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# SERVICE QUALITY AND BRAND REPURCHASE OF ELECTRONIC DEVICES: THE ROLE OF CUSTOMER SATISFACTION AND SHOPPING INVOLVEMENT AS MEDIATORS

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## Abstract

The objectives of this research were: 1) to investigate the influence of service quality on the repurchase of an electronic device brand in the consumer market; and 2) to investigate how customer satisfaction and shopping involvement mediate the relationship between service quality and the repurchase of an electronic device brand. This research focuses on customer repurchase behavior for the same brand in the Thai electronics industry. Using a quantitative research method, purposive sampling was used to collect 388 samples from an electronic device retailer in Bangkok, Thailand. The self-administered questionnaire was a tool to collect aggregated data. The statistical selection then employed was the structural equation model. The results of the statistical tests supported the research hypothesis. This research found that the quality of service has a direct influence on the repurchase behavior of electronic devices from the same brand in Bangkok's consumer district. Indirectly, the quality of the service influences repeats purchase behavior via customer satisfaction and shopping involvement. In other words, if a business wants customers to return, the quality of its services must increase both customer satisfaction and shopping involvement in order to achieve a high return rate.

**Keywords:** Repurchase Behavior, Service Quality, Customer Satisfaction, Electronic Devices

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## Introduction

Customers repurchase behavior is regarded as an important component in marketing and business management (Leecharoen & Chaiyapan, 2022). As it is less expensive to retain existing customers than to acquire new ones (Artana et al., 2022). That is, when customers buy goods and services from the same merchants again, the merchants' costs go down because their marketing costs (like the cost of ads and promotions) go down and their sales volume goes up. Consequently, the rate of consumer repurchases rises, resulting in an increase in store profit. This demonstrates the importance of repurchase intention. This shows that repurchase behavior is an important predictor of business success. Previous studies have found customer perceptions of business service quality to be one of the factors that influence customers repurchase decisions (Cipto & Erdiansyah, 2020). A study found a correlation between service quality and consumer repurchase (Ginting et al., 2022). It means that the higher the perceptions of service quality, the greater the level of repurchase intentions (Ginting et al., 2023). However, it was discovered that consumers who perceived excellent service were more likely to purchase products from competing brands. Anggreni et al. (2023) conducted research to investigate the elements that influence consumers' decisions to buy mobile phones and accessories. The findings showed that service quality can only account for 31.6% of repurchase decisions, with other factors accounting for 63.9% of the variance. It was possible to elucidate why higher levels of customer repurchase rates are not always a guarantee of higher levels of consumer perceptions of the service quality. The statement implies that service quality alone is insufficient to retain recurring consumers. Artana et al. (2022) found that service quality had no significant effect on the repurchase point of Shopee.co.id customers in Bali. The research gap in the service quality-consumer repurchase behavior relationship still exists (Artana et al., 2022; Anggreni et al., 2023).

Therefore, this research aims to fill the previous research gap by reviewing the literature and then proposing two mediating factors: customer satisfaction and shopping involvement. Research showed that service quality has a higher influence on customer repurchase when the customer is satisfied (Khair et al., 2023) and perceives high shopping involvement (Sutinen et al., 2022).

Due to its importance, this study focused on Thai electronics, particularly in Bangkok. Yongpisanphob (2021) predicted healthy growth for the Thai electronics industry between 2021 and 2023. In terms of consumer demand, the COVID-19 pandemic has contributed to a sudden increase in working from home and distance learning, which has led to increased sales. "Electronic device" refers to a tiny piece of mechanical or electronic equipment that has a functional use but is often considered a novelty, such as a computer, laptop, digital camera, mobile phone, digital pen, smart watch, etc. (Ivana et al., 2021). This research focuses on the brand repurchase of electronic devices, as customers are more involved when making purchases (Kotler & Keller, 2016). This allows retail shoppers to observe and investigate buying patterns and reasons to repurchase electronic devices.

The results of the research help the company understand what the customer wants so that they can create a plan to meet those needs and place their product on the electronic goods market based on the customer's preference. This study also provides information on how service quality influences a customer's decision to repurchase electronic devices. Research objectives are: 1) to investigate the influence of service quality on the repurchase of an electronic device brand in the Bangkok consumer market 2) to investigate how customer satisfaction and shopping involvement mediate the relationship between service quality and repurchase of an electronic device brand in Bangkok.

## **Literature Review**

### **Relation of Service Quality to Customer Repurchase Behavior**

Previous research has examined the factors influencing repeat business and identified customer perceptions of business service quality as one such factor (Cipto & Erdiansyah, 2020). Higher perceptions of service quality have been found to be associated with higher repurchase intentions (Mallik, 2018). Service quality refers to a business's ability to meet consumer needs by exceeding customer expectations. Parasuraman et al. (2005) developed scales to assess service quality in business retail, comprising five dimensions: reliability, responsiveness, assurance, empathy, and tangible value. A higher perception of service quality has been linked to a greater level of repurchase intentions (Ginting et al., 2022). Significant influence has been observed between service quality and repurchase (Cipto & Erdiansyah, 2020). Therefore, the first hypothesis proposed in this study is:

H1: Service quality has an influence on the repurchase of an electronic device brand in the Bangkok consumer market.

### **Consumer Satisfaction**

Consumer satisfaction was determined by the comparison between a buyer's expectations of services or products and their perceived performance (Leecharoen & Chaiyapan, 2022). It was measured using three indicators: pleasure perception, recommendation from others, and overall satisfaction evaluation. Satisfied customers were more likely to continue purchasing from a retailer compared to dissatisfied customers (Ginting et al., 2022). This research identified a relationship between service quality perception, customer satisfaction, and repurchase behavior. Gong & Yi (2018) emphasized that consumer satisfaction was influenced by the quality of service. Khair et al. (2023) also highlighted the importance of improving customer satisfaction to retain customers. Customer satisfaction reflected the level of happiness a customer experienced when using a service. When service quality met customer expectations, it contributed to their happiness and increased the likelihood of repurchasing the brand. Satisfaction closely correlated with customer attitudes and intentions, which were key components of customer behavior (Ginting et al., 2022) and directly impacted customer repurchase behavior (Leecharoen, 2019, 2021). Based on the relationship between service quality perception, customer satisfaction, and repurchase behavior, the following hypothesis could be proposed:

H2: Customer satisfaction mediates the relationship between service quality and repurchase of an electronic device brand in the Bangkok consumer market.

### **Shopping Involvement**

Shopping involvement influences customers' shopping behavior and decision-making (Han et al., 2021). Rothschild (1984) defined it as a state of interest, motivation, or arousal, while Ma et al. (2021) defined it as the time and effort spent making their purchase. Customers' shopping involvement is measured by cognitive and emotive involvement. Numerous research has found beneficial connections between engagement and participation, cognitive and affective factors, and satisfaction in developing behavioral intention (Zhang et al., 2017). High-involvement products like electronic devices are riskier and more difficult to use than convenience goods (Jones & Kim, 2010; Su & Tong, 2020; Sutinen et al., 2022). Consumers buy when they think the product's alternatives are different. Service quality perception affects customer repurchase rates more when highly involved customers shop. Thus, a research hypothesis can be proposed.

H3: Shopping involvement mediates the relationship between service quality and repurchase of an electronic device brand in the Bangkok consumer market.

In this study, quantitative research was used to verify the conceptual framework and research hypotheses. The researchers identified the variables used in the study, which were divided into

three categories: independent variables, mediating variables, and dependent variables are as follows:

The independent variable is service quality. There were five parameters that were applied to assess service quality, namely: a. tangibles; b. assurance; c. empathy; d. reliability; and e. responsiveness.

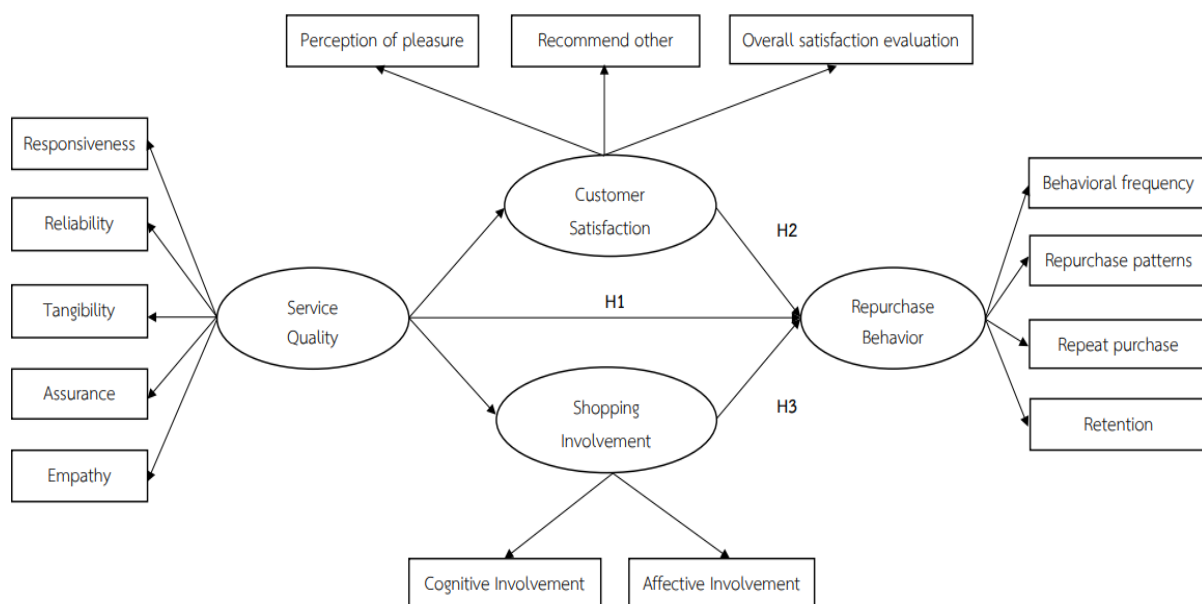
The mediating variables are as follows:

First, customer satisfaction consists of three parameters: perception of pleasure, recommendation of others, and overall satisfaction evaluation.

Second, customer shopping involvement consists of two parameters: cognitive involvement and affective involvement.

The dependent variable is customer repurchase behavior. There were four parameters that were applied to assess repurchase behavior, namely: behavioral frequency, repurchase pattern, repeat purchase, and retention.

The research framework presented in Figure 1 is based on the literature review mentioned previously.



**Figure 1** Research Framework

## Research Methodology

### Population and Sample

This quantitative study used a survey to gather target sample opinions. A Ministry of Digital Economy and Society (2022) survey found that Bangkok's 22-60-year-olds were interested in buying IT electronics and had high buying potential. Hair et al. (2019) determined the sampling technique using structural equation modeling (SEM) analysis and reference sample identification. SEM analysis evaluated sample size. SEM applications require 200-400 respondents. 400 people provided data. The researcher did not know the population size of Bangkok, Thailand, electronics buyers aged 22-60. Purposive, judgmental, selective, or subjective sampling was used to assure a representative sample. Research used self-administered online surveys as a research tool.

The questionnaires included three screening questions to narrow down the target population for this study. These questions assessed whether participants had made personal electronic device purchases within the last 12 months, whether they had previously purchased devices from the same brand, and whether they fell within the age range of 22 to 60. In order to obtain a diverse range of samples and minimize the impact of specific days and times, the

questionnaires were collected daily during three peak shopping periods: 11 a.m. to 1 p.m., 2 p.m. to 4 p.m., and 5 p.m. to 7 p.m. The collection areas were the fronts of electronic device stores located in three regions of Bangkok, Thailand: Ramintra, Ngamwongwan, and Asok. The questionnaire contained demographic questions, buying process variables survey questions, and open-ended questions for comments and insights.

### **Measurement and Scale Design**

The measurement scales were taken from existing scales and changed so that they were consistent, relevant, and important in terms of meaning. All four latent variables were measured with five-point Likert scales that were anchored by "strongly disagree" and "strongly agree." First, Han et al. (2021) and Leecharoen & Chaiyapan (2022) developed a repurchase behavior scale that combined five items to measure customer repurchase behavior. Second, there were five parameters that were applied to assess service quality, namely: a. tangibles; b. assurance; c. empathy; d. reliability; and e. responsiveness, from Parasuraman et al. (2005). Third, regarding customer satisfaction, all five items were adapted from Leecharoen & Chaiyapan (2022), who modified the items to measure the satisfaction level of electronic gadget customers. This paper divided customer shopping involvement into two categories based on a literature review: cognitive involvement and affective involvement (Ma et al., 2021).

The questionnaire was developed from literature reviews and tested for content validity by interviewing experts with experience in buying and selling IT goods across traditional stores, selling through stores with real display pages and with sellers serving, face-to-face conversations, and online. The value of the Index of Item Objective Congruence (IOC) was 0.984, and the Cronbach's alpha coefficient of all items obtained from the test was 0.967. This suggests that the developed question can communicate meaning in the same direction and that the average person has a similar understanding of the question. The total usable questionnaires were 388, or 97 percent, due to incomplete questionnaires and outliers.

### **Research Results**

The majority of the respondents in this study were female (72.68%). In terms of age, the highest percentage was represented by the 31-40 years old group (48.71%). The most prevalent educational background was a Bachelor's degree (67.27%). When considering monthly personal income, the largest proportion fell within the range of 15001-30000 THB (46.91%). In terms of occupation, the highest percentage was observed among government employees (31.96%).

#### **Scale Development of Measurement Model Results**

Before analyzing SEM, empirical measurements of distribution shape properties were used to evaluate the normality of each scale item. Skewness and kurtosis were -1 to +1, and all goods met all requirements (Hair et al., 2019). Non-normality did not concern this investigation. Next, the measurement items were developed to receive the final items by eliminating measurement items and latent factors that did not make the model fit well (Hair et al., 2019). The elimination criteria are factor analysis, reliability, and construct validity. As shown in Table 1, Factor analysis was conducted to identify factor loading and also eliminate some items with high cross-loadings or low loading.

Factor loadings are indicators of the correlation between an item and a factor (Hair et al., 2019). The criteria for item elimination were high cross-loadings (>0.40) or low loading (0.50) (Hair et al., 2019). All measurement items were retained. As shown in Table 1, these variables have a Cronbach's alpha in the range of 0.851-0.906, which can be considered to indicate construct reliability and high internal consistency. Next, convergent validity assesses the degree to which two measures of the same concept are correlated, where high correlations indicate that the scale is measuring its intended construct (Hair et al., 2019). The average variance extracted (AVE), as suggested by the Fornell and Larcker study in 1981, was used to assess convergent validity.

Higher variance-extracted values denote that the indicators are truly representative of the latent construct. Hair et al. (2019) suggest that the average variance extracted value should exceed 0.50 for a construct. This research presented the AVE values of all variables exceeding the 0.50 threshold value (from 0.583 to 0.831). As such, convergent validity was not an issue. Also, all AVE values from the analysis were greater than squared correlations. Thus, the results of the discriminant validity test have met the requirements.

**Table 1** Construct measuring

Factor	Dimension	Measure Items	Factor Loadings	Cronbach's alpha coefficient
Repurchase Behavior	Behavioral frequency	RB1	0.856	0.851
	Repurchase patterns	RB2	0.800	
	Repeat purchase	RB3	0.855	
	Retention	RB4.	0.866	
		RB5	0.811	
Service Quality	Tangibility	SQ1	0.893	0.906
	Reliability	SQ2	0.929	
	Responsiveness	SQ3	0.908	
	Assurance	SQ4	0.916	
	Empathy	SQ5	0.861	
Customer satisfaction	Perception of pleasure	SAT1.	0.865	0.882
		SAT2	0.864	
	Recommend other	SAT3	0.885	
	Overall satisfaction evaluation	SAT4.	0.888	
		SAT5		
Shopping involvement	Cognitive involvement	SI1	0.811	0.868
		SI2	0.911	
	Affective involvement	SI3	0.855	
		SI4	0.908	
		SI5	0.709	

**Structural Model**

After testing the validity and reliability, the next step was to assess the structural model. This part presented hypotheses tested using Structural equation modeling (SEM). Observation data has fulfilled the requirements to be tested on the structural equation model made by researchers using the AMOS (Analysis Moment of Structure) program. After confirmatory factor analysis (CFA), goodness of fit indices confirmed that all the final scale items were good measurement models. It was found that each relevant statistical value indicates sufficient conformity and suitable fit, including: CMIN/DF < 3, GFI > 0.9, AGFI > 0.9, and RMSEA < 0.05 (Hair et al., 2019).

Testing the unmediated relationship between service quality and repurchase behavior: In order to test the first hypothesis that service quality has an influence on repurchase behavior. The SEM was first conducted without the mediation effect. The result of the first SEM indicated a good model fit with  $\chi^2 = 10.812$  with 15 degrees of freedom ( $p = 0.766$ ), Root Mean Square Error of Approximation (RMSEA) = 0.02, Goodness-of-Fit Index (GFI) = 0.99, Adjusted Goodness-of-Fit Index (AGFI) = 0.97, Comparative Fit Index (CFI) = 0.99, and Normed Fit Index (NFI) = 0.99.

As expected, this research found that service quality was statistically significant and influenced repurchase behavior ( $\beta = 0.34, p < 0.01$ ). Therefore, the first hypothesis was supported. This research confirmed a literature review showing that service quality has an influence on

repurchase behavior. The squared multiple correlation revealed that 49 percent of the variance in repurchase behavior was explained by service quality.

Testing the mediating effect: The second objective of this research was to investigate how customer satisfaction and shopping involvement mediate the relationship between service quality and repurchase of an electronic device brand in Bangkok. According to Syafiq et al. (2022) and Hair et al. (2019), the mediating effect was tested by using three steps to determine if there is a mediated relationship. To summarize the steps for testing mediation:

Step 1: Establish a statistically significant relationship between the independent and dependent variables.

Step 2: Ensure a strong connection between the independent variable, mediator, and dependent variable. The mediator should have a significant relationship with both the independent and dependent variables.

Step 3: Assess the impact of the mediating variable. If the relationship between the independent and dependent variables becomes non-significant, the mediating variable is considered a complete mediator. If the relationship becomes weaker but still significant, the mediating variable is a partial mediator.

This research found that customer satisfaction and the customer's shopping involvement partially mediated the influence of service quality on repurchase behavior. This result could be explained by referring to testing for mediation (Syafiq et al., 2022; Hair et al., 2019). The explanation of partial mediation consists of three steps: 1) Before testing mediators, the unmediated influence of service quality on repurchase behavior is a significant relationship. 2) Service quality was significantly related to both the customer's satisfaction and involvement, and the customer's satisfaction and involvement were significantly related to repurchase behavior. 3) The direct relationship from service quality to repurchase behavior was reduced from 0.34 to 0.17 ( $R^2 = 0.69$ ) when customer satisfaction and shopping involvement were incorporated into the model. However, the relationship between service quality and repurchase behavior remained significant at  $p < 0.05$ . All path coefficients of hypothesized relationships were presented in Table 2.

**Table 2** the regression weights in the model with mediating effects

	Standardized path coefficients	S.E.	C.R.	P	Label
CS <-- SQ	.54	.046	11.438	***	Sig
SI <-- SQ	.33	.065	2.043	0.008**	Sig
RB <-- SQ	.17	.076	2.954	0.041*	Sig
RB <-- CS	.78	.124	19.214	***	Sig
RB <-- SI	.50	.135	9.798	***	Sig

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ ; CS: customer satisfaction; SQ: service quality; SI: shopping involvement; RB: repurchase behavior

**Table 3** squared multiple correlation

Variable	Estimate
Repurchase behavior	0.69
Customer satisfaction	0.59
Shopping involvement	0.23

Table 3 presents squared multiple correlations, which indicate the amount of variance in each variable accounted for by its predictors (Hair et al., 2019). The squared multiple correlations of repurchase behavior were 69 percent, indicating that 69 percent of the variance in repurchase behavior was explained by service quality, customer satisfaction, and shopping involvement. Regarding customer satisfaction, it was indicated that 59 percent of the variance in customer

satisfaction was explained by perceptions of service quality. For shopping involvement, 23 percent of its variance was explained by service quality.

As mentioned above, in summary, the relationship between service quality and repurchase behavior has significance. Service quality has an influence on the repurchase of an electronic device brand in the Bangkok consumer market. In addition, the results found a significant partial mediating effect of customer satisfaction and shopping involvement. Both variables mediated the relationship between service quality and the repurchase of an electronic device brand in Bangkok.

## **Conclusion and Discussion**

From the research objective 1) to investigate the influence of service quality on the repurchase behavior of an electronic device brand in the Bangkok consumer market. The study found that service quality has statistically significant direct effects on repurchase behavior. This study found that the repurchase of electronic devices from the original brand is mostly due to the brand's capacity to provide the promised service convincingly and correctly, staff knowledge, and service courtesy. In the context of electronic devices, three things lead to repeat customers: the ability to deliver service convincingly and accurately; service to customers and speed, and knowledge of service and politeness. This supported Anggreni et al. (2023) and Mallik (2018), who both studied consumers buying behavior in the electronic retail industry and noted that service quality should be improved to attract customers to repurchase. Also, Ginting et al. (2022) concluded that the service quality influences customers to make more purchases with the company next time. Customer perceptions of service quality were a driver of customer retention and the likelihood that customers would return to buy.

From the research objective 2) to investigate how customer satisfaction and shopping involvement mediates the relationship between service quality and repurchase of an electronic device brand in Bangkok.

The mediating effects of both variables, customer satisfaction and shopping involvement, were accepted. As expected, this study found that service quality has a higher influence on customer repurchase when the customer is satisfied. Previous research (Khair et al., 2023; Wirapraja et al., 2021) indicated that service quality has a greater impact on customer repurchase when the customer is satisfied. Companies should focus on providing high-quality service to their customers to ensure customer satisfaction and repurchases. Customers' perceptions of pleasure, recommendations, and overall satisfaction evaluations served as indicators of their satisfaction with a Thai electronic device retailer. Additionally, this research supported Ginting et al. (2022), who found that satisfaction is closely related to customer attitudes and intentions, which are part of customer behavior. Companies can use customer satisfaction feedback to continuously improve their services.

As for shopping involvement, the mediation effect was also accepted. Customers with high levels of shopping involvement are more likely to buy electronic devices again because of their excellent experiences with the brand's service. This research found that when customers evaluated the high level of brand service, they perceived electronic devices to be valuable, appealing, and closely related to their image, resulting in a higher repurchase rate from the same brand. This supported previous studies showing that highly involved customers are more likely to buy products from the same brand due to their higher risk of switching than less involved customers (Kotler & Keller, 2016; Sutinen et al., 2022).

In conclusion, according to the research findings, in order to enhance repurchase rates as a result of quality service, the focus must be on enhancing customer satisfaction and shopping involvement at the same time. so that the customer's re-purchase rate would be attained according to the established target. The perception of service quality by a customer is a good predictor of satisfaction and brand repurchase behavior. Customer satisfaction can increase



brand purchases at electronic device retailers, as better service received by consumers increases their level of satisfaction with the product, and thus the consumer will return to buy again. As a result, it is critical for electronic device retailers to prioritize customer service quality in order to retain customers and increase sales.

In terms of customer involvement, electronic devices are high-risk, high-effort products. Customers with high shopping involvement are thus more likely to purchase the same brand's electronics after a positive brand service experience. Electronic device retailers should provide personalized experiences, and rewards programs can improve the shopping experience. Shopping involvement characteristics are likely to increase their frequency of purchase and revisiting a shopping brand.

### **Suggestions and Future Research**

To enhance future research on repurchase behavior of electronic products in Thailand, it is recommended to explore alternative scoping options, including store locations and product types, to gain a deeper understanding of customer perceptions and repurchase behavior. Additionally, investigating the importance of shopping experiences, such as post-sales services and product usage, can provide valuable insights to enhance customer satisfaction and repurchase intentions. Furthermore, examining online repurchase trends, such as factors influencing online repurchase decisions and the role of convenience and technology, can shed light on the unique dynamics of online repurchase behavior. By considering these areas of investigation, future research can contribute to a comprehensive understanding of repurchase behavior in the IT industry.

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