, and PLS were used to analyse the structural model and measurement. The study found that there was a significant correlation between the dimensions of electronic service quality and overall e-service quality. Furthermore, the study found a strong and favourable relationship between repurchase intention and electronic service quality.

Tandon, Kiran, & Sah investigated the impact of e-service quality dimensions (ease of use, navigation, security and privacy, ease of understanding, information usefulness, ease of ordering, website design and customization) on online repurchase intention in the northern states of India, with a focus on the mediating role of customer satisfaction [48].

Two thousand self-administered questionnaires were distributed in total. On the other hand, 410 complete questionnaire copies were dully returned for analysis. Structural equation modelling (SEM) was employed in the data analysis process using AMOS version 2.0. The results of the analysis showed that the proxies of e-service quality, such as ease of use, navigation, information usefulness, website design, comprehension, security and privacy, ease of ordering, and customization, have a positive impact on customer satisfaction and online repurchase intention. However, the current study's limitations are a result of scheduling and geographic restrictions. Future investigations may build on this work in several ways.

A study on the impact of reliability on online repurchase intention through the mediating role of customer satisfaction in Solo City was carried out by Rohwiyati and Praptiestrini [49]. The source of data used in the study was gathered through the use of structured questionnaires. Using the purposive sampling technique, 100 respondents were selected. Path analysis was used to analyse the hypotheses. The study's findings indicate that reliability has a favourable and substantial impact on the intention to make another online purchase.

Ighomereho, Ojo, Omoyele, & Olabode evaluated the impact of ease of use on the overall quality of e-services at Redeemer's University in Nigeria [50]. The study used a cross-sectional research design. 400 online shoppers in Lagos State were given questionnaires to complete to gather primary data. Similar to this, the data was analysed using multiple regression analysis. The study reveals that ease of use is the aspect of electronic service quality that significantly affects overall electronic service quality.

Jayathilak researched the relationship between ease of use and online repurchase intention in Sri Lanka [51]. Testing the mediating role of electronic satisfaction as a mediator variable. Structured questionnaires were utilized to gather data from a representative sample of the population. SPSS software was used to analyse the data. The results show that repurchase intention is significantly influenced by ease of use.

Nabila *et al* evaluated the impact of ease of use on online repurchase intention through the mediation of electronic satisfaction of online Shopee customers [52]. In Indonesia, 288 respondents completed questionnaires that were used to gather data. Similarly, AMOS 24 software and structural equation modelling (SEM) were used to analyse the data. The study's findings indicate that consumer' inclinations to make additional purchases of Shopee products and services can be influenced by their ease of use. The intention to make additional purchases on the Shopee website is positively and significantly influenced by trust factors.

Hypotheses Development and Conceptual Model for the Study

Hypotheses for this study were developed based on the objectives of this study, which is to enable the researcher to provide answers to the research questions and proper solutions to the research problem.

Ho1. There is no significant relationship between reliability and online repurchase intention.

Ho2. There is no significant relationship between ease of use and online repurchase intention.

Conceptual Model for the Study

This study proposes a model based on the Technology Acceptance Model and Theory of Reason Action (TRA). The conceptual model depicts the direct relationship between the independent variables (reliability and ease of use) and the dependent variable (online repurchase intention).

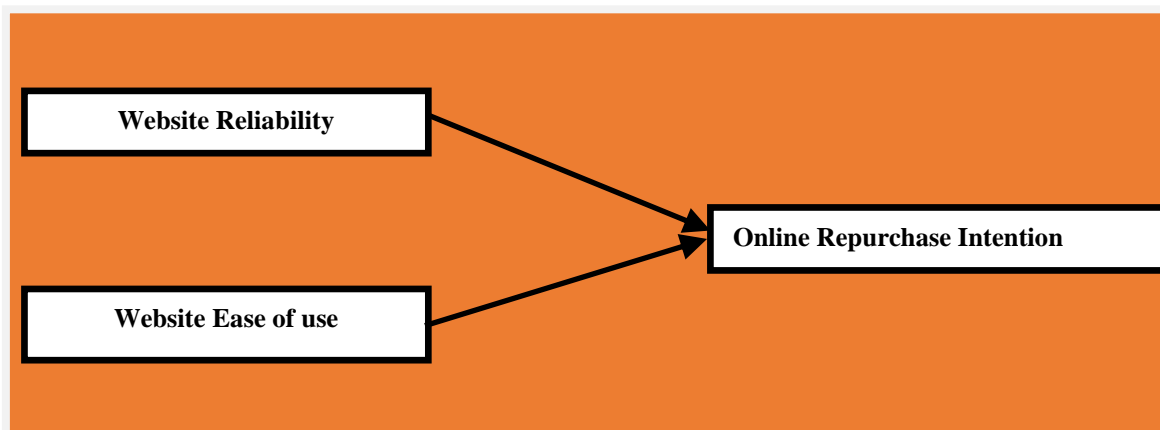


Figure 1. Conceptual Model. Source: Developed for the study

Underpinning Theories

This study considers the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) as the underpinning theories.

Theory of Reason Action

The theory of reasoned action (TRA) was proposed by Fishbein and Ajzen and was later developed [53]. The basic premise for this theory is to understand how and why attitude affects behaviour, among other things [54]. This theory unveils the relationships between attitude, intentions and behaviour and how they affect consumers' decisions [55]. TRA predicts behavioural intention based on two major factors; the individuals' attitude (personal factors) and subjective norms (social factors). The importance attached to the attitudinal and normative factors in determining intentions differs depending on the behaviour, situation and individual differences of the actor [56]. The theory of reasoned action stands on the assumption that human beings make rational decisions based on the available information open to them, and the best determinant of such individual behaviour is the intent which explains the readiness to perform the given behaviour [57].

Eid supported the TRA model and applied this to purchase decisions by viewing the quality of information provided by an online retailer on the website to have a great influence on the intention to purchase which is predicted to increase online satisfaction and consequently affect repurchase intention [58]. Similarly, TRA has not only been suggested to predict consumer intention and behaviour but is also effective in recognizing where and how to target customer change behaviour [59].

Unified Tertiary Acceptance and Use of Technology (UTAUT) Model

The UTAUT model was propounded by Venkatesh and Davis to explain a complete picture of the acceptance process and use of new technology especially to aid in facilitating the electronic way of doing business and other social activities. The UTAUT is one of the most popular frameworks in the field of general technology acceptance models [60]. Like earlier acceptance models, it aims to explain user intentions to use an IS and further the usage behaviour. This unified model was created based on the conceptual and empirical similarities across these eight models. The theory holds that four key constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions) are direct determinants of usage intention and behaviour [61]. The UTAUT model was chosen as the base theoretical model for this study because of its comprehensiveness and high explanatory power in comparison to other technology acceptance and use models. UTAUT model was adopted to determine and explain the influence of e-service quality dimension (reliability and ease of use) on online repurchase intention evidence from staff of the University of Maiduguri, of e-government services.

METHODOLOGY

This study focused on the staff of the University of Maiduguri as the research population. The total number of staff in the university was 6,798, from which a sample size of 436 participants was determined using Taro Yamane's formula for sample size determination. Data were collected from the respondents through the administration of structured questionnaires specifically designed to align with the study objectives.

To ensure effective access to the targeted respondents, the study adopted the snowball sampling technique, where participants were selected sequentially through referrals from other members within the study population. This method facilitated reaching the required categories of staff with the necessary knowledge and experience to answer the research questions, thereby enhancing the quality of the collected data.

For data analysis, descriptive statistics were employed to provide a comprehensive summary of the collected data, helping to understand the overall distribution of the studied variables. Furthermore, the research hypotheses were tested using the Statistical Package for Social Sciences (SPSS), a widely used statistical software that offers advanced tools for examining relationships between variables and conducting accurate and objective quantitative data analysis.

The study adopted a descriptive research design, where data were collected from respondents on a cross-sectional basis, meaning that information was gathered at a single point in time without tracking changes over different periods. The descriptive design is an effective approach for studies that aim to explore phenomena and understand their nature without influencing the factors affecting them. This design helped provide clear insights into the research topic, allowing researchers to analyze data systematically and draw conclusions based on reliable statistical evidence.

As a result, the study was able to present a comprehensive analysis based on accurate data, enhancing the reliability of the findings and contributing to the formulation of actionable recommendations derived from the studied sample.

RESULTS AND DISCUSSION

Data Presentation. Demographic Characteristics of the Respondents

Table 1 below shows the demographic information of the respondents of the study. The table indicates that 226 (57.7%) of the respondents are male, while 166 (42.3%) are female respondents. Similarly, the results showed that 132 (33.7%) of the respondents are singles and 260 (66.3%) are married. A total of 61 (15.6%) of the respondents are aged between 18 Years and 23 Years, 230 (58.7%) are aged between 24 Years- 40 Years, 80 (20.4%) of the respondents are aged between 41 Years – 50 Years, While 2 (5.4%) are aged between 50 Years And Above.

The results indicated that respondents, 48 (12.2%) of the respondents have SSCE, 54 (13.8%) have OND/NCE, 174 (44.4%) have Bachelor’s Degree, and 116 (29.6%) have postgraduate certificates. This designates that the sample of the study is educated. Regarding Frequency of Online Purchases, the results showed that respondents who are using Mobile App are 223 (56.9%), while those who are using Website for online purchase are 169 (43.1%). Lastly, regarding the Frequency of Online Purchase, the results showed that 236 (60.2%) of the respondents Frequently in Online Purchase, while 156 (39.8%) of the respondents indicated that their Online Purchase is Non Frequent.

Table 1: Demographic Characteristics of the Respondents

Gender	Frequency	Per cent
Male	226	57.7
Female	166	42.3
Total	392	100.0
Marital Status		
Single	132	33.7
Married	260	66.3
Total	392	100.0
Age		
18 Years- 23 Years	61	15.6
24 Years- 40 Years	230	58.7
41 Years – 50 Years	80	20.4
50 Years And Above	21	5.4
Total	392	100.0
Qualification		
SSCE	48	12.2
OND/NCE	54	13.8
Graduate	174	44.4
Postgraduate	116	29.6
Total	392	100.0
Online Purchase		
Mobile App	223	56.9
Website	169	43.1
Total	392	100.0
Frequency Of Online Purchase		
Frequently	236	60.2
Non Frequent	156	39.8
Total	392	100.0

Data Analyses

Regression is used to analyse the effect of the independent variables on the dependent variable, and the coefficient of determination (R²) is the most common measure used to predict and evaluate the predictive accuracy of a structural model. The R² points of 0 to 1 with the higher points are indicative of a higher level of predictive accuracy, which explains the extent to which the variability of a factor can be caused or explained by their relationship with other factors.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.429^a	.184	.180	2.36846	1.779

- Predictors: (Constant), Ease of Use and Reliability
 - Dependent Variable: Online Repurchase Intention
- Source: Extracted from SPSS Output, 2024.

Table 2 reveals the summary of the model which indicated an R² value of 0.184, this shows that 18.4% of the variation in the online repurchase intention is been explained by the ease of use and reliability while the remaining 81.6% is been explained by other variables outside the model. This indicated that this model weak predictor. The R-value of 0.738 indicated 74% which is a strong positive correlation between the dependent variable (PRF) and the set of independent variables. The indication of adjusted R² of 0.180 (18%) of variation in the dependent variable is accounted for by the regression. The generalization of this model in the population was 18.4%. Also, the Durbin Watson (1.779) was within the accepted benchmark of 1.5 – 2.5 as suggested by Norusis [62]. The closer the Durbin Watson value to 2 the better it is, hence since (1.779) is close to 2, the assumption of independence of error term has surely been met.

Table 3: Anova Results

Model	Sum of Squares	Df	Mean Squar	F	Sig.	
1	Regression	491.706	2	245.853	43.827	.000 ^b
	Residual	2182.128	389	5.610		
	Total	2673.834	391			

a. Dependent Variable: Online Repurchase Intention

b. Predictors: (Constant), Ease of Use and Reliability

Source: Extracted from SPSS Output, 2024.

Table 4 above, revealed that the overall model is significant, looking at the significance level of .000b which is less than the alpha value of 0.05. This shows that the model is a good fit for the study.

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.309	1.240		7.505	.000
	Reliability	.354	.066	.266	5.370	.000
	Ease of Use	.322	.063	.251	5.080	.000

Discussion of Findings

This section concentrates on the hypotheses testing and discussion of the results acquired from the linear regression model with the aid of SPSS.

Influence of Reliability on Online Repurchase Intention

It is hypothesized that there is no significant relationship between reliability and online repurchase intention among staff of the University of Maiduguri. The outcome of the analyses indicates a positive and significant relationship between reliability and online repurchase intention where $\beta = 0.226$, t statistics = 5.370 and P value = 0.000. Therefore, outcomes

provided that the null hypothesis is rejected. This is supported by the findings of Tan *et al*, who posit that reliability is among the most vital contributing factors of e-service quality in an online business environment [63]. Similarly, delay in service delivery seems to depict a negative influence on customer's attitudes toward electronic service quality. Moreover, the study of Wali and Opara affirms that reliability is positively related to customer repurchase intentions of commercial airline services; [64] more so, this assertion conforms to the study of Sun (2010) [65].

The hypothesis predicted that there is no significant relationship between ease of use and online repurchase intention among staff of the University of Maiduguri. The results indicated a positive and significant relationship between ease of use and online repurchase intention where $\beta = 0.251$, t statistics = 5.080 and P value = 0.000 Therefore, outcomes provided that the null hypothesis is rejected. This finding corresponds with the study.

Recommendations

Reliability and customer experience dimensions of e-service quality were positively related to online repurchase intention. Hence, e-commerce websites should provide 24-hour accessibility to the website to offer instant services at the customers' convenience and be consistent in all the significant aspects of their dealings. This will further make the firm reliable which in turn strengthens customers' repurchase intention. Ease of use was found to have a significant relationship with online repurchase intention. This indicated that e-commerce firms should give special attention to the ease of customers' access and interaction with their website as it plays a crucial role in encouraging online repurchase intention.

Limitations and Suggestions for Further Studies

There is a limited study that considers specific e-commerce firms and examines the influence of their e-service quality on online repurchase intention. More so, this study covers a few out of the several dimensions of e-service quality, there are many dimensions untouched. At the same time, there are limited studies that examine the influence of the e-service quality dimensions on online buying behaviour. Moreover, future studies should extend and build on his studies by examining the influence of e-service quality on online buying behaviour using social influence as a moderator.

CONCLUSION

Online repurchase intention is determined by the outcome of prior purchased experience toward electronic commerce services by consumers which provides direction for future purchases. What motivates customers to develop online repurchase intention towards a website in the future is paramount, as it will enable the e-commerce website to understand the level of customer satisfaction and determine the possibility of the customer's revisit. As purchasing via e-commerce websites is becoming topical, particularly to the elite among consumers, it provides additional services compared to conventional stores, such as added value services including convenience, ease of use, speedy services, efficiency, and 24-hour service accessibility. However, despite these huge advantages, it appears that the majority of customers are not willing to repurchase from e-commerce websites. To unveil the reason why customers are not willing to repeat purchases online as well as provide an empirical breakthrough, this study objectively examined the relationship between e-service quality and online repurchase intention through the mediation of customer-perceived value among staff of the University of Maiduguri. Literature was reviewed based on the specific objectives of the study. In pursuance of the above objectives, data were collected primarily on cross cross-sectional basis from the study respondents using structured questionnaires as instruments. The outcome of analysing 392 valid responses using SPSS established that reliability and ease of use have a positive and significant relationship with online repurchase intention.

Acknowledgements

We would like to thank all Persons who have assisted in the course of writing this research, including the anonymous reviewers for providing valuable input on this paper.

Author Contribution

Saleh Audu Sani: Conceptualization, Methodology, Writing–review & editing, Article administration. Mohammed Dauda: Methodology, Writing–review & editing, Investigation. Bintu Mustapha: Literature review, Methodology, Investigation and Editing.

Conflicts of Interest

All authors declare no conflict of interest.

REFERENCES

- [1] Y. Zeqiri, V. Ramadani, & W. J. Aloulou, The Effect of Perceived Convenience and Perceived Value on Intention to Repurchase in Online Shopping: The Mediating Effect of e-WOM and Trust, *Economic Research-Ekonomska Istraživanja*, 2023. DOI: 10.1080/1331677X.2022.2153721
- [2] L. Hongxiu, L. Yong, and S. Reima, Measurement of E-Service Quality: An Empirical Study on Online Travel Service, *ECIS, proceedings*, 343, 2009.
- [3] F. Rasty, S. H. Mirghafoori, S. Ardekani, & P. Ajdari, Trust Barriers to Online Shopping: Investigating and Prioritizing Trust Barriers in an Intuitionistic Fuzzy Environment. *International Journal of Consumer Studies*, 45(5), 2021, 1030-1046.
- [4] D. Yuniarti, and Y. Purwaningsih, Household Food Security and Vulnerability: The Sustainable Livelihood Framework, *Journal of Economics and Policy*, 10(2), 2017, 223-241.
- [5] V. T. Lestari, & J. Ellyawati, Effect of E-Service Quality on Repurchase Intention: Testing the Role of E-Satisfaction as Mediator Variable. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(7), 2019.
- [6] H. C. P. Hasman, P. Ginting and E. S. Rini, The Influence of E-Service Quality on E-Satisfaction and its Impact on Repurchase Intention in Using E-Commerce Applications on Students of Universitas Sumatera Utara: *International Journal of Research & Review (www.ijrrjournal.com)*, 299, 2019.
- [7] A. Santoso, & A. Aprianingsih, The Influence of Perceived Service and E-Service Quality to Repurchase Intention the Mediating Role of Customer Satisfaction Case Study: Go-Ride in Java. *Journal of Business and Management*, 6(1), 2017, 32-43.
- [8] D. T. Cuong Determinants Affecting Online Shopping Consumers' Satisfaction and Repurchase Intention: Evidence from Vietnam. *Innovative Marketing*, 19(1), 126-139. doi:10.21511/im.19(1), 2023,11
- [9] A. D. Adefulu, O. U. Asikhia, & R. E. Akinbiyi, Relationship Marketing Practices and Customer Repurchase Intention of Online Retail Firms in Lagos, Nigeria. *International Journal of Research Science & Management*. 7(5), 2020.
- [10] H. B. Suherman, J. Mawarti, Y. Iskandar, and P. Heriyati, Impact of E-Service Quality, Brand Awareness, Advertising, and Brand Image for Repurchase Intention on the Specialty Store. *Open Access Indonesia Journal of Social Sciences*, 4(6), 2021. <https://doi.org/10.37275/oaijs.v4i6.93>
- [11] B. P. Pradana & P. N. Semarang, Investigating the Repurchase Intention of E-Commerce Users from Service Quality and Expectation-Confirmation Theory Perspectives: *Jurnal Informasi dan Teknologi*, 4(3), 2022, 127-135.
- [12] S. K. Trivedi, & M. Yadav, Predicting Online Repurchase Intentions with E-Satisfaction as Mediator: A Study on Gen Y. *Vine*, 48, 2018, 427-447.
- [13] Y. F. Kuo, T. L. Hu, & S. C. Yang, Effects of Inertia and Satisfaction in Female Online Shoppers on Repeat-Purchase Intention: The Moderating Roles of Word-of-Mouth and Alternative Attraction. *Managing Service Quality: An International Journal*, 23(3), 2013, 168-187. <https://doi.org/10.1108/09604521311312219>

- [14] S. K. Goh, N. Jiang, M. F. A. Hak, & P. L. Tee, Determinants of Smartphone Repeat Purchase Intention Among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction. *International Review of Management and Marketing*, 6(4), 2016, 993-1004.
- [15] B. Huseynli, & S. Mammadova, Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions. *International Journal of Economics and Business Administration*, X(2), 2022, 59-77. <https://doi.org/10.35808/ijebe/766>
- [16] B. Narteh, Service quality in Automated Teller Machines: An Empirical Investigation. *Managing Service Quality*, 23(1), 2013, 62-89.
- [17] F. Zeng, L. Huang, W. Dou, Social Factors in User Perceptions and Responses to Advertising in Online Social Networking Communities. *Journal of Interactive Advertising*, 10, 2009, 1-13. <https://doi.org/10.1080/15252019.2009.10722159>.
- [18] H. F. Lin, The impact of website quality dimensions on customer satisfaction in the B2C e-commerce context. *Total Quality Management*, 28(4), 2017, 363-378.
- [19] Y. S. Muhammad, S. Aslam, N. Afgan, & A. M. Abbasi, Performance evaluation of Automated Teller Machine (ATM) With Fuzzy TOPSIS Using Sample Survey Results. *International Journal of Business and Social Science*, 5(13), 2014, 216-231.
- [20] V. Zeithaml, Service Excellence in Electronic Channels, Managing Service Quality. *International Journal*, 12, 2002, 135-139. <https://doi.org/10.1108/09604520210429187>
- [21] O. S. Ighomereho, A. A. Ojo, O. S. Omoyele, & O. S. Olabode, From service quality to e-service quality: measurement, dimensions and model. *Journal of Management Information and Decision Sciences*, 25(1), 2022, 1-15.
- [22] H. Li, Y. Liu, & R. Suomi, Measurement of E-Service Quality: An Empirical Study in Online Travel Service. ECIS 2009 Proceedings. 191, 2009. <http://aisel.aisnet.org/ecis2009/191>
- [23] S. I. Al-Hawary, & W. F. Al-smeran, Impact of Electronic Service Quality on Customer Satisfaction of Islamic Banks in Jordan. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 7(1), 2017, 170-188.
- [24] C. Mwatsika, Factors Influencing Customer Satisfaction with ATM Banking. *International Journal of Academic Research in Business and Social Sciences*, 6(2), 2016, 26-41.
- [25] O. S. Ighomereho, A. A. Ojo, O. S. Omoyele, & O. S. Olabode, From Service Quality to E-Service Quality: Measurement, Dimensions and Model. *Journal of Management Information and Decision Sciences*, 25(1), 2022, 1-15.
- [26] G. Shirshendu, & K. R. Sanjit, Generic Technology-Based Service Quality Dimensions in Banking: Impact on Customer Satisfaction and Loyalty. *International Journal of Bank Marketing*, 29(2), 2011, 168-189.
- [27] E. Y. Nabila, E. Listiana, B. B. Purmono, Y. Fahrana, & T. Rosnani, Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace in Indonesia. *East African Scholars Journal of Economics, Business and Management*, 6(1), 2023.
- [28] J. Juliana, T. Noval, I. B. Hubner, & I. Bernarto, Ease of use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemia*, 2020.
- [29] A. M. Yazeed, U. Yazidu, & Y. Ibrahim, Automated Teller Machine (ATM) Operation Features and Usage in Ghana: Implications for Managerial Decisions. *Journal of Business Administration and Education*, 5(2), 2014, 137-157.
- [30] S. I. Al-Hawary, & W. F. Al-smeran, Impact of Electronic Service Quality on Customer Satisfaction of Islamic Banks in Jordan. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 7(1), 2017, 170-188.
- [31] F.N. Nasution, "Penggunaan Teknologi Informasi Berdasarkan Aspek Perilaku (Behavioral Aspect)", 2004. [Online].
- [32] A. Santoso, & A. Aprianingsih, The Influence Of Perceived Service and E-Service Quality to Repurchase Intention the Mediating Role of Customer Satisfaction Case Study: Go-Ride in Java. *Journal of Business and Management*, 6(1), 2017, 32-43.

- [33] Kalu, A. O., Anyanwu, A & Onwumere, J. C. (2019). Influence of website quality dimensions on repurchase intention: empirical evidence from customers of Jumia online stores in Port Harcourt, Rivers State. *Journal of Strategic and Internet Business*, 4(1), 514-529. ISSN – 2659-0816 (print) 2659-0832 (Online)
- [34] O. S. Ighomereho, A. A. Ojo, O. S. Omoyele, & O. S. Olabode, From Service Quality to E-Service Quality: Measurement, Dimensions and Model. *Journal of Management Information and Decision Sciences*, 25(1), 2022, 1-15.
- [35] A. D. Adefulu, O. U. Asikhia, & R. E. Akinbiyi, Relationship Marketing Practices and Customer Repurchase Intention of Online Retail Firms in Lagos, Nigeria. *International Journal of Research Science & Management*. 7(5), 2020.
- [36] A. F. Wali & B. C. Opara, E-service Quality Experience and Customer Loyalty: An Emphasis of the Nigeria Airline Operators. *European Journal of Business and Social Sciences*, 1(9), 2012, 118-125.
- [37] S. S. Tan, R. Abdul, O. Zahir, H. S. Lee, J. Arif, S. Parameswaran, & H. Rasheedul, Modelling Consumer Perceptions of Internet Retail Service Quality through Structured Equation Analysis. *Herald NAMSCA*, 1, 2018, 1139-1148.
- [38] A. F. Wali & B. C. Opara, E-service Quality Experience and Customer Loyalty: An Emphasis of the Nigeria Airline Operators. *European Journal of Business and Social Sciences*, 1(9), 2012, 118-125.
- [39] V.M. Kunbhar, Service Quality Perception and Customers' Satisfaction in Internet Banking Service: A Case Study of Public and Private Sector Banks, *Cyber Literature*, 4(2), 2011, 21-30
- [40] N.A. Saidi, N.A. Azib, N.E.S. Sulham, N.F.F. Anuar, & N. Saidi, Determinants for Adoption of E-Banking among Bank's Customers, *International Journal of Accounting, Finance and Business*, 1(2), 2016, 37-44.
- [41] P. A. Dabholkar, & X. Sheng, Consumer Participation in using Online Recommendation Agents: Effects on Satisfaction, Trust, and Purchase Intentions. *The Service Industries Journal*, 32(9), 2012, 1433–1449. <https://doi.org/10.1080/02642069.2011.624596>
- [42] A. Cahyani, I. M. A. Gunadi, & Y. P. Mbulu, Pengaruh Customer Experience Terhadap Repurchase Intention Pada PT. Traveloka Indonesia. *Jurnal Sains Terapan Pariwisata*, 4(1), 2019, 25–36.
- [43] S. Carles, and B.M. Yohanda, *The Origin of Modern Banking in Spain: The Role of Monetary Plurality*, Abingdon, New York, Routledge, 2019, 208.
- [44] E. Y. Nabila, E. Listiana, B. B. Purmono, Y. Fahrana, & T. Rosnani, Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace in Indonesia. *East African Scholars Journal of Economics, Business and Management*, 6(1), 2023.
- [45] A. Kahar, Y. Wardi, & D. Patricia, The Influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Security on Repurchase Intention at Tokopedia.com. *Advances in Economics, Business and Management Research*, 64(1), 2019, 429–438. <https://doi.org/10.2991/piceeba2-18.2019.20>
- [46] E. Y. Nabila, E. Listiana, B. B. Purmono, Y. Fahrana, & T. Rosnani, Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace in Indonesia. *East African Scholars Journal of Economics, Business and Management*, 6(1), 2023.
- [47] N. N. Duy-phuong, & T. T. Dai-trang, Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, And Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research* 5, 2018, 78-91.
- [48] U. Tandon, R. Kiran, & A. N. Sah, Customer Satisfaction as Mediator Between Website Service Quality and Repurchase Intention: An Emerging Economy Case. *Service Science* 9(2), 2017, 106-120. <https://doi.org/10.1287/serv.2016.0159>
- [49] R. Rohwiyati, & P. Praptiestrini, The Effect of Shopee E-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as Mediation Variable. *Indonesian Journal of Contemporary Management Research*, 1(1), 2019, 47 54.
- [50] O. S. Ighomereho, A. A. Ojo, O. S. Omoyele, & O. S. Olabode, From Service Quality to E-Service Quality: Measurement, Dimensions and Model. *Journal of Management Information and Decision Sciences*, 25(1), 2022, 1-15.

- [51] A. K. K. R. Jayathilaka, Relationship between Online Repurchase Intention and E-Satisfaction. Quantitative Research Study Based on Young People in Western Province in Sri Lanka. *Open Access Library Journal*, 7: e7007, 2020. <https://doi.org/10.4236/oalib.1107007>
- [52] E. Y. Nabila, E. Listiana, B. B. Purmono, Y. Fahrana, & T. Rosnani, Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace in Indonesia. *East African Scholars Journal of Economics, Business and Management*, 6(1), 2023.
- [53] C. Nickerson, Theory of Reasoned Action (Fishbein and Ajzen, 1975). *Simply Psychology*, 2023.
- [54] O. Otieno, C. Liyala, S. Odongo & C. Abeka, Determinants of Adoption of Internet Banking by Trade Finance Customers in East Africa, *World Journal of Computer Application and Technology*, 2016.
- [55] M.I. Eid, Determinants of E-Commerce Customer Satisfaction, Trust and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12, 2011, 78-93.
- [56] C. Nickerson, Theory of Reasoned Action (Fishbein and Ajzen, 1975). *Simply Psychology*, 2023,
- [57] M.I. Eid, Determinants of E-Commerce Customer Satisfaction, Trust and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12, 2011, 78-93.
- [58] M.I. Eid, Determinants of E-Commerce Customer Satisfaction, Trust and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12, 2011, 78-93.
- [59] B. H. Sheppard, J. Hartwick, & P. R. Warshaw, The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research*, 15(3), 1988, 325–343. <https://doi.org/10.1086/209170>.
- [60] V. Venkatesh & F. Davis, A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies, *Management Science*, 46(2), 2000, 186-204.
- [61] V. Venkatesh & F. Davis, A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies, *Management Science*, 46(2), 2000, 186-204.
- [62] M. Norusis, Guide to Data Analysis, Prentice Hall, 1999.
- [63] S. S. Tan, R. Abdul, O. Zahir, H. S. Lee, J. Arif, S. Parameswaran, & H. Rasheedul, Modelling Consumer Perceptions of Internet Retail Service Quality through Structured Equation Analysis. *Herald NAMSCA*, 1, 2018, 1139-1148.
- [64] A. F. Wali & B. C. Opara, E-service Quality Experience and Customer Loyalty: An Emphasis of the Nigeria Airline Operators. *European Journal of Business and Social Sciences*, 1(9), 2012, 118-125.
- [65] C. Sun, A Performance Evaluation Model By Integrating Fuzzy AHP And Fuzzy TOPSIS Methods. *Expert Systems with Applications*, 37 (12), 2010, 7745-7754.