

THE ROLE OF CUSTOMER TRUST AND PERCEIVED VALUE ON HOME DELIVERY SERVICE PERSONNEL: THE EMPIRICAL EVIDENCE FROM GENERATION Z IN THE EMERGING MARKET

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Abstract

During the significant changes in economics, the role of home delivery services has been enhanced dramatically to maintain the rapid growth of online purchasing in recent years. By adopting the expectancy disconfirmation theory, the study focused on the post-purchase journey to investigate how home delivery service personnel impact Generation Z's satisfaction and repurchase intention. The data were gathered by 353 respondents and were analyzed using partial least square structural equation modeling (PLS-SEM) and SPSS. The finding revealed the mediating role of trust and perceived value in the relationship between service quality, perceived price, and customer satisfaction. Additionally, service quality does not directly and positively impact the customer's repurchase intention, but the perceived price and perceived value. Consequently, the study contributes to the validation and development of the trust-based satisfaction model and reinforces the role of trust and perceived value in post-purchase of the home delivery service from the perspective of young customers. Additionally, the study proposes the managerial implications for managers in building trust and enhancing the value of their delivery personnel for their customers.

Keywords: service quality, perceived price, customer perceived value, trust, customer satisfaction, repurchase intention, home delivery service

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1. Introduction

The world with a significant rise in Internet users to 5.4 billion by 2023 (Statista, 2023) has driven more consumers toward online shopping behavior. Specifically, the e-commerce market is poised for continued robust development with an annual growth rate of 12.38% for the global retail industry from 2023 to 2027 (Statista, 2023). The dramatic growth of e-commerce and online

shopping with the increase in small shipments presents a significant challenge and competitive advantage for online retailers. Besides, one crucial element in achieving customer satisfaction and fostering long-term relationships is delivery service (Ehmke et al., 2012). Consequently, in today's fiercely competitive retail market, online retailers aiming to offer adequate customer support are driven to enhance their existing delivery services or introduce new logistics solutions (Chen et al., 2018). The success of such a business hinges on the effectiveness of delivery service personnel in narrowing the service quality gap between customers' expectations and the actual delivery performance of the firm, ultimately ensuring customer satisfaction (Kim, 2021).

For two consecutive years 2022-2023, Vietnam has the highest digital economic growth rate in Southeast Asia and is expected to maintain this position until 2025 (Temasek, 2022). According to Nielsen (2022), it is projected that there will be 15 million Generation Z individuals by 2025 in Vietnam, which constitutes 21% of the labor force and represents 30% of Vietnam's consumer base. Additionally, the more popular the home delivery service is, the more important the role of home delivery service personnel is (Chen et al., 2015). This study specifically aims to investigate how service quality, perceived price, perceived value, and trust influence customer satisfaction and repurchase intention in the home delivery service by the following research questions:

1. To what extent do the online purchasers perceive positively the service of delivery personnel compared to the spending for home delivery?
2. To what extent does trust in the service of delivery personnel enhance online purchaser satisfaction?
3. To what extent does perceived value in the service of delivery personnel enhance online purchaser intention?

2. Theoretical framework and hypothesis development

The context of home delivery service In this study, home delivery service is viewed as third-party delivery companies that are in charge of distributing goods and services of retailers via online platforms that facilitate online sales, communication, and coordination among all involved parties (Jiang et al., 2021). Home delivery personnel represent the online sellers so their behaviors, including punctuality, responsiveness, accountability, etc., can instill confidence in customers and consequently enhance the prospects of enhancing overall customer satisfaction and goodwill towards the company (Ngoc and Ghantous, 2013; Yannopoulou et al., 2011).

Stimulus-Organism-Response (S-O-R) framework The study adopts the SOR framework, proposed by Mehrabian and Russell (1974), in the context of home delivery service post-purchase evaluation for three main reasons. Firstly, SOR explicitly delineates the causal relationship between environmental stimuli (S) and consumers' behavioral responses (R) towards home delivery services. Secondly, SOR acknowledges the influence of previously recorded stimuli (Peng & Kim, 2014) on consumers' internal states (O) through both cognitive and emotional evaluations after service experience (Zhai et al., 2020), which thus offers a grounded approach to explore the reuse intentions on the home delivery service. Finally, the SOR framework's visual representation facilitates a holistic examination of how external stimuli influence users' internal psychological states, ultimately shaping their behavioral responses.

Expectation disconfirmation theory (EDT) Oliver (1980) and Susarla et al. (2006) explained EDT as customer satisfaction theory, which is about the function of pre-expectations and confirmation/disconfirmation. According to EDT, customers establish their initial expectations for receiving specific benefits of a product or service before making a purchase (Uzir et al., 2020). Following product or service utilization, customers engage in a confirmatory process by evaluating their perceived product performance against their pre-established expectations. This evaluation determines the degree to which those expectations are fulfilled or disconfirmed. Hence, they develop a sense of satisfaction or dissatisfaction depending on the extent of disconfirmation. Satisfied customers are inclined to consider using the product again.

Customer Satisfaction and Repurchase Intention According to Marinkovic and Kalinic (2017), satisfaction is the overall positive experience that arises when customers' perceptions of the actual service provided by a provider match or exceed their expectations. Shamsudin et al., (2018) mentioned that satisfaction results from the comparison between pre and post-consumption or usage of a product. When customers have a positive response to a company's service quality, they indicate an intention to revisit and purchase the company's products again as repurchase intention (Cronin, 2000). Retaining customers with repurchase intentions is said to be one of the most important segments of business considered for the success of organizations.

H1: Customer satisfaction is positively related to repurchase intention

Service quality (SERVQUAL) In the field of e-commerce, many studies have emphasized the importance of logistics service quality, which is widely recognized as a major factor driving sales (Ghezzi et al, 2012). Parasuraman et al., (1988) defined service quality as the result of a customer's comprehensive evaluation of a service provider, achieved by comparing their expectations with

the perceived quality they experience by utilizing five dimensions of SERVQUAL. Tangibles: physical facilities and appearance of personnel, Reliability: ability to deliver the promised service reliably and with precision, Responsiveness: willingness to provide prompt service, Assurance: employee's knowledge and good behavior toward the service, Empathy: giving personalized and enthusiastic attention to customers. Besides, Fornell (1992) discovered that companies should offer such services that increase the satisfaction of customers to retain customers. Similarly, Cronin et al. (2000) argued that service quality was a leading variable of repurchase intention. Similar findings were noted in various service contexts, such as Cheng (2008) (airline services in Taiwan) or Santoso, A., & Aprianingsih, A. (2017) (online transportation in Indonesia).

H2: Service quality is positively related to repurchase intention

Perceived price According to Ali & Bhasin (2019), the price that consumers mentally associate with products or services is known as the perceived price. According to Samlim et al. (2020) the perception of price also leads variable of purchase intention; whether a price is considered expensive or affordable is now seen as essential under varying economic circumstances. There is a positive influence of perceived price on repurchase interest.

H3: Perceived price is positively related to repurchase intention

Customer Perceived Value as the mediator Perceived value is the extent to which customers feel their expectations have been met by a product or service they have purchased or used (Carroll et al., 2002). Platania et al. (2016) considered the customer's perceived value as the trade-off between the perceived benefits and the perceived costs for the product or service. Uddin and Akhter (2012) and Fazal and Kanwal (2017) discovered that perceived value significantly influences client satisfaction, while Guenzi et al. (2009) and Toni et al. (2018) mentioned that perceived value is the primary indicator of repurchase intention. Furthermore, Hu et al. (2009) and Kuo et al. (2009) noted the mediating role of perceived value in the correlation between service quality and customer satisfaction, while Prasetyo et al. (2016, 2021) proved that customer's perceived value as a mediator in their study on the relationship between e-service quality and repurchase intention in e-commerce. Additionally, Miao et al. (2022) discovered that perceived value played a mediating role in the relationship between perceived price and repurchase intention in e-commerce.

H4: Perceived value mediates the relationship between service quality and customer satisfaction

H5: Perceived value mediates the relationship between service quality and repurchase intention

H6: Perceived value mediates the relationship between perceived price and customer satisfaction

H6: Perceived value mediates the relationship between perceived price and repurchase intention

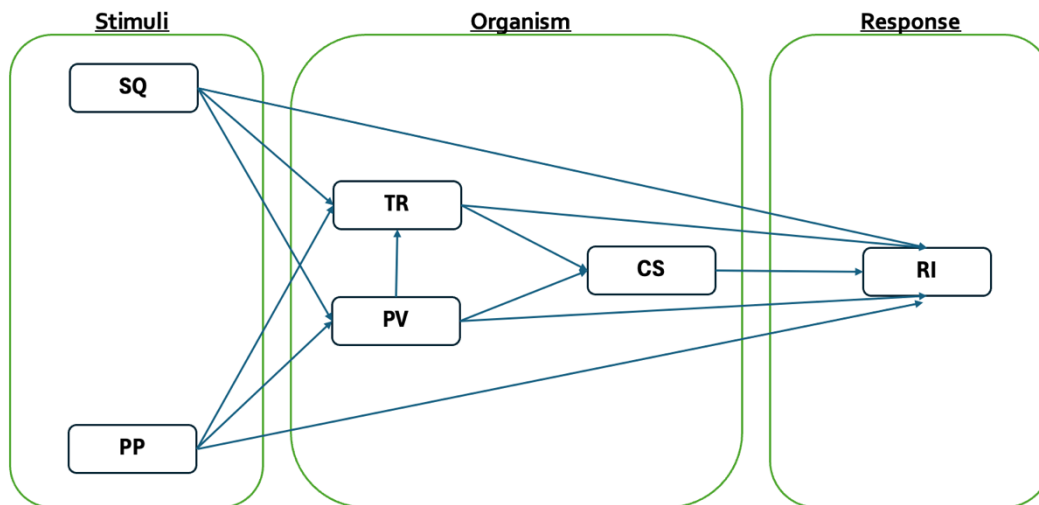
Trust as the mediator Hosmer (1995) defines trust can be defined as the belief that others will fulfill their commitments, engage in honest negotiations, and refrain from exploiting the situation for personal gain. In the online context, trust is defined as a positive attitude of confident expectation toward a risky online situation, reflecting the belief that one's vulnerabilities will not be taken advantage of (Beldad, Jong, & Steehouder, 2010). Trust was also recognized to have an indirect relationship between customer perceived value and client satisfaction with online purchases via home delivery service (Kim et al., 2021). Similarly, trust plays a crucial mediating role in the relationship between service quality and customer satisfaction (Uzir et al., (2021).

H8: Trust mediates the relationship between service quality and customer satisfaction

H9: Trust mediates the relationship between perceived price and customer satisfaction

H10: Trust mediates the relationship between perceived value and customer satisfaction

Fig. 1: Conceptual research framework



3. Methods

Measures Our study employed a survey methodology with a structured questionnaire. The measurement items in this study were adapted from prior research. The data analysis method involves utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS) using SmartPLS 4.0.1 software to validate the measurement model and evaluate the structural model. In this present study, we modified five criteria of service quality sourced from Parasuraman et al. (1988); four indicators of trust from Uzir et al. (2021); five indicators of customer perceived value drawn from Aaker (1996) and Schechter (1984); four indicators of customer satisfaction are derived from Chi and Qu (2008) and Faullant et al., (2008); and four criteria for perceived price

from Hair et al, (1998); repurchase intention including five indicators are sourced from Khalifa and Liu (2007) and Zhou et al. (2009). The five-point Likert scale ranging from 1 ('Totally disagree') to 5 ('Totally agree') was used for respondents to evaluate the items.

Pretest The interviews were conducted with home delivery shipping practitioners and customers to administer a content validity test and better understand the relevance of constructs in the research context measure. After that, the sample questionnaire was delivered to 10 students and 10 officers, who were the targeted respondents. After the pretest, the survey was changed some words and provided descriptions to ensure the respondent's understanding.

Data collection and quality control We collected data from 376 individuals in Generation Z in Vietnam. Two screening questions were required of the survey to ensure the respondents belong to Generation Z and used delivery service at least two times last year when purchasing online. In total, the study received 353 qualified responses. Most respondents were female (66.3 percent). In addition, a total of 76.8 percent were students/undergraduates (84.1 percent), and monthly income ranged from below 3 to 8 million VND. These demographic characteristics align with the original objectives of the study which focused on Generation Z, known for their independence, proficiency with technology, and extremely online. According to the demographic screening, 31.7 percent of the respondents had made from 6 to 10 online purchases in the last six months and 38.5 percent of respondents had used home delivery service when shopping online from 3 to 4 years.

4. Empirical results

Measurement model analysis The study employs convergent validity, discriminant validity and construct to evaluate the measurement model. The results of the convergent validity test for the measurement model are presented in Table 1. According to Hair et al. (2017), the indicator reliability is considered substantial if it correlates greater than 0.7 with the construct being measured, while the value of outer loading between 0.5 - 0.6 is considered sufficient (Chin & Marcoulides, 1998). In this study, the outer loadings meet the aforementioned acceptance threshold, ranging from 0.646 to 0.864. Regarding construct reliability, namely Cronbach's alpha (CA) and composite reliability (CR), values exceeding 0.70 are considered acceptable, which ranged between 0.817 and 0.895 in this study. The Average Variance Extracted (AVE) is a typical indicator of convergent validity, with a value above 0.50. Table 1 indicated that AVE ranged from 0.528 to 0.708. Besides, as shown on table 2, the study used Fornell and Larcker's standards to

assess the discriminant validity of constructs in the research model, with the findings indicating that these variables indeed exhibit discrimination.

Tab. 1: Measurement model, item loadings, construct reliability, and convergent validity

Constructs	Items	Code	Outer loading	Cronbach's alpha	Composite Reliability	Average Variance Extracted
Assurance	Having experience	ADK1	0.749	0.787	0.862	0.610
	Behaving politely	ADK2	0.803			
	Giving complete answers	ADK3	0.770			
	Feeling personally safe and secure	ADK4	0.801			
Empathy	Using personal initiative	EMP1	0.786	0.846	0.896	0.684
	Convenient operating hours	EMP2	0.802			
	Priority on customers' interests	EMP3	0.864			
	Serving our special requests	EMP4	0.854			
Reliability	Delivering at convenient location	REL1	0.646	0.702	0.817	0.528
	Maintain accurate delivery records	REL2	0.734			
	Delivering at the time promised	REL3	0.745			
	Confidentiality and privacy	REL4	0.776			
Responsive	Not in a hurry	RES1	0.767	0.815	0.878	0.644
	Being willing to help us	RES2	0.859			
	Delivering as quickly as possible	RES3	0.785			
	Proper attention to their customer	RES4	0.797			
Tangible	Looking good and well dressed	TAN1	0.795	0.773	0.855	0.598
	Using the art tool and device	TAN2	0.774			
	Nice appearance of decoration	TAN3	0.831			
	Well-coordinated service	TAN4	0.685			
Perceived Price	Saving more money	PP2	0.860	0.795	0.879	0.709
	Best discount options	PP3	0.835			
	Cheaper delivery service	PP4	0.830			
Trust	Comfortable service	TR1	0.615	0.747	0.842	0.575
	Safe service	TR2	0.813			
	Delivering what is promised	TR3	0.824			
	Trustful brand	TR4	0.761			
Customer Perceived Value	Worth the money paid	PV1	0.719	0.830	0.880	0.595
	High service quality	PV2	0.791			
	Feeling relaxed	PV3	0.769			
	Feeling delighted	PV4	0.764			

	Feeling trust and confident	PV5	0.810			
Customer Satisfaction	Meeting my expectations	CS1	0.820			
	Satisfying decision to use	CS2	0.806	0.810	0.875	0.636
	Availing service in the next time	CS3	0.786			
	Satisfied with the delivery service	CS4	0.778			
Repurchase Intention	Continuing to use delivery service	RI1	0.767			
	Considering using delivery service	RI2	0.797			
	Regularly using as priority	RI3	0.830	0.853	0.895	0.631
	Intending to continue to use	RI4	0.824			
	Recommending others to use	RI5	0.750			

Tab. 2: Discriminant validity _ Fornell- Larcker

	ADK	CPV	CS	EMP	IR	PP	REL	RES	SQ	TAN	TR
ADK	0.781										
CPV	0.566	0.771									
CS	0.514	0.769	0.798								
EMP	0.697	0.575	0.549	0.827							
IR	0.473	0.680	0.704	0.483	0.794						
PP	0.320	0.394	0.374	0.309	0.450	0.842					
REL	0.637	0.611	0.514	0.651	0.486	0.345	0.727				
RES	0.707	0.599	0.524	0.723	0.503	0.434	0.682	0.803			
SQ	0.851	0.688	0.617	0.879	0.567	0.444	0.820	0.894	0.662		
TAN	0.540	0.560	0.499	0.587	0.447	0.482	0.536	0.630	0.770	0.773	
TR	0.534	0.770	0.726	0.563	0.609	0.434	0.563	0.537	0.650	0.555	0.758

Structural model analysis To ensure robust results, the study employed a bootstrapping procedure with 5000 replications on the original sample to enhance the stability of coefficient estimation (Hair et al., 2017). The structural model contains the service quality as a formative second-order factor level of tangibles, reliability, responsiveness, assurance, and empathy. Hence, the study followed the two-stage approach recommended by Hair et al. (2013) to examine the structural model, which involved extracting latent variable scores (LVs) from the first-order factors, then were used to estimate the higher-order factors. As a result, the structural model only presents tangibles, reliability, responsiveness, assurance, and empathy as latent constructs (Ogbeibu et al., 2021).

Direct effects The structural model assessment results of direct effects are shown in Table 2, indicating the direct and positive relationship between customer satisfaction and repurchase intention ($\beta=0.423$, $t=6.789$, $p < 0.05$) and the relationship between perceived price was revealed to have a positive correlation with the repurchase intention ($\beta=0.174$, $t=3.848$, $p < 0.05$). Hence, H1 and H3 were supported. Conversely, the table indicated that the correlation between service

quality and repurchase intention ($\beta=0.055$, $t=1,083$ $p > 0.05$) was not significant. Hence, H2 was not supported accordingly.

Tab. 3: Structural path analysis: Direct effect.

Path	Path coefficients	Standard deviation	t-value	p-value	Confidence interval		Decision
					2,5%	97,5%	
CS -> RI	0,423	0,062	6,789	0,000	0,295	0,539	H1: Supported
SQ -> RI	0,055	0,051	1,083	0,279	-0,041	0,158	H2: Not supported
PP -> RI	0,182	0,047	3,855	0,000	0,093	0,275	H3: Supported

Mediation effects To evaluate the indirect effects of the correlations, the study adopted the procedures outlined by Nitzi et al. (2016) with the result in Table 3. The results indicated that customer’s perceived value mediated the relationship between service quality and customer satisfaction ($\beta=0.335$, $t=8.197$, $p < 0.05$) and repurchase intention ($\beta=0.174$, $t=3.846$, $p < 0.05$). Hence, H4 and H5 were supported. Additionally, perceived value plays a mediating role in the relationship between perceived price and customer satisfaction ($\beta=0.092$, $t=2.524$, $p < 0.05$) and repurchase intention ($\beta=0.048$, $t=2.094$, $p < 0.05$), which supports the H6 and H7. Furthermore, trust mediated the relationship between service quality and customer satisfaction ($\beta=0.048$, $t=2.687$, $p < 0.05$) and perceived price and customer satisfaction ($\beta=0.036$, $t=2.598$, $p < 0.05$). Therefore, H8 and H9 were supported. Similarly, trust has a mediating effect on the relationship between perceived value and customer satisfaction ($\beta=0.146$, $t=4.931$, $p < 0.05$). Consequently, H10 is supported.

Tab. 4: Structural path analysis: The mediation effect of perceived value and trust

Path	Specific Indirect Effects	Standard deviation	t-value	p-value	Confidence interval		Decision
					2,5%	97,5%	
SQ -> PV -> CS	0.335	0.041	8.197	0.000	0.258	0.416	H4: Supported
SQ -> PV -> RI	0.174	0.045	3.846	0.000	0.090	0.268	H5: Supported
PP -> PV -> CS	0.092	0.037	2.524	0.012	0.028	0.174	H6: Supported
PP -> PV -> RI	0.048	0.023	2.094	0.036	0.014	0.105	H7: Supported
SQ -> TR -> CS	0.048	0.018	2.687	0.007	0.018	0.087	H8: Supported
PP -> TR -> CS	0.036	0.014	2.598	0.009	0.013	0.067	H9: Supported
PV -> TR -> CS	0.146	0.030	4.931	0.000	0.091	0.209	H10: Supported

5. Discussion and conclusion

The study identified that service quality does not have a direct impact on repurchase intention. Conversely, perceived price and customer satisfaction exhibited a direct and positive relationship with repurchase intention. According to ETD, customers anticipate deriving benefits or effectiveness from the product or service that aligns with their expectations (Uzir et al. 2020, 2021). If the customer’s perceived value surpasses expectations, online buyers will be highly

satisfied with the delivery personnel (Uzir et al., 2021; Fazal and Kanwal, 2017; Hu et al., 2009). This implies that customers prioritize the benefits and overall experiences gained from a service over the trade-offs involving time, effort, and money. When a service surpasses their expectations and makes them feel their investment was worthwhile, they experience satisfaction, leading to potential future loyalty and repurchase interest. Particularly, Gen Z doesn't merely seek products or services but values the experiences they provide (Ayuni, 2019). Besides, the role of perceived price and repurchase intention was highlighted in the study also similar to the findings of Asif and Jaya (2020). In addition, Vietnam is a very price-sensitive market compared to neighboring countries in Southeast Asia (Nielsen, 2020). There are a growing number of consumers in the Asia-Pacific region (APAC), Vietnam included, now prioritize value over price when making purchasing decisions.

Furthermore, the findings revealed trust as a mediator in relationships between service quality, perceived price, perceived value, and customer satisfaction. According to Uzir et al. (2021), when personnel establish trust with online shoppers, it strengthens the perceived quality of delivery service and perceived value, leading to increased customer satisfaction. Hence, trust serves as a significant mediator in customer contentment. Additionally, perceived value mediates the correlations between service quality, perceived price, customer satisfaction, and repurchase intention. These findings highlight the importance of the role of customer perceived value which was a salient predictor of client contentment and repurchase intention. The outcomes of this study align with previous studies conducted by Jiang et al. (2016) and Miao et al. (2022) about perceived value acts as a critical mediator in these relationships.

Theoretical contributions Firstly, this research extends the applicability of the SOR framework by examining its effectiveness in understanding post-purchase customer perceptions in the online shopping context. Secondly, the study enhances the trust-based satisfaction model's validation and evolution, highlighting the pivotal roles of trust in shaping customer satisfaction. Thirdly, the finding indicated the important role of perceived value as a mediator in the relationship between service quality and perceived price on customer satisfaction and repurchase intention. Finally, the study contributes to the empirical literature on the service quality (SERVQUAL) and perceived price of home delivery services and their causal effects through trust and perceived value on the satisfaction and repurchase intention of Generation Z of an emerging market.

Managerial implications The research outcomes offer valuable insights with practical implications for both the delivery service providers and the online retailer. The delivery service

providers should ensure the capability to deliver exceptional service and assure customers of receiving value and quality service commensurate with the delivery fee, preventing recipients from perceiving an imbalance between what they pay and what they receive. Furthermore, delivery charges need to remain competitive and reasonable fee. Besides, offering numerous shipping vouchers creates a perception among customers that they are saving money and enhances the perceived value of using the service. Besides, the delivery service providers should apply advanced management practices to ensure their deliveryman fulfills the promised time and shipping locations. Additionally, managers should focus on enhancing the reliability of their home delivery service to establish and uphold customers' confidence and trust. On the other side, the study recommends that retailers, who use the third-party delivery service need to consider the reliability and quality delivery of the deliveryman, who directly interacts with their customer. It is essential to ensure alignment between the third party's standards and operating procedures with the company's quality requirements and customer expectations. Furthermore, they need to consider the technology and shipping fee to enhance the perceived value of the customer.

Limitations and future research Firstly, the method relied on gathering data in a single time frame, using a cross-sectional data approach. Therefore, future research should explore a longitudinal approach to determine if customer satisfaction and repurchase interest endure over an extended period. Secondly, the current focus of the topic is solely on utilizing general data from Vietnam. In forthcoming research, it would be more beneficial to divide the scope into rural and urban regions to gain a more profound understanding of consumer behavior in these distinct areas. Such an approach would enhance the practical significance of the research. Thirdly, the majority of participants in this study are students, which limits the generalizability of insights to the entire Generation Z. Consequently, future research could broaden its scope to encompass a more diverse sample. This would allow for an examination of disparities in trust and perceived value between Generation Z students and those who are employed. Lastly, the study may be limited to the investigation of perceived value in general, which may be improved by further studies with a deeper focus on sub-constructs (functional, emotional, etc.).

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