

The Mediating Role of Customer Trust in the Relationship Between Online Platform Quality Dimensions and Repurchase Intention

Mahatthakorn Plensamai*

Abstract

This study examines how different dimensions of online platform quality influence repurchase intention through the mediating role of customer trust. Using survey data and multiple regression analysis, the results show that only information quality, service support quality, and security and privacy significantly predict trust and repurchase intention, while system quality and user interface quality have no direct impact. Customer trust demonstrates a strong mediating effect, indicating that trust is the primary mechanism linking platform evaluations to loyalty behaviors. The study refines digital commerce theory by highlighting the heterogeneous contributions of platform quality dimensions and provides practical guidance for platform operators to strengthen trust through accurate information, responsive service, and robust security. Limitations and future research directions are discussed.

Keywords: Online Platform Quality; Information Quality; Service Support Quality; Customer Trust; Repurchase Intention

Received: November 22, 2025 | **Revised:** January 15, 2026 | **Accepted:** January 29, 2026

* Ubon Ratchathani Business School, Ubon Ratchathani University, Thailand. Email: mahatthakorn.p@ubu.ac.th

Introduction

The rapid expansion of e-commerce continues to transform global business ecosystems, reshaping how firms deliver value and how consumers interact with digital platforms. Worldwide online retail sales exceeded \$6.3 trillion in 2024 and are projected to surpass \$8 trillion by 2027, underscoring the growing dominance of digital transactions in consumer markets (Statista, 2024). Yet, despite this remarkable growth, sustaining customer loyalty remains a persistent challenge for online businesses. Recent reports show that repurchase rates in major e-commerce markets remain below 30 percent, largely due to concerns over data privacy, inconsistent service quality, and uncertainties associated with digital transactions (OECD, 2023). As competition intensifies, firms increasingly recognize that enhancing online platform quality and reinforcing customer trust are essential for strengthening long-term customer relationships and ensuring sustainable repurchase behavior. Understanding how different quality dimensions shape trust—and how trust subsequently influences repurchase intention—is therefore critical in both academic inquiry and managerial decision-making. Within digital commerce environments, the quality of an online platform forms the foundation of customer experience and serves as a crucial determinant of behavioral outcomes. Platform quality is commonly conceptualized through multidimensional structures such as system quality, information quality, and service support quality, each of which plays a distinct role in shaping user perceptions and interactions. Prior studies consistently highlight the impact of digital service quality on satisfaction, trust, and purchase behavior. For instance, Utomo et al. (2025) emphasize the combined importance of e-service quality and brand reputation in fostering trust and purchase intention in smartphone-related e-commerce contexts. Pambudi et al. (2024) demonstrate that e-service quality and e-trust mediate the link between perceived value and repurchase intention, reflecting the central psychological role of trust. Similarly, Chmeis and Zaiter (2024) show that website efficiency and information quality enhance customer satisfaction and trust, ultimately strengthening e-loyalty. Collectively, these studies reinforce the premise that trust operates as a central mechanism through which platform quality shapes consumer repurchase decisions.

However, existing research presents mixed findings regarding the mediating strength of trust and the specific quality dimensions that exert the greatest influence. Li (2024), examining the Airbnb platform, found that information accuracy and e-service quality strongly affect satisfaction and repurchase intention, highlighting the importance of transparency in the sharing economy. Tan et al. (2024) show that trust and perceived shopping value jointly mediate repurchase intention through emotional satisfaction, suggesting that trust operates within broader psychological pathways. In contrast, Lee and Ha (2023) identify a full mediating effect of trust between information quality and repurchase intention in food e-commerce, while Sudirjo et al. (2023) observe only partial mediation in online travel agency contexts. These inconsistencies—spanning different industries, digital environments, and cultural contexts—indicate a theoretical gap in understanding how trust functions across distinct platform quality dimensions. Beyond traditional quality constructs, emerging studies explore how new technological and experiential elements shape trust formation. Aparicio et al. (2021) argue that gamification and reputation enhance trust and repurchase intention by improving user engagement, whereas Luo et al. (2019) confirm the multidimensional influence of system, service, and information quality on trust and cross-buying behavior in cross-border e-commerce. More recently, He and Yang (2025) show that AI-driven personalization and precision marketing reinforce perceived system and service quality, thereby enhancing trust and customer loyalty. While these studies expand the scope of trust research, they also reveal

fragmentation in theoretical models and measurement approaches. In this study, the term “online platform” refers to general-purpose digital platforms that facilitate commercial transactions and share common structural features, such as digital payment systems, personal data disclosure, and post-purchase service support. These platforms primarily include online marketplaces and service-oriented platforms (e.g., retail and delivery platforms), which are widely used in Thailand. Platforms with highly specialized or niche functions are beyond the primary scope of this study.

Despite extensive research on e-commerce and online platform quality, several unresolved issues remain. Specifically:

Existing studies report inconsistent findings regarding which online platform quality dimensions most strongly influence repurchase intention.

The mediating role of customer trust remains theoretically ambiguous, with prior evidence indicating full mediation, partial mediation, or weak mediation depending on context.

Most prior research conceptualizes platform quality as an aggregated construct, thereby obscuring the heterogeneous effects of individual dimensions such as system quality, information quality, and service support quality.

Empirical evidence is often context-specific, relying on narrow samples, single industries, or diverse analytical methods, which limits cross-study comparison and theoretical generalizability. These gaps indicate the need for an integrated and dimension-specific investigation of how online platform quality influences customer trust and repurchase intention.

Based on the identified research problem, this study aims to:

Examine the effects of individual online platform quality dimensions (system quality, information quality, service support quality, security & privacy, and user interface quality) on customer trust.

Investigate the direct effects of online platform quality dimensions on repurchase intention.

Analyze the mediating role of customer trust in the relationship between online platform quality dimensions and repurchase intention.

While prior studies often highlight limitations related to narrow samples and context-specific datasets, the present study does not aim to provide universal generalization across all platform types or countries. Instead, it adopts a contextually grounded approach by examining user perceptions of platform quality and trust within the Thai digital commerce environment. This context represents a mature and highly competitive emerging market, allowing the study to offer theoretically transferable—rather than universally generalizable—insights into dimension-specific trust mechanisms underlying repurchase intention. Moreover, the study focuses on general-purpose online platforms that share common transactional characteristics, such as digital payment, personal data disclosure, and post-purchase service support. By clarifying this scope, the study seeks to address theoretical gaps at the dimensional level while acknowledging contextual and platform heterogeneity. To address the identified research gaps, this study adopts a multidimensional approach by disaggregating online platform quality into distinct dimensions and empirically testing their direct and indirect effects within a single integrated framework. Unlike prior studies that rely on aggregated quality constructs, this

approach enables a more precise examination of which dimensions function as trust-building drivers and which operate as baseline conditions. In addition, the study explicitly tests the mediating role of customer trust using regression-based mediation analysis, allowing for a clear assessment of whether trust fully or partially transmits the effects of platform quality on repurchase intention.

Literature Review

Online Platform Quality Dimensions and Their Behavioral Implications

System quality captures the stability, usability, speed, and technical performance of a platform. Numerous studies emphasize that system efficiency fosters reliability perceptions, which in turn reinforce trust and continued usage (He & Yang, 2025; Luo et al., 2019). High system quality reduces perceived risk by signaling professional competence and technical robustness, encouraging users to engage in repeated transactions (Aparicio et al., 2021). However, evidence is not always consistent: some studies report weak system–trust effects in highly commoditized e-commerce markets where users take basic system reliability for granted (Sudirjo et al., 2023). These inconsistencies suggest that system quality may be more influential in emerging or technologically volatile digital environments—an insight especially relevant for developing economies. Information quality refers to content accuracy, completeness, usefulness, and timeliness. High-quality information reduces uncertainty and enhances decision confidence, making it a critical antecedent of trust (Chmeis & Zaiter, 2024; Lee & Ha, 2023). Particularly in high-risk digital contexts such as travel, real estate, and cross-border e-commerce, information transparency is strongly associated with repurchase intention (Li, 2024; Luo et al., 2019). Nonetheless, some research suggests that consumers may prioritize emotional or experiential cues—such as reviews or brand reputation—over formal information quality, leading to weaker effects in markets where social proof dominates decision-making (Utomo et al., 2025). These divergences highlight the need to clarify whether information quality functions consistently across product categories and cultural contexts. Online service quality captures responsiveness, reliability, problem-solving effectiveness, and post-purchase support. E-service quality has repeatedly shown strong links to trust-building, especially when addressing service failures or uncertainty (Chmeis & Zaiter, 2024; Pambudi et al., 2024). However, research also highlights contradictions. For example, Lee and Ha (2023) reported that service quality plays a minor role in the Korean food e-commerce sector, as customers rely more on peer reviews and brand familiarity. Conversely, Sudirjo et al. (2023) found that e-service quality strongly influences trust in travel platforms, a domain associated with higher financial and experiential risk. These mixed outcomes underscore the possibility that service quality effects are context-sensitive, varying across industries and risk profiles. This study adopts a multidimensional perspective of online platform quality grounded in the Information Systems Success Model and extended e-commerce quality literature. System quality, information quality, and service support quality represent traditional dimensions that have been widely validated in prior studies. In contrast, security & privacy and user interface quality are incorporated as extended dimensions reflecting contemporary digital commerce environments, where data protection concerns and user experience design have become increasingly salient. By integrating both traditional and extended dimensions, this study aims to provide a more comprehensive and dimension-specific understanding of how platform quality shapes customer trust and repurchase intention. Security and privacy are widely recognized as foundational determinants of trust in online commerce environments, particularly where financial transactions and personal data disclosure are involved. Prior studies indicate that perceived

data protection, transaction security, and privacy assurance significantly reduce perceived risk and enhance customer trust (Belanger et al., 2002; Luo et al., 2019). Strong security mechanisms not only encourage information sharing but also increase consumers' willingness to engage in repeat transactions. For example, Pambudi et al. (2024) found that security-related perceptions exert a significant influence on e-trust and repurchase intention in B2C e-commerce settings. However, empirical findings remain mixed. Some studies suggest that as security standards become institutionalized and expected, their marginal effect on repurchase intention may weaken, particularly in mature digital markets (Sudirjo et al., 2023). These inconsistencies suggest that the role of security and privacy in trust formation and repurchase behavior may vary across contexts, warranting further empirical investigation. User Interface Quality (UIQ) refers to the visual appeal, navigability, and overall usability of an online platform. Prior research suggests that an intuitive and aesthetically pleasing interface enhances user experience by reducing cognitive effort and signaling platform professionalism, thereby contributing to trust formation (Cyr et al., 2008; Venkatesh et al., 2012). UIQ has been shown to play an important role in shaping initial user impressions and satisfaction, which may indirectly influence repurchase intention (Aparicio et al., 2021). Nevertheless, empirical evidence regarding the direct impact of UIQ on trust and repurchase intention remains inconclusive. Some studies argue that UIQ becomes a hygiene factor in highly competitive and mature e-commerce markets, exerting limited influence once basic usability expectations are met. This ambiguity highlights the need to reassess the role of UIQ within a multidimensional platform quality framework.

Customer Trust as a Psychological Mediator in Digital Transactions

Customer trust is widely recognized as a central mediator in digital commerce because it reduces perceived transaction risk and encourages engagement in future exchanges (McKnight et al., 2002; Tan et al., 2024). The mediating role of trust is supported across various settings: smartphone e-commerce (Utomo et al., 2025), travel services (Sudirjo et al., 2023), sharing economy platforms (Li, 2024), and cross-border e-commerce (Luo et al., 2019). These studies collectively indicate that trust translates quality perceptions into behavioral outcomes. However, empirical evidence regarding the strength and consistency of the mediation effect remains fragmented. Some studies demonstrate full mediation, suggesting that platform quality influences repurchase intention entirely through trust (Lee & Ha, 2023). Others report partial mediation or even weak mediation, indicating that quality dimensions also exert direct effects on consumer intentions independent of trust (Pambudi et al., 2024; Sudirjo et al., 2023). These inconsistencies call for a more nuanced investigation of trust's mediating mechanism—particularly across distinct platform quality dimensions rather than aggregated quality constructs. Additionally, emerging research integrates novel psychological variables such as emotional satisfaction, shopping well-being, and engagement, which interact with trust in complex ways (Aparicio et al., 2021; Tan et al., 2024). While these advancements enrich theory, they also create fragmentation by expanding models without clarifying the core mechanism linking quality, trust, and repurchase intention.

Repurchase Intention in Online Commerce

Repurchase intention represents a critical performance metric in e-commerce and reflects consumers' willingness to repeatedly engage with a platform. Contemporary studies confirm its sensitivity to trust, perceived value, platform performance, and user experience (Chmeis & Zaiter, 2024; Pambudi et al., 2024). In global markets where switching costs are low, trust increasingly acts as a primary determinant of repeat behavior (Tan et al., 2024). Nonetheless, methodological diversity across studies complicates interpretation. Some

research employs simple regression (Utomo et al., 2025), others utilize SEM (Chmeis & Zaiter, 2024; Pambudi et al., 2024), and cross-cultural comparisons remain limited. Additionally, many studies rely on convenience sampling within narrow market segments (e.g., single platforms or urban populations), reducing generalizability.

Synthesis and Link to Conceptual Framework

The reviewed literature highlights broad agreement that online platform quality influences repurchase intention, yet substantial theoretical and empirical inconsistencies remain. Disagreement persists regarding (1) which specific quality dimensions exert the strongest influence, and (2) whether trust fully or partially mediates this relationship. Furthermore, most research does not examine quality dimensions within a single integrated model, nor does it test mediation effects with sufficient methodological rigor. These unresolved issues justify the conceptual framework of the present study, which adopts a multidimensional assessment of platform quality and positions customer trust as a central mediator linking quality perceptions to repurchase behavior. By addressing the identified theoretical, methodological, and contextual gaps—particularly within the Thai digital commerce context—this research seeks to clarify the mechanisms through which platform quality dimensions influence customer trust and ultimately shape repurchase intention.

Despite extensive research on online platform quality, prior findings remain inconclusive regarding which specific quality dimensions exert the strongest influence on customer trust and repurchase intention. In particular, the relative importance of system quality, information quality, service support quality, security & privacy, and user interface quality varies across studies and contexts. Moreover, existing research provides mixed evidence on whether customer trust fully mediates or partially mediates the relationship between platform quality dimensions and repurchase intention. These unresolved issues directly inform the hypotheses of the present study. Specifically, H1 addresses the unclear effects of individual platform quality dimensions on customer trust, H2 examines their direct influence on repurchase intention, and H3 investigates whether customer trust acts as a mediating mechanism—fully or partially—linking platform quality perceptions to repurchase behavior.

Effects on Customer Trust

H1a: System quality positively influences customer trust.

H1b: Information quality positively influences customer trust.

H1c: Service support quality positively influences customer trust.

H1d: Security & privacy positively influence customer trust.

H1e: User interface quality positively influences customer trust.

Effects on Repurchase Intention

H2a: System quality positively influences repurchase intention.

H2b: Information quality positively influences repurchase intention.

H2c: Service support quality positively influences repurchase intention.

H2d: Security & privacy positively influence repurchase intention.

H2e: User interface quality positively influences repurchase intention.

Mediating Role of Customer Trust

H3a–H3e: Customer trust mediates the relationship between each platform quality dimension and repurchase intention.

This synthesis directly informs the development of the study's hypotheses, which posit that (1) platform quality dimensions influence trust, (2) they also influence repurchase intention, and (3) trust mediates these relationships within an integrated behavioral model.

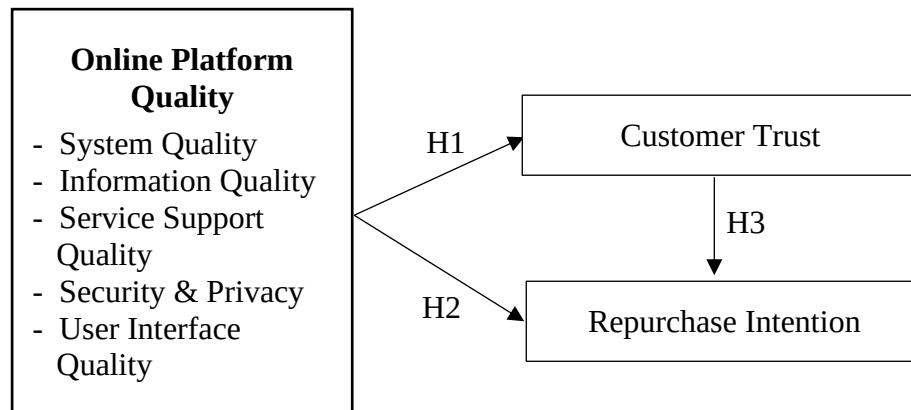


Figure 1: Conceptual Framework

Research Methodology

Research Design

This study employs a quantitative, cross-sectional survey research design to examine the causal relationships among online platform quality dimensions, customer trust, and repurchase intention. Data were collected at a single point in time through self-administered questionnaires distributed to active users of online platforms. A cross-sectional survey is suitable for capturing user perceptions and behavioral intentions in dynamic digital environments and is widely used when assessing mediation relationships using regression-based techniques (Creswell & Creswell, 2018). Given that the study aims to test direct and indirect effects and establish whether customer trust mediates the relationship between platform quality and repurchase intention, Multiple Regression Analysis (MRA) following Baron and Kenny's (1986) three-step mediation framework is appropriate. MRA provides transparent, interpretable causal inferences without requiring large samples or complex model-fitting procedures (Hayes, 2018), making it suitable for studies that aim for clarity and replicability. This research design directly addresses the identified theoretical gaps by combining a multidimensional conceptualization of platform quality with mediation analysis, thereby providing clearer insights into the mechanisms through which trust links platform evaluations to repurchase behavior.

Sample and Data Collection

The study utilizes purposive sampling to target individuals with recent experience using online platforms. Screening questions ensured participants had completed at least one online purchase within the past three months. Mediation analysis involving trust and repurchase intention requires respondents with direct experiential knowledge of the platform, making purposive sampling theoretically and contextually appropriate (Etikan et al., 2016). A minimum of 200–300 respondents was targeted, consistent with recommendations for regression-based mediation models (Hair et al., 2020). MRA with multiple predictors requires sufficient observations to achieve stable parameter estimates and avoid overfitting, especially

when testing multiple regression equations. Data were collected using an online questionnaire distributed via social media groups and platform user communities. Respondents accessed the survey through a link and completed all items voluntarily. Online distribution aligns with the research context (online platform users) and improves efficiency, reach, and ecological validity (Dwivedi et al., 2021). Respondents were users of general-purpose online platforms, including online marketplaces and service-oriented platforms (e.g., retail and delivery platforms), which share common transactional features such as digital payment, personal data disclosure, and post-purchase service support. Platforms with highly specialized or niche functions were not the primary focus of this study.

Measurement of Variables

All variables in this study were measured using established, theory-driven scales adapted from prior research in Information Systems (IS), e-commerce, and consumer behavior. Each construct was operationalized using 7-point Likert-type items (1 = strongly disagree; 7 = strongly agree). The items were adapted to the context of online platform usage and refined through a pilot test to ensure clarity, cultural appropriateness, and content validity.

System Quality (SQ) was measured using items adapted from DeLone and McLean's IS Success Model (2003) and subsequent e-commerce studies (e.g., Luo et al., 2019). Items capture perceptions of usability, reliability, speed, and overall technical performance of the online platform. System Quality is a foundational dimension influencing users' cognitive evaluations of digital platforms and is widely validated in IS research. Example items SQ1: "The platform operates reliably without technical problems."

Information Quality (IQ). Items were adapted from Lee and Ha (2023) and Chmeis and Zaiter (2024). This construct measures the accuracy, completeness, clarity, and timeliness of information on the platform. High Information Quality reduces decision uncertainty and risk, a key antecedent of trust formation in digital environments. Example items: IQ1: "The information about products/services is accurate and reliable."

Service Quality was measured using items derived from e-service quality models frequently used in online retail research (e.g., Pambudi et al., 2024). Items assess responsiveness, assistance, problem resolution, and the effectiveness of customer support. Online service experiences influence trust especially when customers face problems or require after-sale support. Example items: ServQ1: "Customer service responds to inquiries promptly."

The Security & Privacy construct was measured using items adapted from validated scales widely used in e-commerce security research (e.g., Belanger et al., 2002; Luo et al., 2019). Items capture perceptions of data protection, transaction safety, confidentiality, and security mechanisms implemented by the platform. Security and privacy protection are essential antecedents of online trust, particularly in contexts involving financial transactions or personal data sharing. Prior research shows that security perceptions significantly influence trust formation and reduce perceived risk in online platforms—making this dimension a critical component of digital commerce quality. Example items: SP1: "I believe this platform protects my personal information effectively."

User Interface Quality was measured using items adapted from UI/UX research and IS usability frameworks (e.g., Venkatesh et al., 2012; Cyr et al., 2008). Items focus on visual design, navigation ease, layout clarity, and user experience. A well-designed user interface enhances usability, reduces cognitive load, and increases users' confidence in the platform. Research indicates that intuitive and aesthetically pleasing interfaces strengthen trust judgments and

improve the user's willingness to repurchase—particularly in competitive digital commerce environments. Example items: UIQ1: “The platform's interface is visually appealing.”

Customer Trust was measured using the multidimensional trust scale developed by McKnight et al. (2002), capturing perceived competence, integrity, benevolence, and security. Trust is a validated mediator influencing intention in digital commerce, and this scale is widely used in e-commerce and platform studies. Example items: CT1: “I believe this platform operates professionally.”

Repurchase Intention was measured using items adapted from Tan et al. (2024) and Utomo et al. (2025). Items assess likelihood, intention, commitment, and willingness to continue using the platform. Repurchase intention is a core behavioral outcome in digital commerce and serves as a reliable proxy for customer loyalty. Example items: RI1: “I intend to use this platform again in the future.”

Internal consistency assessed using Cronbach's alpha (threshold $\geq .70$). Construct validity examined through item–total correlations and expert review. Bivariate correlations assessed for appropriate direction and strength.

Data Analysis

Descriptive Statistics, Reliability, and Correlation Analysis. Means and standard deviations summarised respondent perceptions. Cronbach's alpha evaluated reliability. Pearson correlations assessed associations among variables. These analyses provide foundational insights prior to regression modeling and reveal whether variables behave as theoretically expected. Mediation was tested using the Baron and Kenny (1986) three-step procedure: Regress Customer Trust on each platform quality dimension.

$$Trust = \beta_0 + \beta_1SQ + \beta_2IQ + \beta_3ServQ + \varepsilon$$

Regress Repurchase Intention on the platform quality dimensions.

$$RI = \beta_0 + \beta_1SQ + \beta_2IQ + \beta_3ServQ + \varepsilon$$

And Regress Repurchase Intention on both platform quality dimensions and Customer Trust.

$$RI = \beta_0 + \beta_1SQ + \beta_2IQ + \beta_3ServQ + \beta_4Trust + \varepsilon$$

Significance levels and standardized coefficients evaluated direct and indirect effects. Mediation was inferred when coefficients for quality dimensions reduced in magnitude or became nonsignificant upon inclusion of trust. MRA is an accepted and transparent approach for testing mediation, especially when theoretical clarity and interpretability are prioritized (Hayes, 2018).

Research Findings

The final sample consisted of 268 valid respondents. The demographic profile indicates that the majority of participants were active online platform users, with frequent purchasing behavior and diverse demographic backgrounds. These characteristics support the appropriateness of the sample for examining perceptions of platform quality, customer trust, and repurchase intention, and enhance the external validity of the study.

Table1: Demographic Profile of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	128	47.8
	Female	140	52.2
Age	18–25 years	74	27.6
	26–35 years	121	45.1
	36–45 years	53	19.8
	Above 45 years	20	7.5
Education Level	Bachelor's degree or lower	176	65.7
	Master's degree or higher	92	34.3
Frequency of Online Purchase	1–2 times per month	69	25.7
	3–5 times per month	123	45.9
	More than 5 times per month	76	28.4
Primary Online Platform Use	Online marketplace (e.g., retail platforms)	158	59.0
	Service platforms (e.g., travel, delivery)	110	41.0

Table2: Descriptive Statistics, Reliability Coefficients, and Bivariate Correlations

	SQ	IQ	ServQ	SP	UIQ	CT	RI
Correlation							
System Quality	1						
Information Quality	0.62**	1					
Service Support Quality	0.58**	0.64**	1				
Security & Privacy	0.55**	0.60**	0.63**	1			
User Interface Quality	0.66**	0.57**	0.56**	0.59**	1		
Customer Trust (CT)	0.59**	0.66**	0.71**	0.74**	0.63**	1	
Repurchase Intention (RI)	0.54**	0.61**	0.68**	0.67**	0.58**	0.77**	1
Cronbach's Alpha	0.90	0.91	0.93	0.92	0.89	0.94	0.95
Mean	5.62	5.58	5.47	5.51	5.70	5.55	5.60
Standard Deviation	0.88	0.92	0.95	0.90	0.84	0.89	0.93

Note: *All bivariate correlations are significant at .01 level.

Table3: Multiple Regression Results

Independent Variable	Customer Trust (1)		Repurchase Intention (2)		Repurchase Intention (3)	
	β	t-value	β	t-value	β	t-value
System Quality	0.06	1.21 (ns)	0.04	0.88 (ns)	0.02	0.47 (ns)
Information Quality	0.24	4.82**	0.17	3.39**	0.06	1.38 (ns)
Service Support Quality	0.31	6.11**	0.26	5.02**	0.10	2.19*
Security & Privacy	0.36	7.22**	0.24	4.67**	0.08	1.81 (ns)
User Interface Quality	0.05	1.05 (ns)	0.06	1.28 (ns)	0.03	0.71 (ns)
Customer Trust (CT)	-	-	-	-	0.57	11.88 **

Notes: *: p<.05; **: p<.01; ***: p<.001 (two-tailed)
(1): F-value = 96.44**; p<.001; R² = .65; Adjusted R² = .64.
(2): F-value = 67.15**; p<.001; R² = .51; Adjusted R² = .50.
(3): F-value = 124.32**; p<.001; R² = .72; Adjusted R² = .71

The results provide strong empirical support for the measurement quality and conceptual validity of the constructs, which is essential before conducting multiple regression analyses and mediation testing.

All constructs demonstrate excellent internal consistency, with Cronbach's alpha values ranging from .89 to .95, exceeding the widely recommended threshold of .70 (Hair et al., 2020). The highest reliability is observed for Repurchase Intention ($\alpha = .95$) and Customer Trust ($\alpha = .94$), indicating highly cohesive item sets measuring stable behavioral and psychological constructs. The reliability of the five dimensions of Online Platform Quality—System Quality, Information Quality, Service Quality, Security & Privacy, and User Interface Quality—ranges from .89 to .93, demonstrating strong internal coherence and supporting their use as distinct yet related predictors in subsequent regression models. These high reliability values confirm that the constructs are measured consistently and appropriately, reducing measurement error and strengthening the stability of regression-based mediation tests.

The mean values (ranging from 5.47 to 5.70) indicate that respondents generally hold positive perceptions of platform quality, trust, and their intention to repurchase. User Interface Quality ($M = 5.70$) demonstrates the highest mean score, suggesting that users perceive the design, navigability, and visual aesthetics of the online platforms most favorably. Service Support Quality ($M = 5.47$) holds the lowest mean, implying that although still positively evaluated, service responsiveness and post-purchase support may represent comparatively weaker areas in user experience. Standard deviations (ranging from 0.84 to 0.95) indicate moderate variability, meaning participants had reasonably consistent perceptions with no excessive dispersion. The concentration of ratings toward the higher end of the scale aligns with the nature of digital-native Thai consumers, who tend to be technologically confident but still sensitive to service experiences.

All correlations are positive and significant at the .01 level, supporting expected theoretical relationships. Correlations among the five platform quality dimensions vary between .55 and .66, showing moderate–strong associations. This suggests that users who perceive high system quality tend to also evaluate information accuracy, service responsiveness, and interface design positively. The correlations are strong enough to indicate conceptual relatedness yet sufficiently distinct to justify treating them as separate constructs. The correlations between each quality dimension and Customer Trust (CT) range from .59 to .74. Security & Privacy ($r = .74$) has the strongest relationship with Trust, which is consistent with literature indicating that perceived security is a central determinant of trust in digital transaction environments. Service Quality ($r = .71$) also shows a strong correlation with Trust, reflecting that responsive and effective customer support critically influences risk perceptions in online purchases. These findings support the theoretical premise that trust formation is deeply influenced by perceived security, credibility, and service responsiveness within online platforms. The strongest correlation in the table is between Customer Trust (CT) and Repurchase Intention (RI) at $r = .77$, indicating a highly robust relationship. This reinforces trust's central role as a psychological antecedent of behavioral loyalty, consistent with trust-based theories and digital commerce literature. Correlations between platform quality dimensions and RI range from .54 to .68, indicating moderate–strong positive effects. The strongest effect is from Service Quality ($r = .68$), suggesting that service responsiveness and effective issue resolution strongly shape consumers' willingness to repurchase. The relatively high correlation between Security & Privacy and RI ($r = .67$) highlights the importance of perceived safety in Thailand's increasingly fraud-sensitive digital commerce environment.

Table 3 reports the results of multiple regression analyses examining the effects of individual online platform quality dimensions on customer trust and repurchase intention, as well as the mediating role of customer trust.

Effects of Platform Quality Dimensions on Customer Trust (H1a–H1e)

Consistent with H1b, H1c, and H1d, Information Quality ($\beta = .24, p < .01$), Service Support Quality ($\beta = .31, p < .01$), and Security & Privacy ($\beta = .36, p < .01$) have significant positive effects on Customer Trust. Among these dimensions, Security & Privacy emerges as the strongest predictor of trust, underscoring the importance of perceived data protection and transaction security in digital commerce environments.

In contrast, H1a and H1e are not supported, as System Quality ($\beta = .06, ns$) and User Interface Quality ($\beta = .05, ns$) do not significantly influence Customer Trust. This finding suggests that technical reliability and interface design may function as baseline expectations rather than active trust-building drivers. Collectively, the five dimensions explain 65% of the variance in Customer Trust ($R^2 = .65$).

Effects of Platform Quality Dimensions on Repurchase Intention (H2a–H2e)

Regarding repurchase intention, the results support H2b, H2c, and H2d. Information Quality ($\beta = .17, p < .01$), Service Support Quality ($\beta = .26, p < .01$), and Security & Privacy ($\beta = .24, p < .01$) significantly and positively influence Repurchase Intention. Service Support Quality is the strongest predictor, indicating that responsive and effective service interactions play a critical role in driving repeat usage behavior.

However, H2a and H2e are not supported, as System Quality and User Interface Quality do not exhibit significant effects on Repurchase Intention. The model explains 51% of the variance in Repurchase Intention ($R^2 = .51$).

Mediating Role of Customer Trust (H3a–H3e)

Customer Trust exerts a strong positive effect on Repurchase Intention ($\beta = .57, p < .01$), supporting its central mediating role. When Customer Trust is included in the model, the previously significant effects of Information Quality and Security & Privacy on Repurchase Intention become non-significant, while the effect of Service Support Quality is substantially reduced but remains marginally significant ($\beta = .10, p < .05$).

These results indicate partial mediation, supporting H3b, H3c, and H3d, and suggest that trust serves as the primary mechanism through which certain platform quality dimensions influence repurchase intention. In contrast, mediation hypotheses involving System Quality and User Interface Quality (H3a and H3e) are not supported. The inclusion of Customer Trust increases the explanatory power of the model to $R^2 = .72$.

Discussion

Theoretical Contributions

This study makes several important theoretical contributions to platform quality and digital trust literature. First, unlike prior studies that conceptualize platform quality as an aggregated construct, this study explicitly examines each quality dimension separately, thereby addressing the core research gap concerning dimension-level effects. By doing so, the findings

demonstrate that platform quality dimensions are not uniformly influential, challenging the implicit assumption of symmetric effects in prior multidimensional models.

Specifically, information quality, service support quality, and security & privacy function as trust-building drivers, whereas system quality and user interface quality do not exert significant effects. This distinction provides a clearer theoretical explanation for why prior studies have reported inconsistent results and establishes a more refined, dimension-specific understanding of platform quality mechanisms.

Second, this study contributes to mediation theory in digital commerce by clarifying the conditions under which customer trust fully versus partially mediates the relationship between platform quality and repurchase intention. Rather than assuming a uniform mediating role, the findings reveal that trust operates as a partial mediator for certain dimensions and is non-operative for others. This dimension-specific mediation pattern explains inconsistencies in prior research and advances a more nuanced theoretical view of trust as a conditional psychological mechanism rather than a universal mediator.

Prior multidimensional studies on online platform quality generally report that all quality dimensions exert significant effects on trust and repurchase intention (e.g., Luo et al., 2019; Chmeis & Zaiter, 2024). In contrast, the present study demonstrates that only information quality, service support quality, and security & privacy significantly influence trust and repurchase intention, whereas system quality and user interface quality do not. This divergence suggests that the theoretical assumption of uniformly influential platform quality dimensions may not hold in mature digital commerce environments

Theoretically, this study introduces the notion that certain platform quality dimensions function as hygiene factors rather than trust-building drivers. Consistent with hygiene factor logic, system quality and user interface quality appear to be taken for granted by users and therefore do not differentiate trust or repurchase intention once minimum performance thresholds are met. This insight extends platform quality theory by reconceptualizing quality dimensions as asymmetric contributors—where some dimensions prevent dissatisfaction, while others actively generate trust and loyalty.

Proposition: In mature digital commerce contexts, system quality and user interface quality operate as hygiene factors that ensure baseline platform acceptability but do not directly enhance customer trust or repurchase intention.

In contrast to prior multidimensional platform-quality studies that report uniformly significant effects across all quality dimensions, the present study demonstrates asymmetric effects. Specifically, system quality and user interface quality do not exert significant influences on customer trust or repurchase intention. Theoretically, this finding suggests that certain platform quality dimensions may function as hygiene factors—ensuring baseline acceptability but not actively generating trust or behavioral loyalty once minimum performance thresholds are met. This insight extends platform quality theory by reconceptualizing quality dimensions as asymmetric contributors rather than uniformly influential drivers.

Managerial Implications

The findings provide targeted and actionable guidance for digital platform managers, sellers, and policymakers, particularly within multi-vendor online marketplaces and service-oriented platforms where transactions are mediated by the platform and trust is not primarily derived from individual seller brands. These platforms—including large-scale online

marketplaces and on-demand service platforms—are characterized by high levels of perceived risk, personal data disclosure, and post-purchase uncertainty. In such contexts, platform-level trust mechanisms play a decisive role in shaping repeat usage behavior.

Implications for Platform Operators

For platform operators, the results indicate that Security & Privacy should be treated as a strategic investment rather than a compliance-driven cost. Perceived data protection and transaction security emerge as the strongest trust-building drivers and directly influence repurchase intention. Platform managers should therefore prioritize visible and credible security assurances, such as secure payment certifications, transparent privacy policies, identity verification mechanisms, and real-time fraud protection. These features are particularly critical in platforms hosting multiple independent sellers, where customers rely on the platform—rather than individual sellers—to mitigate transaction risk. Service Support Quality represents another key managerial lever, especially in service platforms and high-frequency transactional environments (e.g., delivery, travel, and on-demand services). The findings suggest that timely response, effective complaint resolution, and proactive post-purchase communication are essential for sustaining customer trust when service failures or uncertainties arise. Platforms that institutionalize clear service-level agreements (SLAs), rapid response protocols, and standardized dispute-resolution processes are more likely to translate service encounters into long-term customer loyalty. In addition, Information Quality plays a critical role in reducing decision uncertainty across both product-based and service-based platforms. Platform operators should enforce standardized information requirements, ensure accuracy and completeness of listings, and actively monitor misleading or inconsistent content. Clear product descriptions, transparent pricing, and reliable transaction information enhance decision confidence and reinforce platform credibility—particularly in environments where customers cannot directly verify product quality prior to purchase. In contrast, System Quality and User Interface Quality, while necessary for basic platform functionality and first-time user experience, appear to function as hygiene factors in mature digital markets. Once acceptable performance thresholds are met, further investments in technical reliability or interface aesthetics yield diminishing returns in terms of trust and repurchase intention. Platform managers should therefore avoid over-allocating resources to these dimensions at the expense of trust-generating mechanisms.

Implications for Sellers Operating on Digital Platforms

The findings are particularly relevant for small and medium-sized sellers, independent merchants, and new market entrants who lack strong brand-based trust and depend heavily on platform-mediated credibility. For these sellers, trust is primarily shaped by the platform environment rather than by firm-specific reputation. Sellers should therefore align their practices with platform-level trust signals by ensuring accurate product information, responsive communication, and consistent service fulfillment. Participation in platform-endorsed verification programs, compliance with information disclosure standards, and adherence to service responsiveness guidelines can significantly enhance customers' willingness to repurchase. Moreover, sellers offering high-involvement, experience-based, or risk-sensitive products and services (e.g., travel, digital services, or customized offerings) stand to benefit most from trust-enhancing platform mechanisms. In these contexts, clear information provision and effective service recovery can partially compensate for the absence of physical inspection or prior brand familiarity.

Implications for Policymakers and Industry Bodies

Beyond firm-level decision-making, the findings also provide important implications for policymakers and industry regulators. The strong influence of security and privacy on trust and repurchase intention underscores the need for clear, enforceable, and visible standards for data protection and platform accountability. Regulatory agencies and industry associations may use these insights to establish minimum security requirements, transparency obligations, and service quality benchmarks that elevate baseline trust across digital markets. Such standards can reduce systemic risk, protect consumers, and foster sustainable growth of the digital economy without imposing excessive operational burdens on platform providers.

Overall, this study demonstrates that trust in digital platforms is not built uniformly across all quality dimensions. Instead, trust can be strategically cultivated through selective investment in information accuracy, service support, and data protection—particularly in multi-vendor and service-oriented platform contexts. By translating platform quality dimensions into differentiated managerial actions for specific platform types and seller segments, the findings extend the practical relevance of trust-based models and provide clearer guidance for stakeholders operating in contemporary digital commerce ecosystems.

Conclusions

Brief Summary

This study demonstrates that customer trust serves as the primary mechanism linking online platform quality to repurchase intention. Only three quality dimensions—Information Quality, Service Support Quality, and Security & Privacy—show meaningful influence on both trust and behavioral intention. In contrast, System Quality and User Interface Quality do not significantly predict trust or repurchase intention, suggesting that users now regard these as basic expectations rather than differentiating attributes. The overall findings reinforce the importance of psychological assurance mechanisms in digital commerce and highlight the need for platforms to enhance security, service responsiveness, and informational accuracy to cultivate long-term customer loyalty. From an academic perspective, the study advances platform quality theory by demonstrating that dimensional disaggregation is essential for explaining heterogeneous trust and loyalty outcomes. Rather than pursuing broad generalization, the study offers theoretically transferable insights that refine existing models and provide a clearer basis for future cross-contextual validation. At the societal level, these findings support more targeted digital governance and industry benchmarking. By identifying which platform quality dimensions actively enhance trust, policymakers and industry bodies can promote focused standards for data protection, service reliability, and information transparency, thereby strengthening national digital competitiveness without imposing excessive compliance burdens on platform providers.

From a broader societal perspective, the results contribute to improving national competitiveness in the digital economy by identifying trust-enhancing mechanisms that support sustainable e-commerce growth. While this study is situated in the Thai context, the findings are transferable to other emerging markets with similar institutional and technological characteristics. In such contexts, strengthening data protection standards and service reliability may play a crucial role in fostering trust, promoting digital inclusion, and enhancing cross-border competitiveness.

Limitations and Directions for Future Research

Although this study offers valuable insights, several limitations indicate opportunities for future research. First, the cross-sectional design restricts causal inference; longitudinal studies could better capture temporal dynamics in trust formation and loyalty behavior. Second, reliance on self-reported survey data raises the possibility of common method bias. Future studies should incorporate behavioral, transactional, or platform-generated data to enhance measurement validity. Finally, the study did not include emerging elements such as AI-driven personalization, platform reputation, or gamification—factors increasingly relevant in contemporary digital commerce. Future models may explore nonlinear effects, moderation by consumer traits such as digital literacy and risk aversion, or industry-specific differences among platforms (e.g., travel, food delivery, online marketplaces) to build a more nuanced understanding of trust and behavioral loyalty in evolving digital environments. We acknowledge that repurchase intention may vary across product categories (e.g., FMCG versus high-involvement products). However, the focus of this study is on platform-level trust mechanisms rather than product-specific decision processes. Future research may incorporate product type as a control or moderating variable to further refine these relationships. Although the sample is drawn from a single-country context (Thailand), this setting provides a relevant case of an emerging digital economy with high online platform penetration. The study does not claim cross-country generalizability; rather, it contributes theoretically by clarifying dimension-specific trust mechanisms that may be transferable to similar emerging markets with comparable institutional and technological conditions.

References

- Aparicio, M., Oliveira, T., Bacao, F., & Painho, M. (2021). Gamification and reputation: Enhancing trust and repurchase intention in online platforms. *Journal of Retailing and Consumer Services*, 62, 102613.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
- Belanger, F., Hiller, J. S., & Smith, W. J. (2002). Trustworthiness in electronic commerce: The role of privacy, security, and site attributes. *The Journal of Strategic Information Systems*, 11(3–4), 245–270.
- Chmeis, R., & Zaiter, M. (2024). Website efficiency, information quality, and their impact on satisfaction, trust, and e-loyalty in post-pandemic online commerce. *Electronic Commerce Research and Applications*, 60, 101345.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Cyr, D., Head, M., & Ivanov, A. (2008). Design aesthetics leading to m-loyalty in mobile commerce. *Information & Management*, 45(6), 416–426.
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9–30.
- Dwivedi, Y. K., et al. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.

- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (2nd ed.). The Guilford Press.
- He, X., & Yang, Z. (2025). AI-driven personalization, perceived value, and customer loyalty in digital platforms. *Journal of Business Research*, 170, 114213.
- Lee, H., & Ha, S. (2023). The mediating effect of trust between information quality and repurchase intention in food e-commerce. *International Journal of Hospitality Management*, 108, 103371.
- Li, X. (2024). Information accuracy, e-service quality, and consumer repurchase intention in the sharing economy: Evidence from Airbnb. *Tourism Management*, 98, 104713.
- Luo, M. M., Ba, S., & Zhang, H. (2019). The impact of online system, service, and information quality on customer trust and cross-buying behavior in cross-border e-commerce. *Decision Support Systems*, 123, 113079.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359.
- OECD. (2023). *E-commerce in the global digital economy*. OECD Publishing.
- Pambudi, B. R., Rahmawati, D., & Nugroho, Y. (2024). E-service quality, e-trust, perceived value, and their effects on repurchase intention in B2C e-commerce. *Journal of Retailing and Consumer Services*, 75, 103596.
- Statista. (2024). *Global e-commerce sales report 2024*. Statista Research Department.
- Sudirjo, E., Suyanto, S., & Hadi, M. (2023). The role of trust in mediating the effect of e-service quality on repurchase intention in online travel agencies. *Asia Pacific Journal of Marketing and Logistics*, 35(4), 987–1004.
- Tan, W. J., Goh, M. L., & Lee, C. H. (2024). Trust, perceived shopping value, and emotional satisfaction as determinants of repurchase intention in digital commerce. *Journal of Consumer Behaviour*, 23(2), 312–326.
- Utomo, B. W., Riady, M. S., & Prasetyo, T. J. (2025). E-service quality, brand reputation, and the formation of trust and purchase intention in smartphone e-commerce. *SAGE Open*, 15(1), 1–14.
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157–178.