



Trust, Satisfaction and Repurchase Intention: Mediating Role of Perceived of the E-Commerce Organizational Mechanisms

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Abstract: *The study subject was to investigate the degree of satisfaction and trust effect on the on online repurchase intention under the influence of e-commerce organizational mechanisms. Research variables were satisfaction, trust, site quality, familiarity with sites, and online purchase and e-commerce organizational mechanisms. The statistical population of Cruise Company was 63 individuals. The sample size was 56 ones which were selected using simple random sampling and Morgan table, and the obtained data analysis was conducted with the use of LISREL software. The obtained results from the hypotheses testing reflected the impact of satisfaction and trust on online repurchase, trust on satisfaction, e-commerce organizational mechanisms on trust, the site quality and familiarity on trust, and the reputation lack of impact on trust.*

Keywords: *Satisfaction, Trust, Site Quality, Familiarity with Site, E E-Commerce Organizational Mechanisms*

INTRODUCTION

Business and technology are associated, and this relationship still continues. In fact, it can be said that a technical advance leads to business thriving and it was shipbuilding. In about 2000 BC, Phoenicians used the shipbuilding technique to cross the sea and reach to distant lands. Through this development, the geographical borders first have been opened for trade, and bargaining began with other territories. The concept of e-commerce at the beginning of its creation in fact has been nothing more than a simple commercial informing and it was that everyone could have their products with the use of web pages on the Internet, advertise. According to figures released about 500 companies, it has been shown that almost 34% of these companies in 1995 and 80% of the companies in 1996 have used this method to promote their products. It is interesting that by the end of 2001 more than 220 billion dollar financed transactions have been done by the hundreds of commercial sites on the Internet. However, the use of these electronic technologies in business also has a relatively long history. In fact, it can be said that the need for e-commerce use is originated from private and public sectors to use information technology to achieve customer satisfaction and effective coordination within the organization.

In 1994, when the Internet showed its business capabilities in addition to aspects of science and research, Commercial establishments and banks in the developed countries were the first institutions that work hard to make the most of this progress. Product of their efforts was the present electronic banking. Thereafter, it has quickly become clear that the Internet is an excellent platform for a variety of economic activities and

banking. After investigating the history of e-commerce, it has been found that stock exchange were also other institutions that quickly coordinated their activities with the progress of the Internet and were able within a short time, due to the advantages of the Internet compared to traditional methods due to the high speed and accuracy, to achieve great success. The emergence and spread of the Internet and the Web creates many opportunities for the development of the infrastructure and e-commerce applications.

During the last twenty years ago, one of the major trends in the field of e-commerce has been a significant reduction in price of computer hardware and more importantly creating global standards for hardware development such a process has usually been called standardization integrated open systems. In the case of software, there is also the same process, but the software standards yet have not been as much integrated and compatible as the hardware standards. The next process after integration and standardization is creation of network facilities and the ability to communicate between different computer systems. Numerous studies have emphasized that trust is the center of trade relations and communication between people Papadopoulou et al. (2001). Louis and Weigert (1985) studied trust from the perspective of sociology. The sociologists consider trust as they tend to be fragile and discussed it as the relationship between the trustee and the trust. Castaldo et al. (2010) have analyzed the concept of trust in relation to marketing communications and suggested that the concept of trust can be considered from five aspects of expectations, subject, future actions, positive consequences, risk and affectability. In short, they explained trust in accordance with the developed content. The researchers in e-commerce have given the trust an importance level that was equal to that of the traditional trade. There are two types of customer trust in online streaming: public trust with the impression that the consumer is willing to trust in the new website. However, the basic trust is the trust in the Internet that includes trust in technology, transactions, and their security. Two independent factors that affect trust or mistrust are attitudinal factors (motivational, personality, and behavioral orientation) and positional factors (incentives, power, and communication).

McKnight et al. (1998) studied the initial levels of trust with a focus on cognitive perspective. They found that factors that affect this environment must be based on a positional trust (trust in structural trusting, trust in normal position) and tendency to trust (the position of trust and faith, trust in humanity). Chen (2003) scrutinized and developed what creates customer trust in online sales. They classified the trust based on the consumer (online purchase behavior, mental format, behavioral control, past purchase behaviors), the organization (number of the business years, reputation, brand awareness, presence and off-line activities), the website (delectableness, performance, usability, proficiency, affiliation, portability, and infrastructure trust), interaction (service quality, customer satisfaction, relationship term, enjoyment period) from the perspective of Internet sales.

Donny and Canon (1997) have suggested that the most important factors associated with the Company's specifications were including size and importance of the company, number of the business years, reputation, and brands. Sticken et al. (1993) could understand that the organizations can resort to legal mechanisms to re-build trust when it is disturbed (lost) or when the lack of trust occurs. Thus, each company should have usable regularities to be used to organize their work. Technology is the foundation of online trade while the system security is often considered as a deterrent because the personal account information and confidential data is often stolen. People do not always trust in technology, public opinion surveys show that personal security is their biggest concern Patton and Josang (2001). The companies' reputation is hard won and easily lost through Internet. Competition can be one of the factors that can provide the customer trust from cognitive and subjective view.

However, the most important factors in the success of a company producing goods and services.

Cruise manufacturing company (PJS) in 1982 started its activity with manufacturing rocker switch. In the direction of products development, other sectors such as manufacturing and assembling telecom parts were added to the company. In 1994, manufacturing the car spare parts was placed on the agenda by the company. First through producing decorative pieces and then the electric and electronic parts, Cruise Company

seriously enters into automobile parts industry manufacturing. Products of the company are Peugeot ceiling lights, P2mirror, dashboard wiring harness, and L90, fuse box Peugeot 405 and etc. Now, in the field of household appliances production: Companies of Padyan, Pars Khazar, National, Saravel and etc. are the major consumers of this company product. And in the field of spare parts supply also, the companies of Iran Khodro, Renault Pars, and Saypa now make up the major parts of consumers.

Uncertainty about the impact of variables of familiarity with the site, impact of reputation and the site quality on the perceived trust, and ambiguity in the impact of perceived satisfaction and trust on the repurchase intension were the main motivation to do the present research.

Thus, the main research question is whether the perceived satisfaction and trust by the buyer according to the perceived effectiveness of e-commerce organizational mechanisms have a positive impact on the Cruise company repurchase intension from sites to supply the basic parts and materials from BASF site? The aim of the present study was to investigate the impact of trust and satisfaction on the online repurchase that, due to lack of researches of these kinds in the cruise companies, doubled the necessity of the current study. And regarding the importance of online purchase for the mentioned company to supply raw materials and parts to supply the parts needed for the automotive industry is an important industry as one of the main industries in Iran, importance of the present research will be shown. In the current study, it was attempted to investigate the importance of reputation, quality, familiarity with the site's impact on the confidence and satisfaction on the online repurchase and also the security level provided by the site in protecting the customers' privacy and personal information from the experts' view. The obtained results of the present study can be used to expand and optimize the ease of access to the required information as well as increase the measures for customers' security to purchase online. With a view to the increasing breadth of transactions conducted via the Internet, the importance of such research is taken for granted. The present research provides this possibility for the managers and experts in Cruise company regarding the affective factors to take the right decision of buying or not buying online on the suppliers' sites, an important issue that to increases efficiency and reduces addition costs.

Methodology

Main hypothesis

- Customer satisfaction has a positive impact on the repurchase intension from the site.
- Customers' satisfaction has a positive impact on trust in the site.
- Customers' trust has a positive impact on the repurchase intension from the site.
- E-commerce organizational mechanisms have a positive impact on customers' trust.

Secondary hypotheses

- Site quality has a positive impact on the customers' trust.
- Site reputation has a positive impact on the customers' trust.
- Familiarity with the site has a positive impact on the customers' trust.

Temporal scope

The data related to the research variables has been collected in the second half of 2014.

Special scope

Cruise company auto parts manufacturer, Tehran

The number of statistical population was 63 individuals, and the selected samples were 56 individuals.

The questionnaire reliability

The number of statistical population was 63 individuals, and the selected samples were 56 individuals. In the present study, Cronbach's alpha and spss software were used to determine the reliability of the tests.

The more Cronbach's alpha index is closer to 1, the internal consistency among the questions will be greater and thereby the questions are more homogeneous. Cronbach considers the reliability coefficient of 45% as low, 75% middle and acceptable, and the coefficient of 95% as high. Obviously, in case of low alpha value, it should be reviewed to increase that value through removing which questions. In order to calculate that, Spss software was used and the Cronbach alpha reliability coefficient is ranged from 0 meaning complete lack of reliability to +1 meaning complete reliability, and the more the obtained value is closer to +1, the questionnaire reliability becomes higher.

Results

Sample Demographic Specification According to Survey Slightly Sample (Commerce unit of Crouse Company IS age Max Frequency percentage between 25-30 years, gender: male, education:BS And Income: 1,000,000-1,500,000 Tomans

The sample demographics characteristics

Review of the respondents' age

Table 1: Review of the respondents' age

Actual percentage of Frequency	percentage	Frequency	factor
3,6	3,6	2	25-20
37,6	37,6	21	30-25
33,9	33,9	19	35-30
17,9	17,9	10	35-40
7,2	7,2	4	40-45
100	100	56	Total

Source: Author

Table 2: Review of the respondents' gender

Actual percentage of Frequency	percentage	Frequency	factor
60,7	60,7	34	Male
39,3	39,3	22	Female
100	100	56	Total

Source: Author

Table 3: Review of the respondents' background

Actual percentage of Frequency	percentage	Frequency	factor
7,4	7,1	4	0-5years
39,7	37,6	21	5-10 years
39,7	37,6	21	10-15 years
13,3	18	10	15-20 years
100	100	56	Total

Source: Author

Table 4: Review of the respondents' education

Actual percentage of Frequency	percentage	Frequency	factor
12,5	12,5	7	MSc
69,6	69,6	39	BS
17,9	17,9	10	Associate Degree
100	100	56	Total

Source: Author

Table 5: Review of the respondents' income

Actual percentage of Frequency	percentage	Frequency	factor
21,2	12,5	7	500,000 to 1,000,000Tomans

24,3	14,3	8	1,000,000-1,500,000 Tomans
9,1	5,4	3	1.5 to 2 million
24,2	14,3	8	2,000,000 to 2,500,000 Tomans
21,2	12,5	7	2,500,000-3,000,000 Tomans
100	41,1	23	Those whodid not respond
	100	56	Total

Source: Author

Hypothesis testing

The first main hypothesis

Customer satisfaction has a positive effect on the repurchase intention from the site.

First, the standardized coefficients model was obtained. As shown, all the factor loadings in the standardized mode are higher than 0.4 or 0.5 except for the reputation variable that indicates that it is not consistent with the model.

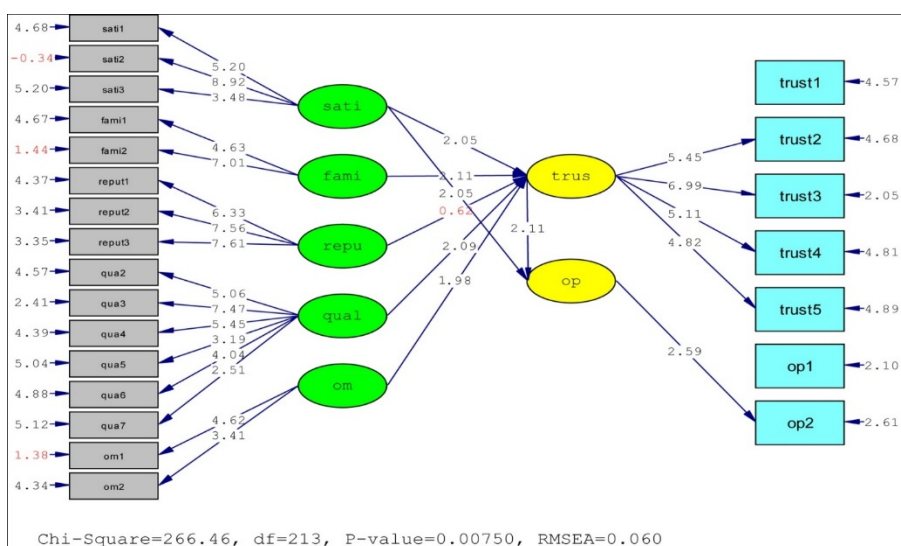


Figure 1: Standardized coefficients model in Basic Model (Source: Author)

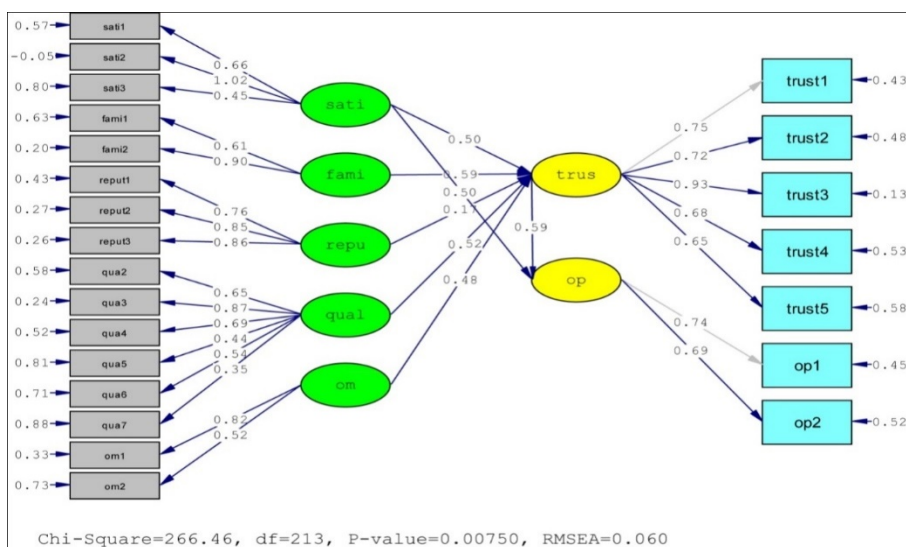


Figure 2: Significant numbers model in the form of Basic Model (Source: Author)

As seen in the above model, value of the first hypothesis is 2.05 that was higher than 1.96 and indicated the model compatibility and hypothesis approval. Thus, satisfaction has a positive impact on the repurchase intention from the site.

The second main hypothesis

Customer satisfaction has a positive impact on trust in the site.

According to analysis carried out in the model, the calculated value was higher than 1.96 which implied that the second hypothesis was also accepted, and the customer satisfaction has a positive impact on trust in the site.

The third main hypothesis

Customer trust has a positive impact on *repurchase* intention from site.

According to the coefficients model, significance was higher than 1.96 and equal to 2.11, and the hypothesis is plausible. Therefore, it can be concluded that customer trust has a positive impact on the *repurchase* intention from site.

The fourth main hypothesis

E-commerce organizational mechanisms have a positive impact on customer trust.

According to the coefficients model, significance was higher than 1.96 and equal to 2.05, and the hypothesis is plausible. Therefore, it can be concluded that customer trust has a positive impact on the *repurchase* intention from site.

The first secondary hypothesis

Site quality has positive impact on the customer trust.

According to the 4-6 model, significant coefficient of the first secondary hypothesis was equal to 2.09, a value that is higher than 1.96 and makes this hypothesis acceptable. Thus, the site quality has a positive impact on trust.

The second secondary hypothesis

The site reputation has a positive impact on customer trust.

In the above model, the significant coefficient taking into account the value of reputation data gathered from the questionnaire was less than 1.96, which indicated that the above hypothesis is rejected, and in the mind of the respondents, reputation has no positive impact on trust in the site.

The third secondary hypothesis

Familiarity with the site has a positive impact on customer trust.

The significant coefficient value for this variable is equal to 2.11 and higher than 1.96 which indicated the hypothesis was accepted that familiarity with the site implying that familiarity with the site in question has a positive impact on trust.

Discussion

The Demographic Specifications Results of the Sample Are Commerce Unit of Crouse Company That produce Automobile Parts in Iran That purchase Their Raw Materials from BASF Site of Germany. BASF one of The Main Provider Raw Materials for Automative Factories

According to Conceptual Model Specifications (Site Quality, Familiarity with the site, the reputation, ...) are survey that the BASF Site has Capability for Repurchase or not?

Conclusions

According to Fig.2 All of The Hypothesis are acceptable because according to significant number model amounts top of the the 1.96 are acceptable except the second secondary hypothesis and it means reputation

doesn't have positive impact on customer trust .and for reach wider result research should used for other populations.

Table 6: Table of results

Conclusions	Research Hypotheses
Hypothesis confirmed	Customer satisfaction has a positive impact on the repurchase intention from the site.
Hypothesis confirmed	Customer satisfaction has a positive impact on trust in the site.
Hypothesis confirmed	Customer trust has a positive impact on the repurchase intention from the site.
Hypothesis confirmed	E-commerce organizational mechanisms have positive impact on customer trust.
Hypothesis confirmed	The site quality has a positive impact on the customer trust.
Hypothesis rejected	The site reputation has a positive impact on customer trust.
Hypothesis confirmed	Familiarity with the site has a positive impact on customer trust.

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