



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAM

UTKU BILGILI

<p><i>NAUDOTOJŲ SAŠAJOS NAŠUMO VEIKSNIAI, DARANTYS ĮTAKĄ VARTOTOJŲ PASITENKIMUI SKAITMENINĖSE PLATFORMOSE: DĖMESYS PO PIRKIMO PATIRTIMS ELEKTRONINĖJE PREKYBOJE</i></p>	<p><i>USABILITY FACTORS INFLUENCING USER SATISFACTION ON DIGITAL PLATFORMS: A FOCUS ON POST- PURCHASE EXPERIENCES IN E- COMMERCE</i></p>
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Supervisor: Mikael Forsström

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SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

DIGITAL MARKETING STUDY PROGRAM

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USABILITY FACTORS INFLUENCING USER SATISFACTION ON DIGITAL PLATFORMS: A FOCUS ON POST-PURCHASE EXPERIENCES IN E-COMMERCE

Supervisor: Mikael Forsström

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This study investigates the impact of post-purchase usability factors on customer satisfaction, loyalty, and repurchase intention in e-commerce platforms. The research examining how these usability elements influence customer satisfaction, which in turn affects loyalty and repurchase intentions, providing insights into long-term engagement in e-commerce area.

The main purpose of this thesis is to explore how such usability factors in the post-purchase experience influence customer satisfaction and to explore the role played by loyalty in mediating between customer satisfaction and repurchase intention

To achieve this aim, the study seeks to 1) review and synthesize the existing literature on usability, satisfaction, loyalty, and post-purchase experiences in e-commerce; 2) collect and analyze survey data from B2C online shoppers residing in Lithuania to evaluate the relationships

among post-purchase usability, satisfaction, loyalty, and repurchase intention; and 3) test the mediating role of loyalty in the relationship between usability, satisfaction, and repurchase intention using statistical analysis.

The study employs a quantitative survey method, collecting data from 287 Lithuanian online shoppers. Statistical analyses were conducted using JASP, including Cronbach's Alpha, reliability testing to ensure the consistency of the measurement scales, hypothesis testing to assess the direct effects of usability factors on satisfaction, and mediation analysis to examine the role of loyalty in the relationship between satisfaction and repurchase intention.

The results support four out of five hypotheses, confirming that Delivery-Return Process and Transaction Clarity, as well as Navigation and Interaction Flow, have significant positive effects on customer satisfaction. However, Customer Support and Information Transparency do not significantly contribute to satisfaction.

The study concludes that post-purchase usability factors play a critical role in shaping customer experiences on e-commerce platforms. Marketers should prioritize optimizing delivery, transaction clarity, and site navigation to enhance satisfaction and foster loyalty. Overall, improving usability in the post-purchase phase can contribute to stronger long-term customer engagement and repurchase behavior.

SANTRAUKA

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Šiame tyrime nagrinėjamas naudojimo po pirkimo veiksnių poveikis klientų pasitenkinimui, lojalumui ir pakartotinio pirkimo ketinimui e. prekybos platformose. Tyrime nagrinėjama, kaip šie naudojimo elementai veikia klientų pasitenkinimą, kuris savo ruožtu veikia lojalumą ir pakartotinio pirkimo ketinimus, pateikiant įžvalgų apie ilgalaikį įsitraukimą e. prekybos srityje.

Pagrindinis šio darbo tikslas – ištirti, kaip tokie naudojimo po pirkimo veiksniai veikia klientų pasitenkinimą, ir ištirti lojalumo vaidmenį tarpininkaujant tarp klientų pasitenkinimo ir pakartotinio pirkimo ketinimo.

Siekiant šio tikslo, tyrime siekiama: 1) peržiūrėti ir susintetinti esamą literatūrą apie naudojimo po pirkimo, pasitenkinimą, lojalumą ir patirtį po pirkimo e. prekyboje; 2) surinkti ir išanalizuoti apklausos duomenis iš B2C internetinių pirkėjų, gyvenančių Lietuvoje, siekiant įvertinti ryšius tarp naudojimo po pirkimo, pasitenkinimo, lojalumo ir pakartotinio pirkimo ketinimo;

ir 3) ištirti lojalumo tarpininkaujantį vaidmenį ryšiui tarp naudojimo po pirkimo, pasitenkinimo ir pakartotinio pirkimo ketinimo, naudojant statistinę analizę.

Tyrime naudojamas kiekybinis apklausos metodas, renkant duomenis iš 287 Lietuvos internetinių pirkėjų. Statistinė analizė atlikta naudojant JASP, įskaitant Cronbacho alfa skalę, patikimumo testavimą siekiant užtikrinti matavimo skalių nuoseklumą, hipotezių testavimą siekiant įvertinti tiesioginį naudojimo veiksnių poveikį pasitenkinimui ir mediacijos analizę, siekiant ištirti lojalumo vaidmenį pasitenkinimo ir pakartotinio pirkimo ketinimo santykyje.

Rezultatai patvirtina keturias iš penkių hipotezių, patvirtindami, kad pristatymo ir grąžinimo procesas bei operacijos aiškumas, taip pat navigacijos ir sąveikos srautas daro reikšmingą teigiamą poveikį klientų pasitenkinimui. Tačiau klientų aptarnavimas ir informacijos skaidrumas reikšmingai neprisideda prie pasitenkinimo.

Tyrimo išvada yra ta, kad naudojimo veiksniai po pirkimo vaidina labai svarbų vaidmenį formuojant klientų patirtį e. prekybos platformose. Rinkodaros specialistai turėtų teikti pirmenybę pristatymo, operacijos aiškumo ir svetainės navigacijos optimizavimui, kad padidintų pasitenkinimą ir skatintų lojalumą. Apskritai, naudojimo gerinimas po pirkimo etape gali prisidėti prie stipresnio ilgalaikio klientų įsitraukimo ir pakartotinio pirkimo elgsenos.

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INTRODUCTION

The global e-commerce market has been experiencing a major revolution, which has turned it into one of the most dynamic and competitive markets of the global economy (UNCTAD, 2023). Within the context of such a competitive environment, user-centric design and user experience (UX) optimization are currently major strategic objectives for businesses looking to achieve a competitive advantage and long-term sustainability (Javed et al., 2020). While much researches has focused on the pre-purchase and purchase stages of the online journey, the post-purchase phase has received considerably less academic attention (He, 2023; Tzeng et al., 2021). According to industry and academic reports, the post-purchase stage, consisting of delivery tracking, returns and customer support, has a significant impact on the repeat purchase behavior and brand equity. Therefore, failures during this phase are correlated with direct and material operational and strategic risks for the online retailer (Javed & Wu, 2020; Parasuraman et al., 2005; UNCTAD, 2023).

Consumer surveys and recent reports further indicate that privacy, transparency, and after-sales clarity are major determinants of repurchase intention in e-commerce, underlining the managerial urgency to address post-purchase usability (Goldman, 2024; Razorfish, 2023).

Although usability on the way to the purchase, namely filtering, navigation, and payment, has been a long-standing focus of academic research, the variety of core post-purchase elements are also crucial in terms of user satisfaction and long-term loyalty. According to Nielsen (1994), usability is defined through efficiency, error reduction, and user satisfaction, providing one of the earliest systematic frameworks that later shaped e-commerce usability studies. The study by Holst (2019), revealed that over 54% of popular e-commerce websites have serious defects in their return interfaces, which can significantly damage the post-purchase user experience and repurchase intention. Similarly, Pee (2018) argues that low satisfaction, trust, and repurchase intention are often direct consequences of poor post-purchase experiences. Building on this, Javed and Wu (2020) highlighted how usability in return, exchange, and service processes negatively affects satisfaction and loyalty, thereby weakening sustainable shopping intentions. These facts testify that it is the post-purchase phase that defines the user experience equally to the process of the first purchase. However, despite this essential significance, the post-purchase

phase has not been comprehensively researched by scholars, which has left a significant research gap in the literature and given businesses little information on how to maximize this phase of high importance.

In the rapidly growing world of e-commerce, the concept of usability has evolved significantly over time. Brands have increasingly focused on user-centric factors and experiences in their pursuit of user satisfaction. Initially, usability was primarily associated with efficient and easy system use, a concept that was defined by Nielsen (1994) using three key factors: how quickly users learn the system, how many errors they make, and how satisfied they are with the usage experience. Later, Nielsen and Lavy (1994) demonstrated that user preferences do not always yield the best performance outcomes, thereby complicating usability research.

The MUUX-E Usability Evaluation Framework developed by Harpur and De Villiers (2015) contributed to advancing usability measurement on modern digital platforms by addressing both the cognitive and emotional dimensions of user experience. With the advent of user experience (UX), which has gained popularity in the digital realm, it has become one of the focuses in realizing e-commerce customer satisfaction. Although the primary focus of the literature is the pre-purchase process, including product discovery, filtering and check out (Guo et al., 2023), recent studies have shown that post-purchase experiences can influence user satisfaction, trust and loyalty in a significant manner (Shah, 2024). Moreover, the disappointment and mistrust caused by usability errors in return management and support services lower the loyalty and repurchase intentions (Öztürk & Dündar, 2020). This highlights the importance of ensuring that the user experience is maximized during and after transactions of e-commerce platforms. As Oliver (1999) emphasizes, loyalty is not only a behavioral outcome but also a psychological attachment, suggesting that satisfaction in the post-purchase stage can foster durable loyalty.

Post-purchase phase is one of the most important factors influencing such metrics of digital marketing performance as Customer Lifetime Value (CLV) and Net Promoter Score (NPS). Post-purchase factors, such as easy order tracking, hassle-free returns, and prompt customer services, are directly associated with user satisfaction and customer loyalty (Javed et al., 2020). The appropriate application of such metrics as the Net Promoter Score (NPS) and Customer Effort Score (CES) plays a key role in fostering the relationship between the customer experience and the business value, as the latter provides the suggested e-commerce models with a significant

boost in predicting long-term profitability and Customer Lifetime Value (Norouzi, 2024). The usability of the product after purchase not only influences customer retention but also fuels new customer acquisition through positive word-of-mouth (WOM) publicity. A seamless after-purchase process can be equally effective as the initial pre-purchase stage in motivating repeat purchases. Nevertheless, despite its evident impact and the availability of related metrics, the scholarly world has not yet sufficiently examined the usability aspect in the post-purchase phase. This lack of in-depth research represents a critical gap in the literature, which this thesis aims to fill by investigating the correlation between post-purchase usability and user satisfaction, loyalty, and repurchase intention.

Today's e-commerce platforms invest heavily in optimizing the shopping experience to maximize customer satisfaction. However, just as usability is critical during the shopping process, it also plays a significant role in shaping satisfaction during the post-purchase stage, which is still under-researched. The fact is that customers increasingly demand to be kept informed with respect to tracking the progress of the delivery, easy-to-comprehend customer returns, and the availability of responsive and problem-solving-oriented customer care. Once such post-purchase user factors are unreliable or insufficient, even an otherwise successful delivery of a product might suffer because of a frustrating experience for the user. Neglecting usability in the post-purchase stage makes it easy to lose loyal customers and other related features of customer complaints on review sites, resulting in negative brand equity.

While many usability studies focus on the purchase point, they rarely address how usability affects post-purchase satisfaction and its broader implications. To address this gap, this thesis analyzes key post-purchase usability factors and their influence on user satisfaction and loyalty within e-commerce platforms.

By integrating core principles from usability engineering and customer satisfaction models with theories such as Expectation-Confirmation Theory (Bhattacharjee, 2001), Cognitive Load Theory (Sweller, 1988), this study provides a theoretical foundation for understanding how post-purchase usability affects user satisfaction and subsequent behavioral outcomes in e-commerce platforms.

Building on this theoretical foundation, the conceptual framework of this research groups post-purchase usability into main dimensions: Delivery-Return Process and Transaction Clarity, Customer Support and Information Transparency, and Navigation and Interaction Flow. These

dimensions collectively represent the overall post-purchase usability experience that influences user satisfaction. Thus, satisfaction, in turn, drives loyalty and repurchase intention, forming the key behavioral outcomes. Within this relationship, trust functions as a reinforcing mechanism that strengthens the satisfaction-loyalty link, ensuring the continuity of customer engagement and long-term profitability.

The problem of the research is that the post-purchase usability issues, including delivery and returns processes, accessibility to customer care and accessibility to information, are not well explored in the literature despite their very important implications on customer satisfaction and subsequent loyalty and repurchase intention in online stores. This is a gap that constrains academic knowledge and management practice because companies run the risk of losing customer loyalty and long-term profitability by neglecting usability at the after-sales phase.

Based on this problem statement, this research seeks to answer the following question: How do post-purchase usability factors influence customer satisfaction, and how does loyalty mediate the relationship between satisfaction and repurchase intention?

The aim of this study is to examine how post-purchase usability factors influence customer satisfaction and how loyalty mediates the relationship between satisfaction and repurchase intention on e-commerce platforms.

The objectives of this study:

- 1) Review and synthesize the existing literature on usability, satisfaction, loyalty, and post-purchase experiences in e-commerce.
- 2) Collect and analyze survey data from B2C online shoppers in Lithuania to evaluate the relationships among post-purchase usability, satisfaction, loyalty, and repurchase intention.
- 3) Test the mediating role of loyalty in the relationship between usability, satisfaction, and repurchase intention using statistical analysis.

While this study contributes to the field, it also has some limitations. The study is based on survey data of online shoppers in Lithuania, which may limit the applicability of the results to other countries or cultures. Furthermore, the survey-based data collection method may affect the interpretation of usability perceptions due to differences in technological proficiency levels among participants. Nevertheless, the study contributes to the literature by empirically investigating the

impact of post-purchase usability variables on customer satisfaction in online marketplaces. The results provide useful information for a practicing e-commerce manager on how to achieve usability improvements to ensure consumer satisfaction, increase loyalty, and facilitate repeat purchases. The research findings are reliable because they utilize validated measurement scales and established statistical analysis methods.

The structure of the thesis: in order to meet its purpose and objectives, this thesis is divided into three main sections. The first section presents the literature review and theoretical background of the study, defining post-purchase usability factors within e-commerce platforms and their relationship with user satisfaction, loyalty, and repurchase intention. This section also examines relevant usability dimensions, such as delivery-return process, customer support, transaction clarity and information transparency, and navigation and interaction flow, alongside their documented impact on consumer behavior and loyalty in digital environments. Additionally, it addresses the role of user experience quality in shaping long-term consumer relationships in the e-commerce sector.

The second section outlines the research model, which draws upon usability theory and consumer behavior frameworks to assess the impact of post-purchase usability elements on user satisfaction, loyalty, and repurchase intention. This section also presents research methodology, including the design of the survey and research instruments and scales and the operationalization of variables. Furthermore, it describes the demographic characteristics of the respondents and reports the reliability and validity measures applied to the constructs used in the study.

The third section presents the primary research findings, which are compared with insights from previous academic works in the field. The study employs a systematic analysis of scientific literature and a quantitative research approach. Data was collected through a survey method and statistical analyses such as reliability and validity testing, multiple linear regression analysis, and mediation analysis, with the support of JASP (Jeffreys's Amazing Statistics Program). The thesis concludes with a summary of the key findings, an explanation of the research results, conclusions, limitations of the study, managerial implications, and recommendations for future research, followed by the references and **annexes**.

1. THEORETICAL ANALYSIS OF PREVIOUS STUDIES ON POST-PURCHASE USABILITY AND CUSTOMER BEHAVIOR IN E-COMMERCE

This section will comprehensively review the existing literature to understand the importance of post-purchase experiences in e-commerce and their impact on user satisfaction, loyalty, and repurchase intention. First, it will examine how the concept of usability has evolved in digital environments, followed by a discussion of the growth of e-commerce and the critical role of user experience (UX) in post-purchase stages. The section will then outline the impact of certain dimensions of usability, which can be navigation and interaction flow, delivery, return processes and customer support design, information transparency, and transaction clarity, on the user experience.

Lastly, it will also investigate the definition and measurement of user satisfaction and loyalty in the context of e-commerce platforms, which will provide a strong platform for the conceptual framework of the research.

1.1 The evolution of usability in digital environments

The concept of usability has long been accepted as one of the fundamental pillars of product development within digital contexts and has continued to evolve in the field of human-computer interaction. By definition, user experience (UX) encompasses various disciplines and remains conceptually fluid; therefore, it lacks a universally accepted definition. This is largely due to the diversity of user–system interactions that it seeks to capture (Law et al., 2009). Furthermore, Allam and Dahlam (2013) offer an additional explanation, suggesting that a researcher’s perspective may shape the definition of UX.

Over time, several definitions have emerged: Nielsen (1994) defined usability as a quality attribute that evaluates how easy user interfaces are to use. Law (2008) associates UX with the user's perceptions and responses that result from the use or anticipated use of a product or service; Alben (1996) describes it as the user’s holistic experience, ranging from emotional responses to contextual integration; Jetter and Gerken (2007) emphasize the influence of newer elements such as visual design and marketing on top of traditional usability metrics; and Desmet and Hekkert (2007) present UX as a concept encompassing emotional engagement, aesthetic appreciation, and the meaning users derive from interacting with a system.

UX (User Experience) is important in creating customer satisfaction and loyalty, particularly in e-commerce. A definition of usability according to Nielsen (1994) says that it is made up of five vital elements namely learnability, efficiency, memorability, error management and satisfaction. First, he insists on the learning ease where interfaces must be graspable within a short time. The second component is efficiency, which is the capacity of the user to get productively proficient following their learning in the use of the interface. Then comes the memorability which enables an individual to go back to system after having taken some time off without having to re-learn everything. Error management is the process of reducing the number of errors and assists users to recover in the shortest time in the event of a mistake (Nielsen, 1994). Lastly, satisfaction is concerned with the relation of the user experience as enjoyable and rewarding. Such requirements are considered cornerstones in the user evaluation of the virtual interface and user experience enhancement.

At its inception, usability studies were focused on enhancing the functionality of software systems, decreasing the occurrence of errors, and facilitating task-oriented operations. During the course of time, however, the boundaries of usability have been widened to include more behavioral and emotional parts of user experience. Subsequent works in the field of usability research have progressed beyond task-oriented forms of software development to cover the behavioral and emotional aspects of the user experience. Nielsen and Levy (1994) argued that users' preferences do not always yield the most effective outcomes and began examining the distinction between user preference and actual performance. Consequently, beyond technical evaluations, user satisfaction and its drivers have become more widely considered in literature. The question shifted from "Can users use this?" to "How do users feel and behave while using this?"

The increasing complexity of digital systems has revealed that traditional usability metrics are no longer effective across all aspects of usability. Thus, the evolution of usability has required a different perspective on human-computer interaction, one that is no longer limited to performance and error-related factors, but also includes emotional, behavioral, and cognitive dimensions. Dietlein and Bock (2019) note that usability is now recognized as one of the most critical quality attributes in achieving user satisfaction and serves as a central objective in developing more accessible systems. Additionally, Panwar et al. (2019) suggested that website

usability including with navigation and mobile compatibility greatly impacts user experience and increases repeat purchases.

The MUUX-E (Multi-dimensional Usability Evaluation) framework, developed by Harpur and De Villiers (2015), expanded the scope of usability by emphasizing both the functional and emotional aspects of interaction, offering a more comprehensive analysis of the user experience. The framework presents three essential dimensions: functional usability, ensuring task success, especially in post-purchase stages such as payment or returns; emotional usability, capturing feelings like frustration or trust that affect post-purchase satisfaction; and Behavioral usability, which highlights engagement and loyalty. Similarly, Schrepp et al. (2023) emphasized emotional and behavioral aspects by evaluating interface stimulation and attractiveness through the short version of the User Experience Questionnaire (UEQ-S).

To summary, these models illustrate the increasing relevance of emotional and behavioral user experience dimensions and reinforce the importance of usability in enhancing trust, loyalty, and repurchase behavior in competitive e-commerce environments.

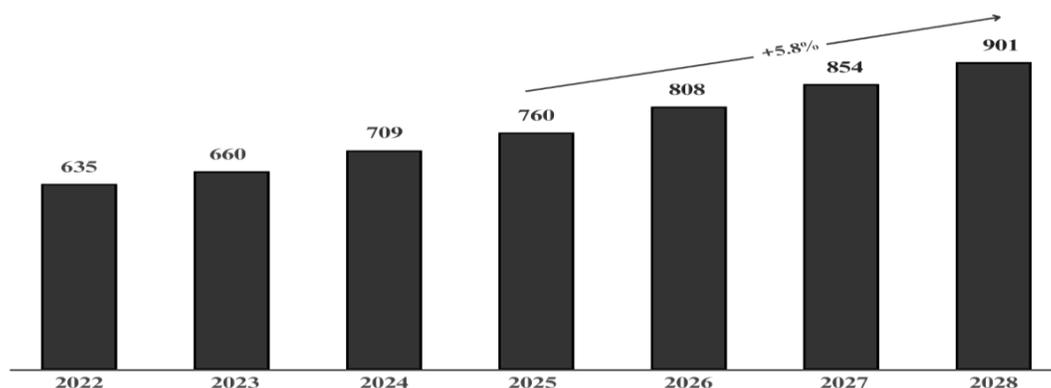
1.2 E-commerce growth and the role of UX in post-purchase phases

The online shopping has continued to increase due to the fast paced growth in e-commerce; a product or rather a resultant of innovation in digital technology (Nguyen et al., 2021). Environmental analysis based on ECDB (2025) findings shows that the European e-commerce revenue grew gradually into over USD 700 billion in 2024 after being impacted by the long-term effects of the pandemic in the previous year, 2022, when it recorded USD 635 billion.

As **Figure 1** shows, it is projected that this number will increase to USD 901 billion by the year 2028, and the market is expected to grow steadily in the upcoming years. This growing tendency on the raising line has complemented the rising usage of online platforms by companies, that is why e-commerce has become one of the mainstays of the modern economy. E-commerce can usually be described as purchasing and selling of goods or services online (UNCTAD, 2023). Researchers distinguish between such types of e-commerce as B2C, B2B, C2C, etc., with the B2C model being the most common one, especially where retail and service industries are concerned (Jain et al., 2021).

Figure 1

E-Commerce Revenue Development in Europe, in billion US\$ (2022-2028)



Source: adapted from (ECDB, 2025).

E-commerce offers a wide range of products, the ability to directly compare different sellers, and many advantages regarding the products and services offered by online businesses for both consumers and businesses (Nabila et al., 2023). On the business side, it minimizes operation expenses and allows businesses to go beyond the geographical boundaries. In that regard, not only big companies but also small and medium ones can compete with the dominant brands because they do not have to spend on standard physical stores. The fact that it is relatively cheap to open up an online store has great benefits as compared to the traditional in-store retail business as it enables businesses to run with much more efficiency regardless of their scale. The reduction of significant expenses will allow sellers and consumers to enjoy more variety of products at lower prices. The consumer conversely is capable of taking informed decisions about where to purchase a product, in terms of product and price offered by various sellers, as well as the comfort of anywhere and anytime shopping which is not limited by time and place.

However, with e-commerce rapidly spreading, there are some challenges that businesses have to face during the process of digitalization. Problems with infrastructures and sources, especially in the period when the traditional market moves towards the digital, are also still a concern (Yindi et al., 2021). In addition, the issue of customer acquisition has received growing concerns in the recent years (Gupta & Kim, 2007). Although international operations

make sellers enter into larger markets, they also increase the level of competition at the regional and international levels.

As a result, organizations have to distinguish themselves with some unique characteristics and as a result, there may be strategic enhancements in the given areas. In a bid to develop a competitive advantage, companies have been focusing more on customer satisfaction and the creation of successful functioning UX systems based on usability. Properly crafted usability will not only ensure that a user is satisfied but also increases both their productivity and the profitability by decreasing operating expenses (Nielsen, 1994). An easy to navigate site which incorporates smooth functionality helps a lot in gaining loyal customers (Casaló et al., 2008). These kinds of customers will have an earlier probability of repeat purchase and refer others to the platform and hence increase customer acquisition rates as well as sustaining long-term brand value.

Such a high rate of growth has made the online retailer community extremely competitive than ever before, and user experience has by this time become an eminent differentiator. It is revealed by multiple studies that, customer satisfaction is crucial to business performance (Ma et al., 2023) and customer loyalty that has long been established to be a major contributor to sustained organizational performance, which has been found to influence the behaviour of repeat purchase, positive word-of-mouth, and long term profits (Oliver, 1999).

After the purchasing stage, there is the post customer purchasing stage that is equally important in creating satisfaction and trust for the customer. Customers have been focused on by the retail market in the traditional approach, where the post-purchase customer engagement has not been a priority (Pearson, 2019). However, elements such as order tracking, hassle-free return processes, and effective customer support substantially shape customers' perceptions of post-purchase service quality (Karl, 2024).

To maintain customer retention, sellers seek to guarantee product quality, with post-purchase services such as returns, exchanges, or maintenance acting as crucial usability factors in sustaining this commitment (Javed & Wu, 2020). In digital commerce environments, usability issues in these areas can erode satisfaction, diminish trust, and increase the likelihood of customer attrition (Javed et al., 2020). This matter is of greater strategic importance than often assumed, as acquiring a new customer typically incurs significantly higher costs than retaining an existing one (Pearson, 2019). One of the key factors contributing to the quality of a website or application in ensuring customer satisfaction is its usability. Therefore, developers can increase

customer satisfaction by doing their part to improve site usability. One of the most fundamental ways to do this is through usability testing (Lynn et al., 2020).

The transforming concept of usability, once confined to its one-dimensional notion of functionality, has over the years expanded to its multidimensional application today and hence has been an influential aspect in the competitive market of e-commerce. The modern e-commerce companies have stopped competing only with the price of the products, performance ratios, or quality, but they have expanded the borders of current competition with the full customer experience during the whole shopping process (Guo et al., 2023). In line with this, usability has gone past product discovery and purchase lines into post-purchase behavior where tracking of orders, returns, and customer service have become main influences of satisfaction and loyalty (Norouzi, 2024).

Literature presents conversations on how aspects of post-purchase usability play an important role in determining customer satisfaction levels and essential business indicators of building loyalty therefore, becoming a point of competition in the digital marketplace (Ma et al., 2023). Such a widened vision also portrays the emerging opinion in the literature that future sustained customer loyalty and brand equity relies not merely on the effectiveness of pre-purchase events but also on effortless post-purchase experiences (Manasi Shah, 2024; Nielsen, 1994). Thus, the further chapters discuss e-commerce development over time and the role of usability in shaping and influencing post-purchase stages, which is relevant to the issue of sustainable consumer relations as well as strategic resources to achieve competitive advantage.

1.3 Usability dimensions impacting post-purchase experience

Usability in e-commerce has taken on a meaning that is wider than the traditional ideas of the aesthetic or the ease of use that relates to all the interactions that the consumer makes in the other operation once a purchase has been realized. Such dimensions are relevant to the perception formed by the user of the system in terms of reliability and practicality and are especially important concerning customer satisfaction and trust in the process of post-purchase perception.

As an example, the aspects of order tracking, transparency of the process, a well-smooth experience of returning a product to the company, and customer service are actualizations of the dimensions of usability, namely, ease of use and reliability of the system in

the minds of customers. A combination of these features, when applied efficiently, can promote a smooth and predictable post-purchase experience, stimulating the increase of customer confidence and loyalty by promoting it. Perceived risk can be minimized through employing usability to overcome difficulties experienced by the consumer in this phase thereby winning their confidence in the seller.

According to Mofokeng (2021), post-purchase services such as returns and refunds as usability factors contribute to creating a good shopping experience and a loyal customer profile. The navigation and interaction flow, which ensures that processes are completed easily and efficiently after the sale, has a direct impact on the overall user experience (Panda, 2014). A satisfactory experience, even if it is not exceptional, remains one of the most significant factors in fostering customer loyalty to a website. Conversely, ineffective post-purchase experiences often result in considerable customer attrition and adverse business outcomes (Pearson, 2019). Return options designed with clarity and ease of understanding, alongside solution-oriented customer service, can strengthen trust and positively influence repeat purchasing behavior (Javed et al., 2020). Furthermore, a website with effective usability and transparent communication of security information plays a crucial role in building trust among visitors to complete transactions (Manasi Shah, 2024). By improving security, it reassures customers of the security of their financial and personal data, minimizing the fears associated with online shopping. Information transparency, clear communication of policies, costs, timelines and steps of procedure empower customers to make informed decisions during the post-purchase period.

In sum, usability dimensions are crucial determinants of the quality of a website's post-purchase experience in the eyes of the customer. From product quality to the transparency and accuracy of the delivery process, as well as the promptness and problem-solving capacity of customer service, these factors build trust and support key criteria such as satisfaction and repurchase intention. It has been revealed by past researchers that an operationally open Web site establishes a favorable attitude toward customer satisfaction, enhances second visits, and ultimately activates repurchase (Becker & Mottay, 2001; Jongmans et al., 2022). The stage of post-purchase then becomes a significant stage of e-commerce businesses to maintain brand value, instill trust and establish customer loyalty. This broad outline sets the context to the analysis of specific factors in light wherewith usability can impact on trust in e-commerce as indicated in the subsequent subsections.

1.3.1 Navigation and interaction flow

One of the core elements of the post-purchase experience is the navigation and interaction flow, which refers to the user's ability to move smoothly and seamlessly through the website during and after the purchasing process. According to Guo et al. (2023) the authors proposed a web customer satisfaction model that includes several usability constructs (e.g., navigation and interaction) that significantly influence online customer satisfaction. Additionally, Szymanski and Hise (2000) also present a web-customer satisfaction model that includes ease of navigation as a usability factor. This includes allowing customers to easily and efficiently track their orders, initiate personal returns, or contact customer service. Simple navigation means guiding users to the necessary information without complex menus or confusing steps, allowing users to complete their tasks quickly and clearly. This usability dimension has a direct influence on customer trust and satisfaction through the transparent transfer of information (Norouzi, 2024).

The quality of a website's user interface is considered one of the most influential factors in shaping consumer perceptions and building trust (Christine Roy et al., 2001). When it comes to the usability aspect of online stores and post-purchases, a well-designed flow of interaction helps customers to easily find information concerning order tracking as well as the open procedures of returning items. Such openness and manipulation of control makes the perceived risk and uncertainty lower in the mind of the consumer themselves, which strengthens brand trust.

This has been proven empirically where it is shown that usability positively influences the perceived trust and subsequently, the loyalty of using the websites (Flavián et al., 2006). In this way, usability problems might adversely influence the customer satisfaction levels and cause a negative buyer after-purchase experience. Thus, the satisfaction and trust are controllable through post-purchase usability elements improvement (Ma et al., 2023). In the more competitive climate, businesses engage with after purchase interface enhancement and user viability in order to lure more new customers and sustain their current acquisition levels of the loyal customer base.

1.3.2 Delivery, returns, and customer support

Effective customer service and easy ways of returns are the most important methods of creating customer loyalty in the post-purchase usability in the e-commerce environment. These factors are also essential in creating communication, satisfaction and trust between consumers and sellers. Another central consideration that influences the way customers will perceive the post-purchase experience is the usability of the process of submitting, reviewing, and following

up on a customer requesting returns, an aspect that depends on how fast and convenient the process is as well as the quality of any help/support received by the customer.

According to the literature, the majority of the researchers did not include all aspects of customer experience in their studies, especially the usability-related parameters of the delivery, returns, and customer support during a post-purchase phase (Goyal & Deshwal, 2023). Nevertheless, evidence shows that return processes can significantly influence consumers' purchasing decisions. For example, Pearson (2019) reports that 49% of consumers actively review a retailer's return policy before completing an online transaction, while 72% state that a "hassle-free return policy" increases their likelihood of purchasing from that retailer. This highlights the importance of presenting return policies clearly and seamlessly as a critical usability factor in online shopping (Bonifield et al., 2010; Javed et al., 2020).

The usability of return processes and the problem-solving orientation of customer support design not only minimize the challenges sellers face in product returns but also directly and positively affect customer satisfaction (Javed et al., 2020). Additionally, McLean and Wilson (2016) found that the time e-commerce platform users spend when requiring customer support affects their satisfaction. This study suggests that customers may experience time distortion during online shopping, making it difficult to perceive the extra time they spend. Users who spend more time with customer support than necessary experience changes in their satisfaction levels.

According to Bonifield (2010), the ease of use of return processes on a website affects consumers' perceived control and trust in the site, which, in turn, shapes their purchase intentions. Customers expect to have complete control over their post-purchase journey, from tracking delivery to initiating a return, and to managing these actions clearly through the website. This boosts their confidence in this platform and promotes the level of satisfaction. By this, the effort aimed at delivering goods and returning them cannot be regarded as the mere cost of operations but as the way to build relationships with customers and maintain customer loyalty (Zhou et al., 2018). The statement of return policies can minimize the problems related to usability during the post-purchase phase and thus strengthen the relationship between a seller and a consumer.

Nowadays, customers are freer to choose when purchasing and are able to choose sellers on the grounds of delivery and returns policy (Wit, 2023). Due to the development of traditional processes of returns, retailers have introduced a variety of usability-related strategies that help with customer acquisition and retention. In traditional processes, return packages sent

with physical slips often made the enforcement of a 30-day return policy unfeasible, rendering the process complex and slow (Pearson, 2019). In contrast, modernized, user-friendly delivery and return processes supported by intuitive interfaces can significantly enhance customer satisfaction, raising repurchase possibilities to as high as 95% (Pearson, 2019). For instance, Amazon's barcode system, coupled with partnerships with retailers such as Kohl's, has reduced customer–seller interaction time and enabled customers to complete returns in physical stores simply by presenting a barcode generated via the website or mobile application (Mathews, 2021). Such innovations that streamline the return process have been shown to enhance customer satisfaction and loyalty (Returns, 2024).

In the study of Manasi Shah (2024) 85% of the participants stated that the correct use of post-purchase, delivery-return and customer service factors on the platform increased customer satisfaction on the user and this effect created a loyal user profile and 79% of the participants were positive about using the same platform again. Additionally, as Goyal and Deshwal (2023) emphasize, the post-purchase customer experience can be explained through various dimensions, among which customer service, as well as delivery and return stages, are highlighted as significant factors affecting satisfaction and loyalty. These dimensions also serve as critical drivers influencing positive electronic word-of-mouth (e-WOM) communication, which in turn impacts customer satisfaction and repurchase behavior. Transparency and ease of use throughout the delivery and returns process are increasingly becoming a key determining factor for modern customers. Furthermore, the incorporation of artificial intelligence and chatbots, as noted by Sulastri (2023), has increased successful user experiences.

The development of online customer service has seen a significant change in e-commerce because the stores no longer use the older means to provide customer services; instead, they are using computers in providing the customers with actions. Customer satisfaction is directly linked to easy and fast communication with customers through a digital customer service system that will allow them to solve their problems as quickly and easily as possible. In the study of (Cao et al., 2018) showed that customer satisfaction increases when customer services respond quickly to users' problems and provide clear, transparent solutions.

Moreover, customer service functions with an excellent design, as far as their usability is concerned, do not only solve problems but can also lead to positive experiences of possibly adverse events like late deliveries or product failure, making such issues potential brand

relationship-enhancing moments that lead to repurchasing intentions and, by extension, brand loyalty in the long term (Ighomereho et al., 2022).

This indicates that improving the ease of using customer services can make them more efficient at addressing customer concerns, and it also helps to maintain brand value in the long run, where strategies should be developed to create loyal customers in competitive e-commerce markets. Readily accessible post-purchase services on a site are quite convenient to the sellers and customers. In brief, a smooth operation of the processes of returns and support indicates both the efficiency of the work of e-commerce organizations about the time of service provision and the possibility of improving customer satisfaction and loyalty levels (Ma et al., 2023).

To conclude, delivery and returns are two pivotal post-purchase elements of usability that carry fundamental significance in the development of loyal relationships and, subsequently, amplification of purchases, yet their significance in terms of strategy are underrated. Clever designs and user-friendly interfaces for the delivery and return operations are bound to boost satisfaction and subsequent loyalty amongst customers in e-commerce.

1.3.3 Information transparency and transaction clarity

The positive customer experience, shaped by post-purchase usability factors like delivery and returns, enhances satisfaction, which, in turn, fosters loyalty and, consequently, a strong repurchase intention, with trust acting as a key supporting mechanism throughout the process. Informational transparency means providing customers with accurate, easily understandable information about all transactions they conduct on the e-commerce platform (Fu et al., 2023). Transaction clarity, on the other hand, refers to managing these processes more simply and clearly. According to the report by Razorfish (2023), 87% of consumers say they are knowledgeable about data privacy, but only 29% of the same participants say they read post-purchase liability statements. One reason for this may be that the information provided to customers is complex and unclear.

It has been revealed in the literature that the absence of information transparency can have a detrimental effect on customer satisfaction and even trigger brand distrust on post-purchase concerns (Wang, 2024). A brand that cannot assure its customers of data security after purchase may lose its customers. According to Razorfish (2023), nearly half of consumers say they will stop shopping with retailers they do not feel provide data security. The transparency and

quality of the information given usually determines what the consumers will do with their purchases and their following experience. One of the central aspects of consumer trust development in this report claims that it is connected with the accuracy and quality of information (1WorldSync, 2023). This report indicates that inadequate product information and the complexity of post-purchase delivery information can lead to customer churn. Similarly, Nabila et al. (2023) examines the impact of usability tactics in e-commerce on ensuring customer satisfaction and loyalty, particularly emphasizing the role of transparent communication and effective information management in building customer trust.

Transparency in the delivery and returns stages, particularly in terms of usability, is equally important throughout the post-purchase experience. Review of the DHL (2025) report, a lack of transparency regarding delivery times and costs negatively impacts consumer trust in a brand. The report states that fast delivery and tracking significantly influence customer repeat purchase decisions. As another example, an AlixPartners (2025) report reveals that consumers' lack of tracking control and late delivery of their orders can lead to disappointment and negative impact on sales. Moreover, a report by Institute (2025) outlines the fact that speediness in commerce is crucial, as customers desire to get their orders delivered with utmost swiftness and clarity in the communication of information. This information shows that the customers desire to have easy and clear access to information not only within the prospective part of the process, but also the after-sale part. In turn, the level of transparency, clarity, and usability of information certainly has a direct effect on the rise in customer satisfaction and enhancement of trust.

The other significant trust determinant is transparency of data. In their research on the e-commerce gap published by Morić et al. (2024), the researchers found out that personal data and privacy concerns form the largest barrier to e-commerce. Privacy and security risks may increase consumer awareness of risk and pose an obstacle to customer adoption of e-commerce. Participants indicate that they trust sellers who are transparent about their use of personal data and are more likely to make purchases from them (Razorfish, 2023). Open communication with the customer following the sale, including the promise to preserve their information, will make them feel safer and develop an atmosphere where the customer will want to make repeat purchases with the help of online shopping. Consequently, effective e-commerce sites should clearly express their post-purchase data use policy, seek only essential information, and

convincingly demonstrate the amount they have invested in customer security as a way of gaining customer trust.

In addition, it is important for order tracking to be up-to-date and easy to use after purchase in terms of transaction clarity. The customer's ability to track the delivery and return process and the sense of control they have over it reduces their concerns and prevents a negative experience (Vrhovac et al., 2023). In case of such problems after purchasing (damaged goods, wrong product, etc.), the ability to contact the customer care quickly and getting the information relayed to the customer will be important in solving the problem within minimum time. This can transform negative experiences to positive experiences motivating the customer to purchase once again. Any issues that may arise in data security or products, especially in e-commerce, can instantly undermine customer confidence. This is because trust is something that builds slowly but disappears quickly. The majority of consumers say that they instantly lose trust in a brand due to issues arising from poor data usage or lack of transparency (Razorfish, 2023).

To sum it up, being transparent with information and the clarity of processes remove doubt in the after-sales process, raise the satisfaction rates, and contribute to customer loyalty. It is clear, simple, and understandable that information on return policies, shipping process, and customer support line information should be provided after purchase thus no doubt customer satisfaction and brand value will be enhanced.

1.4 User satisfaction and loyalty in e-commerce platforms

Customer satisfaction and behavior express how positively they feel about the service they receive as a result of their shopping experience on an e-commerce platform. According to Hallowell (1996), customer satisfaction is a result of the value felt in exchange for the product, service, or transaction received and means that customer expectations are met. The perceived value and the expectation of the customer yield satisfaction or dissatisfaction culminating in the variation of the degrees of satisfaction (Hayati et al., 2020). Thus, customer satisfaction plays a significant role at predicting customer behaviour and ensuring brand value within the framework of e-commerce. According to Chiu and Cho (2021), customer satisfaction is of critical importance as a fundamental marketing objective. Accordingly, the generally accepted approach in marketing literature is that customer satisfaction is a critical antecedent of customer loyalty, serving as the foundation upon which long-term relationships are built (Garbarino & Johnson, 1999).

Customer loyalty is an important concept in the literature for the continued success of e-commerce platforms. The concept of loyalty is defined in the literature as an indicator of repeat purchases or purchases of the same brand. Pritchard et al. (1999) in their study defines that customer loyalty as the willingness to repurchase or reuse a preferred product or service in the future. Moreover, even under situational influences that may cause loyalty to other brands, customers maintain a tendency to prefer the same brand. For example in Dick and Basu (1994), in their study define that loyalty as “the relationship between a customer’s relative attitude and repeated purchase behavior,” stating that loyalty represents not only the act of repeated purchase but also the positive feelings and trust felt towards the brand. Especially on e-commerce platforms, trust and satisfaction provided through the product or service offered do not directly support loyalty, so it is important to evaluate this attitudinal and behavioral dimension together.

Additionally, Oliver (1999) says that loyalty of customers comes about as an outcome of a product or service yet it also has connection to attachment and trust in the brand. Moreover, in Trivedi and Yadav (2020) note that customer satisfaction has a strong and positive impact on e-loyalty, which directly correlates with the repurchase intention due to such factors as security, trust, and ease of use. Boateng (2019) also highlights this relationship pointing at the fact that customer satisfaction and customer loyalty are two key and mutually dependent concepts in online shopping. This loyalty, in turn, enhances the customer repurchase intention in the same e-commerce platforms (Savastano et al., 2024).

Similarly, the literature shows that platforms that have gained customer trust tend to be preferred by loyal customers over others. This is not merely a regular habit, but also a conscious decision driven by satisfaction and successful experiences. Trust acts as an effective supporting mechanism in the formation of this decision. When a customer feels confident in a platform’s transparency and transactions, their satisfaction and loyalty are strengthened (Martio & Moko, 2023; Wahid & Afifah, 2023). This loyalty protects the customer from factors that could persuade them to switch to other brands in the competitive digital environment and directly increases repurchase intention.

Therefore, as an attitudinal and behavioral outcome, loyalty has a very critical impact on increasing long-term profitability in e-commerce (Lova & Haryono, 2023). In this context, trust emerges as a supporting mechanism in the formation of customer loyalty and complement satisfaction. When post-purchase interactions on e-commerce platforms are consistent,

transparent, and reliable, trust increases and reduces uncertainty in the consumer experience (Cyr, 2008; Gefen, 2000). Even though this research does not treat trust as a distinct concept, it views it as a factor that enhances the satisfaction-loyalty relationship. Trust, in this case, is a basic psychological process that allows loyalty to be translated to long-term commitment.

Today, e-retailers are seeking information on how to build customer loyalty and building customer loyalty is one of the biggest challenges in B2C e-commerce. E-commerce platforms, which are more complex than many other digital platforms, are environments where usability factors play an important role in building loyalty (Bhaskar & Kumar, 2016). Usability increases loyalty by reducing search costs, lowering the probability of errors, and enabling customers to access post-purchase information more effectively (Mithas et al., 2006). Some studies have consistently confirmed this relationship. For example, Guo et al. (2023) showed that usability improvements in the post-purchase stage significantly increase loyalty by enhancing satisfaction. Therefore, customer loyalty is considered not only a behavioral outcome of satisfaction but also a critical long-term profitability driver sustained by usability and reinforced by trust as the underlying mechanism.

In this context, trust functions as a reinforcing mechanism that supports the satisfaction–loyalty relationship without being treated as a separate construct. Post-purchase services that are transparent, reliable, and consistent on the e-commerce platform minimise uncertainties and enhance long-term loyalty of use (Trung Pham Kien, 2024). The factors related to usability, including clear delivery and return procedure, convenient customer support, clear flow of information, and user-friendly navigation do not only maximize satisfaction, but also maximize reliability, which further turns into attitudinal and behavioral loyalty (Bhaskar & Kumar, 2016; Guo et al., 2023). In this respect, trust is a psychological support that practically converts satisfaction into enduring loyalty.

One such factor is the “fulfillment” process, which refers to activities that ensure customers receive their orders or returns (Rita et al., 2019). Usability factors that make it easier to control delivery times and order status increase customer satisfaction and support customer loyalty. It is critical for businesses to develop their return policies and ensure that post-purchase order tracking is up-to-date and easy to use in order to ensure customer satisfaction and continuity in online shopping (Öztürk & Dündar, 2020). In fact, Vrhovac et al. (2023) also showed that the low requirements and available disclosure in the post-purchase tracking order could diminish the

concerns of customers and turn the negative experiences into positive ones. Thus, customer satisfaction is positively related to the successful implementation of post-purchase usability (Guo et al., 2023). Transparent and hassle-free usability provided to customers (e.g., customer support, tracking of orders etc.) results in faster resolution of the problem, more customer satisfaction, and facilitation of the process of developing loyal customers. As such, the e-commerce vendors need to not only invest in pre-sales activities but also in the creation of post-purchase usability variables.

Another important factor in transforming satisfaction into loyalty is customer service. Enabling customers to communicate any issues they encounter after purchase via easy-to-use tools on the website speeds up the process, facilitating problem resolution and strengthening trust. Iqbal et al. (2023) also shows that dimensions such as reliability, responsiveness, empathy, physical elements, and assurance in customer service increase customer satisfaction, while brand trust is a critical tool in creating loyal customers that strengthen this relationship. This will facilitate the creation of loyal customers by creating a good impression on the user experience (UX) of the customer and ensuring that they are highly likely to come back to buy the product.

Moreover, there is the effect of word-of-mouth (WOM) recommendations which speed up the customer acquisition process positively influencing the brand value and profitability. According to a study conducted by Susilawati et al. (2024), among 150 e-commerce users, supports the idea that user experience could play a vital role in brand perception or impacting the customer loyalty and negative experience may make the customer unloyal, weak their communicational skills (word-of-mouth), and reduce the possibility of buying the same products again. In this regard, post-purchase usability does not only shape individual satisfaction but also fosters collective brand value through loyalty driven behaviors.

Overall, e-commerce platforms that ensure seamless usability in the post-purchase stage through transparent returns, reliable delivery, accessible support, clear navigation, and consistent information enhance customer satisfaction, which serves as the central driver of positive user experience. Satisfaction is not only a direct result of effective usability, but also a key factor in the formation of long-term loyal user profiles. Satisfaction is supported by the trust that develops in customers through the successful use of post-purchase availability factors and helps build loyalty, which in turn increases the intention to repurchase. However, in this study, the trust factor is considered as a supporting mechanism in the relationship between customer satisfaction and loyalty rather than a determining variable. In this context, satisfaction functions as the fundamental

element and basis of loyalty; loyalty, in turn, guarantees the durability of user engagement and the profitability of the brand (Mofokeng, 2021).

1.5 Theoretical foundations and conceptual framework

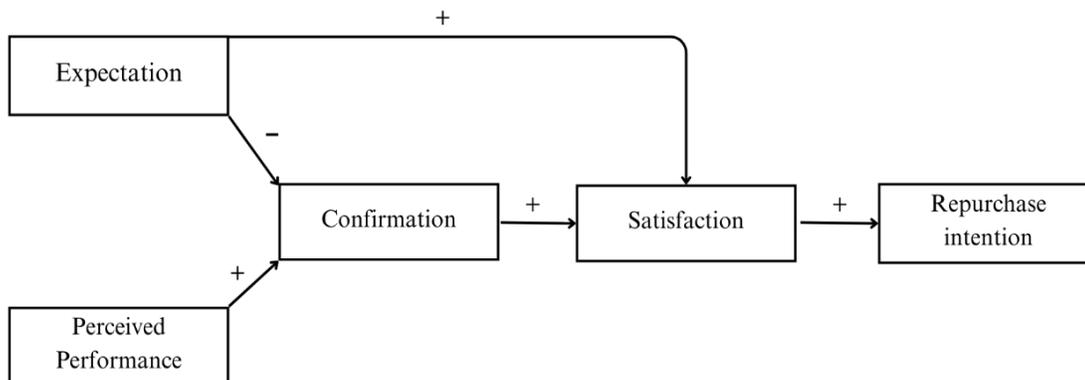
This section presents the theoretical foundations that will form the conceptual framework of the thesis. First, the Expectation Confirmation Theory (ECT) and Cognitive Load Theory (CLT) will be examined to explain the effect of post-purchase usability factors on customer satisfaction, loyalty, and repurchase intention.

Finally, based on these theoretical foundations, the conceptual model guiding the thesis's research hypotheses will be explained in detail.

1.5.1 Theoretical foundations

Expectation Confirmation Theory (ECT) is one of the most commonly used theories in consumer behavior research and explains the process of satisfaction formation. According to Bhattacharjee (2001), customers tend to compare their experiences with their prior expectations. In this context, when consumers' experiences meet their expectations, satisfaction is created, which in turn increases consumer loyalty and repeat purchase tendencies (Manasi Shah, 2024). If the service they experience meets their expectations, satisfaction increases and purchase intent strengthens; otherwise, dissatisfaction arises and usage does not continue. In e-commerce in particular, factors that influence the post-purchase user experience (delivery, return processes, customer service, navigation, etc.) stand out as key determinants of satisfaction and loyalty. Pre-purchase expectations, shaped by external sources such as others' opinions or marketing messages, often differ from post-purchase expectations, which are grounded in the consumer's actual experience (Bhattacharjee, 2001).

As shown in **Figure 2**, ECT conceptualizes satisfaction as a result of the confirmation of expectations, which subsequently leads to repurchase intention. Building on this theoretical foundation, the present study adapts the model to focus specifically on post-purchase usability factors.

Figure 2*Expectation-Confirmation Theory Model*

Source: compiled by the author based on (Bhattacharjee, 2001).

Additionally, Oliver (1980) explains consumers' repurchase intentions in specific stages: First, consumers form expectations about a product or service; then, they experience these expectations and form an opinion about consumption. Subsequently, they compare this opinion with their initial expectations to arrive at a level of satisfaction. If the service they experience meets their expectations, satisfaction increases and the intention to repurchase strengthens; otherwise, dissatisfaction arises and usage does not continue. For example, according to Guo et al. (2023) navigation, information transfer, and visual design usability on a website after purchase shape customer satisfaction and loyalty. In their quasi-experimental study involving 96 Chinese online shoppers, participants were asked to complete a series of structured usability tasks focused on navigation clarity, information accuracy, and visual interface appeal. After carrying out each operation, they responded to validated survey scales of satisfaction and customer intentions of loyalty. Analysis showed that usability enhancements resulted in a statistically significant positive effect on satisfaction and loyalty scores an effect that was enhanced by participants with high levels of prior trust in the platform (Guo et al., 2023).

In this context, if consumers' expectations regarding usability factors on e-commerce platforms are met in the post-purchase stages, satisfaction and loyalty will be established, directly influencing repeat purchase behavior. For example, a fast and transparent delivery–return policy both meets customer expectations to create satisfaction and strengthens loyalty through the

element of trust, thereby supporting repeat purchases. For instance, Trung Pham Kien (2024) conducted a quantitative survey of 300 Vietnamese e-commerce consumers to analyze the effects of post-purchase return policy usability on customer satisfaction and loyalty. Using standardized Likert-scale questions, the study found that policies rated as more transparent, user-friendly, and flexible were strongly correlated with higher satisfaction and loyalty scores.

Furthermore, this study has revealed that usability factors such as interaction flow and navigation play a decisive role in satisfaction by influencing consumer expectations, which can be measured through Customer Lifetime Value (CLV) and Net Promoter Score (NPS). Similarly, Oliver (1980) emphasizes that satisfaction fundamentally stems from the “process of confirming expectations.” Based on this, expectations that are not met during the post-purchase process, e.g. in delivery or returns, will result in dissatisfaction and positive confirmation of expectations will reinforce loyalty and the repurchasing intention.

In short, ECT can satisfactorily serve as a theoretical background in investigating the influence of post-purchase usability aspects in molding customer satisfaction and loyalty in the e-commerce platforms.

The next theory, known as Cognitive Load Theory (CLT), was first developed by Sweller (1988) and has since been widely used in learning sciences and information systems studies. This theory is based on the principle that human working memory has a limited capacity for processing information, and when this capacity is exceeded, performance and satisfaction decrease (Hu et al., 2017). According to CLT, systems that require excessive cognitive processing make it difficult for users to complete the task requested of them, causing them to expend unnecessary mental effort (Sweller, 1994). In e-commerce platforms, CLT suggests that poorly designed website interfaces, complex navigation flows, or opaque information structures require higher cognitive effort, reducing user satisfaction and potentially lowering the likelihood of repeat purchases (Hu et al., 2017). Conversely, clearly defined and efficient displays that are not cumbersome to operate lower the extraneous load allowing the potential consumer to easily accomplish any sought-after usability/ user-associated tasks (tracking of orders, returns, talk to customer support etc) of the post-purchase stage, and resultantly play a role in user experience (UX) and user satisfaction. This will almost certainly ease the route towards customer loyalty on e-commerce websites whereby the customer will feel like making a repeat purchase and thus increasing the brand value.

Some studies have tested the composite load theory using various methods to explain customer satisfaction. For example, in the study by Kakaria et al. (2023) the cognitive load experienced by users in planned and unplanned shopping behaviors in a virtual reality (VR) shopping environment was measured using both electroencephalography (EEG) and self-reports. The authors observed that during unplanned (impulsive) shopping scenarios, both cognitive workload and time spent were significantly lower than in planned shopping scenarios, and moreover, they found that flow experience during VR shopping partially mediated the relationship between the sense of presence and store satisfaction indicating a neurophysiological basis for CLT's impact on satisfaction/ The results of the study revealed that cognitive load and time spent were lower during unplanned shopping.

Similarly, Mirhoseini et al. (2024) conducted two online experiments using behavioral measures and electroencephalography (EEG), a neuroimaging method that records electrical activity in the brain to investigate how task difficulty, task uncertainty, and when shopping was perceived as convenient (easy access to info, simplified comparison), cognitive load dropped significantly. The first experiment focused on different levels of task difficulty and uncertainty, showing that accumulated cognitive load (total mental effort during a task) was more affected by uncertainty than by difficulty. The second experiment demonstrated that higher perceived convenience significantly decreased accumulated cognitive load, which in turn positively affected user satisfaction

Overall, these results represent a good theoretical basis of the issue of CLT with its consequent impacts on the user experience and the satisfaction with online purchases. Reducing unnecessary cognitive load leads not only to greater satisfaction, but also to loyalty, and intentions to repeat purchase.

As a result, the conclusion reached by components from these different theories is common and focuses on whether it increases the user's advantage. As complementary theories to ECT and CLT, they explain the relationship between usability, satisfaction, and loyalty in e-commerce platforms.

1.5.2 Conceptual framework

The conceptual framework of this study integrates two fundamental theories, the Expectation Confirmation Theory (ECT) and the Cognitive Load Theory (CLT), to explain how

post-purchase usability factors shape customer satisfaction, loyalty, and ultimately repurchase intention on e-commerce platforms. In addition, the Technology Acceptance Model (TAM) is included as a supporting framework to provide further insights into how perceived ease of use and perceived usefulness reinforce the usability–satisfaction relationship. The proposed conceptual model includes three independent variables (IVs): (1) Delivery-Return Process and Transaction Clarity, (2) Customer Support and Information Transparency, and (3) Navigation and Interaction Flow. These usability factors directly influence customer satisfaction, which subsequently increases customer loyalty. Loyalty then acts as the mediating variable (MV) that transmits the effect of satisfaction on the dependent variable (DV), Repurchase Intention. The three key aspects of the online shopping experience, with an emphasis on post-purchase tasks, have been conceptualized in this study as key independent variables that reduce cognitive effort and validate consumer expectations during their experiences on e-commerce platforms.

Delivery-return process and transaction clarity, the first factor, directly play a decisive role in shaping satisfaction and loyalty. The research highlights that any delays in delivery or a lack of transparency in the returns process is usually a reason behind unmet expectations and dissatisfaction (Trung Pham Kien, 2024). For example, allowing users to transparently track their deliveries or returns after purchases supports higher satisfaction, which in turn increases loyalty and strengthens the intention to repurchase. From a CLT perspective, overly complex return procedures impose unnecessary cognitive load, thereby reducing satisfaction (Hu et al., 2017).

Furthermore, **transaction clarity** is highlighted as a key usability dimension that minimizes uncertainty and cognitive effort for customers. Studies indicate that a user more strongly feels as though they have control when properly notified of the delivery process, terms of returns, or how their personal information will be utilized (Vrhovac et al., 2023). Conversely, unclear or misleading information requires unnecessary cognitive effort, as customers are forced to search for or verify details. Thus, this combined factor (Delivery-Return and Transaction Clarity) not only enhances satisfaction but also forms the foundation of loyalty, as customers become loyal customers by preferring e-commerce platforms that consistently reduce perceived risks and transform transaction ease and control into a long-term loyal customer profile for the brand.

Customer support and information transparency, the second critical aspect of the conceptual framework, is the human-centered element of the experience. Researchers underline that easy and prompt support systems like live chat, 24 hours hotlines or chatbots can minimize

bad experiences and sustain satisfaction during problematic interactions (Dong et al., 2024). To illustrate, when a problem caused by a late delivery or a slow returns procedure can be promptly addressed by immediate response support, the customer is less likely to be lost. From a CLT perspective, a usability factor that provides transparent, easy, and fast service has a significant impact on the path from customer satisfaction to repurchase intent. In this context, customer support serves as a protective mechanism that prevents usability errors from leading to customer loss.

Additionally, **information transparency** minimizes uncertainty and cognitive effort for customers in the post-purchase process. Unclear or misleading information requires unnecessary cognitive effort, as customers are forced to search for or verify details. Transparency, therefore, enhances satisfaction and reinforces the loyalty bond.

Navigation and interaction flow the third aspect, directly shape users's ability to complete post-purchase tasks with minimal effort. In a study conducted by Kakaria et al. (2023), planned and unplanned virtual shopping experiences were examined, and it was found that excessive or unnecessary steps significantly increased cognitive load and negatively affected user satisfaction. As an example, a customer can spend a long time scrolling down the system footer trying to find an invoice to a purchased product, spending unnecessary resources on cognition. It is important to note that customer satisfaction rates improve considerably after they are able to easily monitor their orders, initiate returns, or access relevant information with few clicks in the post-purchase user experience (Guo et al., 2023). Complexity of the navigation pages or unnecessary steps not only adds cognitive load but also dissolves the loyalty hence depriving the development of a loyal customer profile. This is because users avoid returning to a platform that complicates their shopping experience. This situation can reduce the potential for repeat purchases and harm brand value.

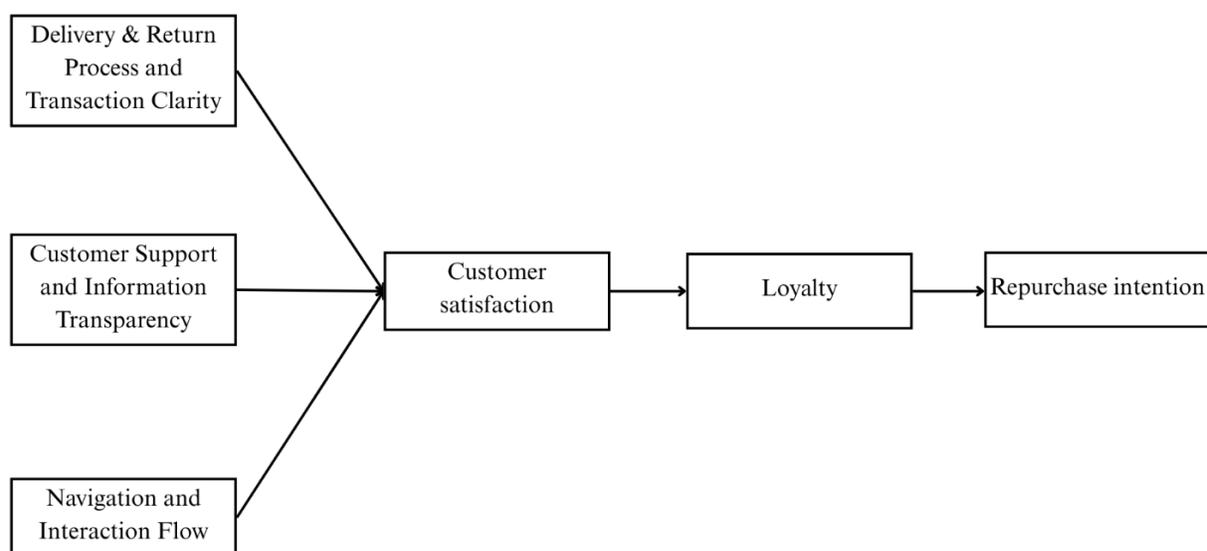
As another critical dimension, customer satisfaction is the primary instrumental variable in this study. According to ECT, when usability factors meet or exceed expectations, satisfaction occurs as a positive validation result (Bhattacharjee, 2001). The other significant element is loyalty that acts as a mediator between satisfaction and repurchase intention. Research has pointed to the fact that customers who continuously have a post-purchase usability experience that leads to satisfaction, like easy returns, clear updates, and helpful customers services, establish loyalty

bonds faster (Manasi Shah, 2024; Oliver, 1999). In this respect, satisfaction and loyalty can be viewed as an intermediate between which a long-term repurchase intention has evolved.

In summary, the dependent variable of the model, Repurchase Intention, reflects the ultimate behavioral outcome of post-purchase usability. Studies have shown that satisfaction and loyalty act together to strengthen the likelihood of customers returning to the same platform for future purchases (Tran & Huynh, 2025). Accordingly, the conceptual model shows how usability, satisfaction, and loyalty interact sequentially and creates a pathway that combines cognitive effort reduction and expectation validation with long-term consumer loyalty. The conceptual framework and the relationships among variables are visualized in **Figure 3**.

Figure 3

Conceptual Framework



Source: developed by the author.

From the examined body of literature, **Figure 3** illustrates the conceptual framework developed for this study. The purpose of this research is to examine the integrated relationship among three independent usability factors Navigation and Interaction Flow, Delivery–Return

Process and Transaction Clarity, and Customer Support and Information Transparency along with the mediating variables Customer Satisfaction and Loyalty, and the dependent variable Repurchase Intention, within the context of digital platforms in e-commerce.

By adopting this integrated approach, the study seeks to address a key gap in previous research, which has mainly focused on pre-purchase usability or treated usability factors in isolation. Supported by Expectation Confirmation Theory (ECT) and Cognitive Load Theory (CLT), the framework assumes that effective post-purchase usability reduces cognitive effort, enhances satisfaction, and fosters long-term loyalty and repurchase intention. The following hypotheses have been formulated to guide this research:

H1: There is a positive relationship between Delivery & Return Process and Transaction Clarity and Customer Satisfaction.

H2: There is a positive relationship between Customer Support and Information Transparency and Customer Satisfaction.

H3: There is a positive relationship between Navigation and Interaction Flow and customer satisfaction.

H4: There is a positive relationship between Customer Satisfaction and Customer Loyalty.

H5: There is a positive relationship between Customer Loyalty and Repurchase Intention.

2. METHODOLOGY OF THE EMPIRICAL RESEARCH ON THE IMPACT OF POST-PURCHASE USABILITY FACTORS ON CUSTOMER SATISFACTION, LOYALTY AND REPURCHASE INTENTION IN E-COMMERCE PLATFORMS

This chapter outlines the research methodology adopted in this study and provides justification for the chosen research design. The key aim of this investigation is to investigate the influence of the key aspects of the online shopping experience, with an emphasis on post-purchase usability factors on consumer satisfaction, which impacts customer loyalty and intention to repurchase. To achieve this goal, the section presents philosophical basis, research design, data collection methods and data analytical methods that are consistent with the theoretical framework and hypotheses presented in the research model. In line with this, these objectives

are further elaborated below to clarify the specific aims and operational steps of the empirical research.

Aim of the empirical research is that to collect empirical data and based on the analysis, assess the influence of post-purchase usability factors on customer satisfaction, loyalty, and repurchase intention in the context of Lithuania.

Objectives of the empirical research:

1. To construct a conceptual research model explaining the relationship between usability factors, satisfaction, loyalty, and repurchase intention.
2. To formulate research hypotheses based on the findings of previous studies and the theoretical framework.
3. To design and implement a quantitative survey instrument for data collection.
4. To collect and analyze empirical data from Lithuanian online consumers.
5. To test the hypotheses through correlational and regression analysis.
6. To interpret the results and provide theoretical and managerial recommendations based on the findings.

2.1 Purpose of the research and research model

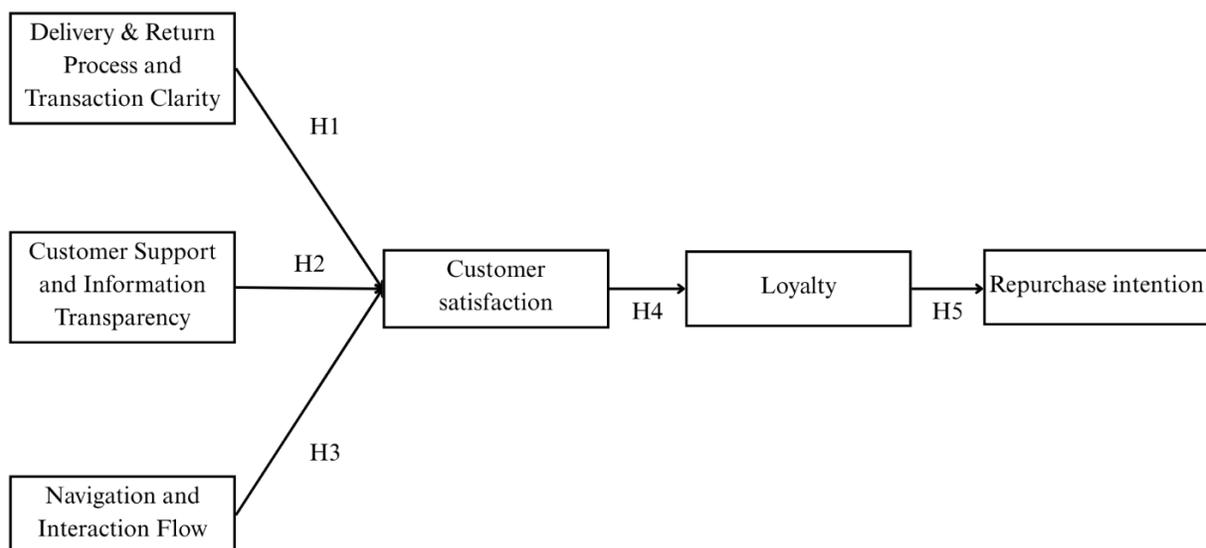
The impact of post-purchase usability factors on customer satisfaction, loyalty, and repurchase intention has been examined in numerous studies in literature. As noted in the literature review, different usability factors such as delivery and return processes, customer support, and navigation can have varying effects on users depending on how they are designed and implemented on digital platforms as highlighted by (Casaló et al., 2008; Panwar et al., 2019; Pee, 2018). On the other hand, however most of the existing studies in the literature primarily focus on pre-purchase or purchase stages, while the post-purchase stage, which strengthens long-term satisfaction and loyalty, has received a relatively small amount of attention (Cao et al., 2018; Manasi Shah, 2024; Pearson, 2019).

Therefore, this research will address this gap by paying attention to post-purchase usability and how it influences the perception and behavioral consequences of the users on e-commerce websites. The objective of the study is to examine the relationship between various elements of usability namely: Delivery-Return Process and Transaction Clarity, Customer Support and Information Transparency and Navigation and Interaction Flow and satisfaction, loyalty, and

repurchase intention. Together, these three independent variables are the elements of fundamental usability that characterizes the cognitive experiences and emotional experiences of the users after making an online purchase. As emphasized by Nielsen (1994) and Becker and Mottay (2001) the quality of usability not only determines how effectively users interact with a system but also shapes their perception of trust in the service and their overall satisfaction. This highlights the impact and importance of post-purchase usability factors in understanding and evaluating user satisfaction, particularly on digital platforms.

The research model tested by the author aims to provide a comprehensive view of how these usability dimensions function as independent variables affecting customer satisfaction. This satisfaction then acts as a mediating variable leading to loyalty and ultimately repurchase intention. As shown in Figure 4, the model presents a sequential path illustrating how usability factors contribute to post-purchase satisfaction and long-term behavioral loyalty. Additionally, within this framework, although not treated as a separate variable, the trust factor is considered a supporting concept that strengthens the bond between satisfaction and loyalty by enhancing consumers' emotional attachment to the platform.

To strengthen the theoretical foundation and support the hypotheses presented, this model utilizes the theoretical framework derived from Expectancy Confirmation Theory (Bhattacharjee, 2001; Oliver, 1999) and Cognitive Load Theory (Sweller, 1988). ECT explains how satisfaction arises by comparing users' actual post-purchase experiences with their initial expectations, while CLT focuses on the cognitive effort required to complete tasks and how reducing complexity can increase user satisfaction. The combination of these theories plays an important role in explaining the factors that influence post-purchase user satisfaction in this study. CLT tests the effect of usability factors in this context, while ECT confirms and reinforces satisfaction and loyalty. Consequently, this research aims to test the relationships between usability factors in the post-purchase process and satisfaction, loyalty, and repurchase intention. In this way, the study not only expands theoretical understanding but also proposes a practical path for e-commerce platforms aiming to increase customer loyalty through effective post-purchase usability design.

Figure 4*Research Model*

Source: developed by the author.

Following **Figure 4**, the model is specified in measurable terms: three post-purchase usability constructs captured with validated four-item scales, alongside established measures of satisfaction, loyalty, and repurchase intention. The empirical focus is on the direct effects of usability on satisfaction and the sequential path from satisfaction to loyalty and repurchase. The hypotheses below state these links for testing.

The impact of delivery–return processes and transaction transparency on user satisfaction after purchase increases satisfaction by reducing uncertainty among users and aligning expectations with performance, as demonstrated by Holst (2019) and Rita et al. (2019). In a study conducted by Cao et al. (2018), specifically on Taiwan and China, it was stated that post-purchase delivery-return services are among the main factors affecting customer satisfaction and repurchase intention. Transparent tracking, clear cost/refund information, and simple return procedures increase satisfaction by reducing perceived uncertainty; delays, unclear policies, and complex steps increase cognitive load and decrease satisfaction (Returns, 2024; Zhou et al.,

2018). Consequently, from an ECT perspective, when the actual user experience meets expectations, satisfaction is likely to increase. Therefore, post-purchase transparency on the platform and ease of delivery or return are critical usability factors in determining satisfaction, therefore, the hypothesis is as follows:

H1: There is a positive relationship between Delivery & Return Process and transaction clarity and customer satisfaction.

The accessibility of customer support and transparency of information act as a cushion that maintains user satisfaction in the post-purchase phase in the event of a potential problem. It has been observed that fast and consistent response channels maintain or increase satisfaction. On the other hand, studies have shown that clear policies and honest communication increase perceptions of trust and fairness (Garbarino & Johnson, 1999; Iqbal et al., 2023). Therefore, when information uncertainty decreases, mental load decreases within the CLT framework, and positive user experience and satisfaction are supported (Ma et al., 2023; Susilawati et al., 2024). Consequently, customer support and transparency of information are fundamental usability elements that ensure the continuity of user satisfaction in the post-purchase phase on the platform. Thus, H2 is formed:

H2: There is a positive relationship between customer support and information transparency and customer satisfaction.

Another variable, navigation and interaction flow, ensures that all usability tasks, such as “My Orders,” “Returns,” “Invoice,” and others, are completed with the minimum number of steps and effort. According to CLT, unnecessary steps and unclear information increase mental load, while a streamlined flow facilitates task completion and increases satisfaction (Becker & Mottay, 2001; Nielsen, 1994). Previous studies have consistently demonstrated the effect of a smooth flow on satisfaction and repurchase intention (Panwar et al., 2019; Pee, 2018). So, the third hypothesis is as follows:

H3: There is a positive relationship between navigation and interaction flow and customer satisfaction.

Satisfaction is the most fundamental precursor of behavioral components that determine repurchase intention, especially in e-commerce, and ensure a loyal customer profile. The relationship formed by the validation of expectations and strengthened by a positive user

experience is consistent with the ECT approach (Bhattacharjee, 2001). The effect of post-purchase usability factors increases positive feelings and shopping experience along with satisfaction, thereby creating a long-term positive relationship that enhances loyalty continuity (Boateng, 2019; Rita et al., 2019). The following hypothesis is:

H4: There is a positive relationship between customer satisfaction and customer loyalty.

In the context of e-commerce, customer loyalty refers to the continued preference for the same platform despite competing offers and serves as a strong trigger for repurchase intent (Dick & Basu, 1994; Yi & La, 2004). Studies in the literature show that loyalty acts as a bridge that carries the outcomes of satisfaction to repurchase intention (Lova & Haryono, 2023; Trivedi & Yadav, 2020; Wang, 2024). In addition, according to the results of the survey conducted by Manasi Shah (2024), 79% of the participants showed that factors such as transparent information transfer and customer service after purchase gave positive results with loyalty in the action of repurchasing on the same platform. Therefore, in this model, satisfaction-driven loyalty acts as a bridging variable that triggers repurchase intention. Henceforth, the hypothesis is as follows:

H5: There is a positive relationship between customer loyalty and repurchase intention.

2.2 Research design and data collection

The purpose of this research is to examine the impact of key aspects of the online shopping experience, namely Navigation and Interaction Flow, Delivery and Return Process with Transaction Clarity, and Customer Support with Information Transparency, on Customer Satisfaction, Loyalty, and Repurchase Intention within e-commerce platforms. This study used a quantitative research method to assess users' behaviors, perceptions, and reactions on digital platforms. The survey, one of the quantitative methods chosen for collecting information, aims to systematically test these effects by examining the relationships between usability factors and post-purchase satisfaction, loyalty, and repurchase intention (Guo et al., 2023; Mofokeng, 2021; Nguyen et al., 2021; Park, 2016).

2.2.1 Survey planning

The main data collection tool used in this study was an online questionnaire survey, which was distributed electronically to Lithuanian consumers who actively shop online. According to Ikart (2019), questionnaires are often used because they make it possible to collect the required

number of responses quickly. Online surveys are also well suited for e-commerce research, as they reach participants directly in the environment where their digital behavior takes place (McPeake et al., 2014).

The questionnaire was developed using validated scales from previous studies on usability, satisfaction, and loyalty. Each question was rated on a seven-point Likert scale ranging from 1 (“Strongly Disagree”) to 7 (“Strongly Agree”). The survey structure followed the conceptual framework of the research, including sections on three usability factors (navigation and interaction flow; delivery and return process with transaction clarity; customer support and information transparency), as well as customer satisfaction, loyalty, and repurchase intention. The complete questionnaire with all sections, constructs, and measurement items is provided in the **Annexes**. The content of the survey is as follows:

- Part 1: Introduction of the survey and the goal of the survey, explanation to the respondents that the survey is fully anonymous, and the responses that they give are going to be used only for research purposes. This section also included two screening questions to ensure that the answers were from the target population. As the target population consisted of individuals who had made at least one online purchase in the last six months and were comfortable answering in English, two initial yes/no questions were presented. If respondents selected “No” for either question, they were informed that they would not be able to continue the survey.
- Part 2: Delivery, Returns, and Customer Support Usability construct questions.
- Part 3: Information Transparency and Transaction Clarity construct questions.
- Part 4: Navigation and Interaction Flow construct questions.
- Part 5: Customer Satisfaction construct questions.
- Part 6: Loyalty and Repurchase Intention construct questions.
- Part 7: Demographic questions: age, gender, education level, and income level.
- Part 8: Expression of thankfulness of time taken to complete the survey.

Table 1

Constructs used in the research, their measurement items and reliability

Construct	Number of measurement items	Measurement scale	Cronbach alpha
Delivery & Return Process and Transaction Clarity	4	7 point Likert scale	0.834
Customer Support and Information Transparency	4	7 point Likert scale	0.855
Navigation and Interaction Flow	4	7 point Likert scale	0.948
Customer Satisfaction	4	7 point Likert scale	0.971
Loyalty	3	7 point Likert scale	0.935
Repurchase Intention	2	7 point Likert scale	0.849

Source: the table was compiled by the author using the research results.

An online self-administered format (Google Forms) was chosen because it is simple to access, low-cost, and allows the researcher to reach different respondents across Lithuania without geographical limits (Ikart, 2019). The data collection lasted for about one month to ensure enough responses for reliable analysis. The responses collected were then exported to JASP (Jeffreys's Amazing Statistics Program) for data screening, reliability testing, and hypothesis analysis.

2.2.2 Research instruments and scales

The main aim of the study is to quantify and assess the effects of post-purchase usability variables on the level of satisfaction, loyalty, and repetition of purchasing products of online shoppers in Lithuania who are active. Removing brand names and deliberate allusions is also crucial to making the findings of this study as objective and impartial as possible.

The survey began with two questions that required the survey participants to respond to determine their eligibility and allow them to continue to subsequent questions. Yes/no questions were employed to determine whether the participant had purchased online goods within the past six months and whether they felt comfortable answering in English. This was a method of selecting the appropriate participants speedily and eliminating participants whose answers were not within the research requirements.

Afterwards, the second part of the survey contained questions that were meant to determine the opinions of the participants concerning the post-purchase factors related to usability in terms of satisfaction, loyalty, and repurchase. All statements were evaluated using a seven-point Likert scale, from 1 (Strongly Disagree) to 7 (Strongly Agree), to achieve easier and more consistent evaluation. The reason this seven-point Likert scale approach was selected is that it is simple to understand and is reliable in revealing the perceptions of participants, as well as it aligns with the practices of other studies of e-commerce usability (Casaló et al., 2008; Flavián et al., 2006; Guo et al., 2023; Mofokeng, 2021; Nguyen et al., 2021). A brief explanatory text was added in front of every section to alleviate the participants of pre-purchase thoughts and collect more precise and condensed answers. The questions were brought up one after another because it was highly necessary to have a logical flow and make respondents grasp the overall logic of the survey.

In the second section of the second part of the survey, Delivery>Returns and Customer Support Usability measured the item based on the research studies of (Holst, 2019; Zhou et al., 2018; Öztürk & Dündar, 2020). These items evaluated the convenience of monitoring delivery status on the platform, making returns, using the support channels and the perception of the security of transactions. Thus, the factors were incorporated due to the results of the prior research that determined that the intelligibility of delivery and return procedures and timely support communication are the crucial determinants of post-purchase satisfaction and loyalty.

In the third part of the survey, Information Transparency and Transaction Clarity were the second section with four items derived based on the work of (Dong et al., 2024; Guo et al., 2023). These factors investigated the level of transparency and clarity with which the platform discloses the order information, return and privacy policies, as well as general post-purchase updates. These ideas were added on the premise that open and transparent communication helps minimize uncertainty and enhance user trust and satisfaction (Iqbal et al., 2023; Ma et al., 2023).

This was done to determine user trust and satisfaction in the post-purchase experience on the platform.

In the fourth part of the survey, Navigation and Interaction Flow was the third construct, which was concerned with how easy the platform is to use after the purchase has been made. According to this, a four-item scale was constructed based on such references as (Hu et al., 2017; Nielsen, 1994; Pee, 2018; Ūsas et al., 2024). In this regard, this scale sought to determine the ease of accessibility by the users to post-purchase services on the site like the “My Orders” or the Returns section, ease of comprehension of the page layout, and ease of carrying out the corresponding transactions. Moreover, it has been demonstrated in the previous studies that online interactions involving platforms with clear and simplistic navigation design may be more likely to be easier to use, which is less cognitively demanding and more likely to lead to a more favorable user experience (Becker & Mottay, 2001; Ūsas et al., 2024). Therefore, all four items were designed to test the ease with which the user can carry out the transaction after purchasing products on the platform, as well as how minimal the cognitive effort is needed to accomplish the process.

The fifth part was designed to measure customer satisfaction, which is one of the most significant variables of the study, which entails cognitive and emotional appraisal of the post-purchase experiences of the users. In this context, the scale of four items is developed considering research works like (Bhattacharjee, 2001; Oliver, 1999; Yi & La, 2004). Which means, this section was made based on post-purchase user factors and centered on the expectations of the users on the platform experience.

The sixth part, which assessed loyalty and repurchase intention, is based on the research of (Boateng, 2019; Lova & Haryono, 2023; Trivedi & Yadav, 2020). In line with this, the objective was to estimate customer loyalty and repurchase intention with the help of a five-item structure. These items were intended to measure the desire of the users to go back to the same platform, recommend it to other users, use it more than the competitors and to sustain a long-time relationship.

Lastly, the seventh part of the survey included demographic questions like gender, age group, level of education, and monthly income were included in the last part of the survey. In this way, all the variables that were to be evaluated on a nominal scale were added to offer a simplistic description of the sample and allow possible comparisons between demographic groups. In this

respect, the questions were structured in a rational and flowing sequence so as to have a clear understanding of the purpose of the research and to keep the participants interested in the research process during the survey. A summary of the constructs, number of items, scale type, and main sources is presented in **Table 2**, while the full questionnaire with all items is provided in the **Annexes**.

Table 2

Measurement Constructs, Number of Items, Scales, and Sources

Construct	No. of Items	Scale	Source(s)
Delivery–Return Process & Transaction Clarity	5	7-point Likert	Cao et al. (2018); Javed & Wu (2020)
Customer Support & Information Transparency	4	7-point Likert	Flavián et al. (2006); Dong et al. (2024)
Navigation & Interaction Flow	4	7-point Likert	Hu et al. (2017); Pee et al. (2018)
Customer Satisfaction	4	7-point Likert	Bhattacharjee (2001); Oliver (1999)
Loyalty & Repurchase Intention	5	7-point Likert	Casaló et al. (2008); Boateng (2019)

Source: the table was compiled by the author using the research results.

2.2.3 Sampling method

For this study, a non-probability convenience sampling method was used. The sample was a group of consumers aged 18 and above who live in Lithuania and had conducted at least one online purchase within the previous six months. This would provide the participants in the study with individuals who had recently made online purchases.

At least 300 valid responses were aimed for so as to have enough data to analyze. All surveys were checked for completeness prior to analysis. The anonymity of participants was guaranteed, and informed consent was obtained from all respondents in accordance with ethical research standards. For this study, consumers were selected from Lithuania and comprised

individuals who were comfortable responding to the survey in English and had made at least one online purchase within the last six months. Thus, a convenience sampling technique that is not probability was selected in this study. This approach was considered suitable due to the ease with which the researcher can access online users who are active and is common in research involving digital usability and consumer behavior (Becker & Mottay, 2001; Panwar et al., 2019; Rita et al., 2019).

To determine the appropriate number of participants for inclusion, a comparable research technique was applied. The purpose of using this approach is to follow the comparative study method developed by Esser and Vliegenthart (2017) and to determine the appropriateness of the number of participants. In this method, the researcher reviews similar studies in the literature and determines the appropriate sample size for their own study based on the average number of participants reported. Accordingly, a table listing the authors of previous e-commerce usability and satisfaction studies, the data collection method used, and the number of participants in each study was compiled (see **Table 3**). The average value of these studies formed a criterion for determining the target sample size for the current research. Thus, the minimum sample size was determined to be 342 participants based on similar studies. Consequently, the questionnaires were compiled in English using Google Forms and distributed randomly by representatives in Lithuania.

Table 3*Comparable research sampling method*

No.	Author	Type of questionnaire	Number of respondents
1	Flavián et al. (2006)	Online questionnaire	351
2	Casaló et al. (2008)	Online questionnaire	320
3	Cao et al. (2018)	Online questionnaire	312
4	Javed & Wu (2020)	Online questionnaire	370
5	Ariffin et al. (2018)	Online questionnaire	316
6	Masoud (2013)	Online questionnaire	360
7	Ar & Kara (2014)	Online questionnaire	410
8	Mofokeng (2021)	Online questionnaire	300
Average			342

Source: the table was compiled by the author based on the sources: Flavián et al., (2006), Casaló et al., (2008), Cao et al., (2021), Javed & Wu (2020), Ariffin et al., (2018), Masoud (2013), Ar & Kara (2014), Mofokeng (2021).

2.2.4 Methods of data analysis

The data for this study was collected using Google Forms, which allows for scaling and survey preparation. To collect data, the survey was distributed to individuals living in Lithuania through various social media platforms (e.g., Facebook groups, Instagram, WhatsApp, etc.). Additionally, the survey link was also distributed via QR codes at various locations throughout the city (schools, busy central areas, student dormitories, gym, and order drop-off points) to increase participant diversity. Furthermore, all data collected on this platform was selected because it can be easily exported to a Microsoft Excel file that can be easily imported into JASP (Jeffreys's Amazing Statistics Program), which allows researchers to analyze data more easily than Microsoft Excel. Therefore, JASP was used to conduct various analyses, from correlation to regression, to better understand the relationships between the variables under study.

2.2.5 Reliability and validity of the instrument

The author also did a small pilot test to make sure that the survey was clear, reliable, and internally consistent before going through the actual data collection process of the study. According to this, total of fifteen Lithuanian participants who frequent online shopping were contacted to fill out the draft survey and offer suggestions regarding its phrasing and language. The purpose of this pilot test was to identify confusing or ambiguous items and to verify whether the participants understood whether the survey focused on the post-purchase phase of online shopping. The author intended to test a sample of the survey to prevent potential confusion during the pre- and post-purchase phases and to make any necessary corrections.

Accordingly, some corrections were made to the post-test feedback of some volunteer participants to address the confusion they experienced before and after purchase. Therefore, based on the participants' feedback, short reminder sentences were added at the beginning of each section to emphasize the post-purchase context. Subsequently, although the pilot sample size (N = 15) was deemed sufficient for pretesting purposes because pilot studies with 5-1 participants are generally sufficient for assessing clarity and applicability, as evidenced by studies such as (Hertzog, 2008; Johanson & Brooks, 2010; Van Teijlingen & Hundley, 2001). Accordingly, pilot responses were analyzed for reliability using Cronbach's alpha. As shown in **Table 4**, coefficients ranged from 0.58 to 0.94, indicating acceptable to excellent reliability (Hair, 2009). Based on these results, the author suggests that the items within each construct effectively measure the same underlying concept and can be used for the main data collection phase without major revision.

Table 4

Cronbach's Alpha Values for Pilot Survey (n = 15)

Construct / Factor	Cronbach's Alpha
Delivery & Return Process & Transaction Clarity	0.943
Customer Support + Information Transparency	0.943
Navigation & Interaction Flow	0.706
Satisfaction	0.942
Loyalty	0.692
Repurchase Intention	0.582

Source: created by the author based on JASP descriptive output.

In addition, the author decided to implement this study by examining previously implemented and concluded measurement methods from studies on usability, satisfaction, and loyalty (Becker & Mottay, 2001; Nielsen, 1994; Oliver, 1999).

As a result of all this, the entire content of the survey and all survey questions were aligned with the conceptual framework and hypotheses presented in **Figure 4** and were supported and implemented. Consequently, the survey was found to be reliable, valid, and ready for large-scale data collection.

2.2.6 Ethics and data protection

The research paper was carried out in line with the ethics of the Faculty of Business Administration at Vilnius University. The survey was self-administered, and the participants were given an information sheet prior to the survey review. According to this sheet, the responses were to remain anonymous, and no personal information (names, email addresses, or IP addresses) would be obtained. Respondents were free to drop out of the survey at any point without any explanation. The survey information and records were kept to a minimal to ensure confidentiality and transparency of the survey in line with the principles. The final data in the study were stored in a way that can only be accessed by the researcher. The information that will be received in such a manner will be stored for a period of six months, and after that, it will be permanently destroyed.

Artificial intelligence (AI) tools were used only for minor language editing and analytical structuring under the full supervision of the author to make the structure better for study. All interpretations, decisions, and final content were developed independently by the researcher.

3. RESULTS OF THE RESEARCH

This section of the study analyzes the results of a survey conducted on how usability factors affect satisfaction with e-commerce platforms. The screening questions asked in the first phase of the survey (English language proficiency and any online purchases within the last six months) were not included in the analysis. This resulted in 287 valid responses, effective valid survey data for analysis. These 287 respondents were selected from individuals who had recently

shopped online and resided in Lithuania. Therefore, the results indicate that the data were obtained by active users of e-commerce platforms.

The data obtained were then analyzed using JASP statistical software. The analysis process and model were implemented by the author in several steps, following the guidelines provided by Vilnius University. The first of these steps was to analyze the participants' responses to the demographic questions in the survey. This first phase provided an overview of the demographic profile and analyzed the study's coherence. Secondly, Cronbach's alpha coefficient was calculated to test the internal consistency of each concept in the study model (user factors, satisfaction, loyalty, repurchase). This tested the reliability of the concepts, and composite indices were calculated using the obtained results.

In the third stage, descriptive statistical tests (means, standard deviations, and ranges) were analyzed for the six core constructs in the study model prepared by the author. These six core constructs (1) Delivery and Return Process and Transaction Clarity, (2) Customer Support and Information Transparency, (3) Navigation and Interaction Flow, (4) Customer Satisfaction, (5) Loyalty, and (6) Repurchase Intention were calculated in detail using JASP statistical analysis software.

Pearson correlation coefficients were then calculated to provide a first impression of the relationships between these constructs and their direction in the model. Following this initial impression, regression analyses were used to test the hypotheses formulated by the author. Additionally, multiple linear regression was used to analyze the relationship between customer satisfaction and the three constructs (H1-H3) established as usability factors. The next stage analyzed the effect of satisfaction on loyalty (H4) and then the effect of loyalty on repurchase intention. Furthermore, the mediating role of loyalty, which plays a crucial role in understanding the study, in the relationship between satisfaction and repurchase intention was tested.

Throughout the analysis of the entire study, items measured on a seven-point Likert scale, treated as continuous variables, were tested, and missing values or samples that did not fit the study were excluded from the analysis. This resulted in a sample of 287 observations.

The remainder of this section, Section 3.1, presents the demographic characteristics of the sample. Section 3.2 presents the reliability analysis of the measurement scales, followed by descriptive statistics and correlation analysis in Sections 3.3, 3.4, and 3.5. Sections 3.5.1 and 3.5.2 present the regression results for hypotheses H1-H5, and Section 3.6 describes the

mediation analysis in detail, while Section 3.7 represents the explanation of the research results part.

3.1 Sample description

To conduct a detailed analysis, 317 survey participants were asked to answer questions in English and whether they had shopped online in the last six months. As shown in **Table 5**, 15 participants were unsure about the English proficiency question, while 23 participants indicated they had not shopped online in the last six months. These responses were excluded from the analysis to ensure a clean and accurate study.

Furthermore, due to the study's intended use among Lithuanian residents, seven participants residing in Estonia or Latvia and five participants from Türkiye were excluded due to the geographical requirements of the study.

After this filtering step, a total of 287 valid responses were determined for analysis, ensuring that the demographic profile consisted of individuals living in Lithuania who were active online shoppers.

Table 5

Screening Summary and Final Sample Size

Screening Criteria	Response Count	Included in Analysis	Excluded from Analysis
Total collected responses	317	317	0
Not confident answering in English	15	0	15
No online purchase in the last 6 months	23	0	23
Reported living in Estonia or Latvia	7	0	7
Reported living in Turkey	5	0	5
Final valid responses	287	287	0

Source: compiled by the author using survey results.

The gender distribution in the survey, as shown in **Table 6**, shows that women constituted 50.2% of all participants and men 48.4%. A small portion of survey participants selected the options "I don't want to say" (0.7) or "Other" (0.7). These results indicate that female participants are more common than other genders, but overall, the distribution is balanced.

Table 6

Distribution of respondents by gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	142	49.5	50.2	50.2
Male	137	47.7	48.4	98.6
I prefer not to say	2	0.7	0.7	99.3
Other	2	0.7	0.7	100
Total	287	100	N/A	N/A

Source: the table was compiled by the author using the research results.

A slightly higher percentage of female participants in the gender distribution is expected, as Lithuania has a larger female population than male, and female participants are more likely to participate in online surveys (time.com, 2024). Furthermore, the proportion of participants who selected "Other" or who did not wish to indicate their gender did not influence the analysis. Overall, the gender distribution showed balanced data, suggesting a suitable result for future studies or analyses.

Regarding the gender of the survey participants, the results show an almost equal distribution between women and men. Of the 287 participants, 142 identified as women (49.5%) and 137 as men (47.7%), indicating a balanced gender distribution. While a small portion of the

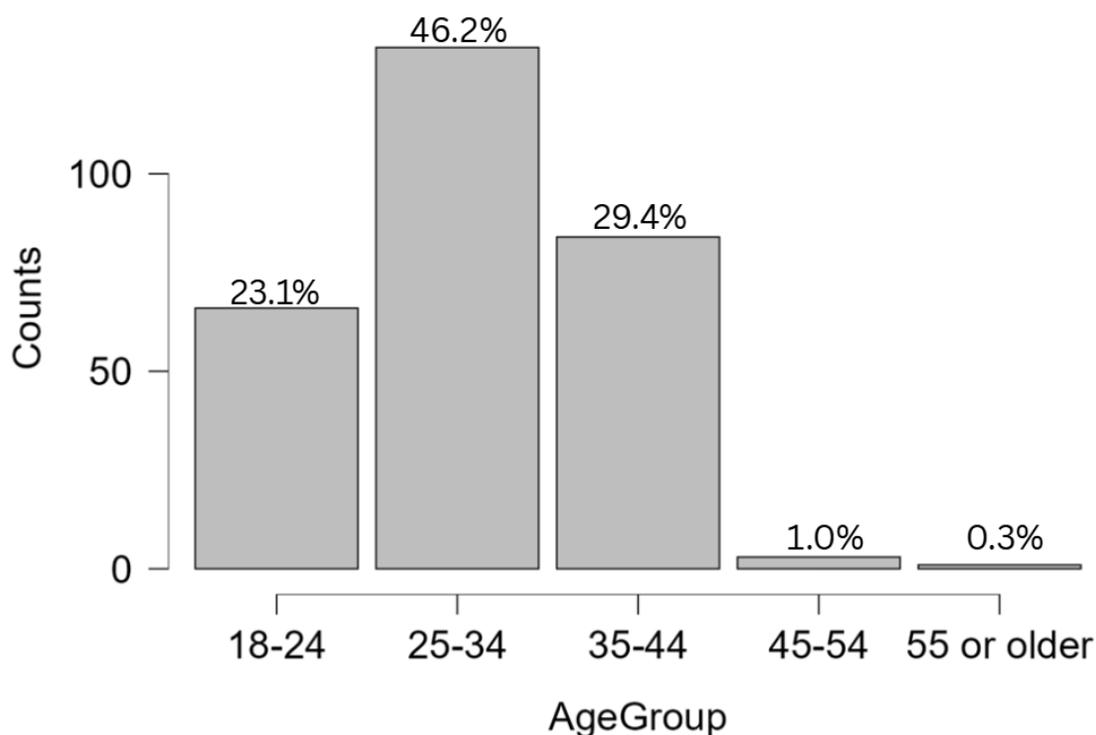
respondents chose the option “I do not want to say” (0.7) or “Other” (0.7), 1.4% of the data belong to respondents who did not select any option.

According to the results, the age distribution of survey participants are shown in **Figure 5**. According to the results, the largest portion of participants were between the ages of 25 and 34, accounting for 46.2% of the survey. Then, there were participants aged 35-44, representing 29.4% of the study. Young adult participants aged 18-24, the youngest age group in the study, comprised the third largest age group, representing 23.1%. Older participants aged 45-54 comprised only 1.0%, while participants aged 55 and over comprised only 0.3%.

When we look at the overall age distribution of the study, the majority of participants were young and middle-aged, with a significant impact on the survey. This suggests that younger generations are playing a more active role in digital purchasing environments.

Figure 5

Age distribution of respondents



Source: created by the author using JASP output.

The big part of the survey participants are educated, which means that their educational and employment traits give valuable background data concerning the sample profile. As evidenced in **Table 7**, a considerable number of participants indicated that they had achieved a better level of education. The highest number was those with a bachelor's degree (50.5%), then there were those with a master's degree (32.4). Those who had a high school diploma or the same were 15.0%, and only 1.4% had a doctorate (PhD), followed by one participant (0.3) choosing the other category. All in all, nearly the whole sample (83 percent) had a bachelor's or master's degree, which is typical in online shopping studies that have shown that more educationally and digitally qualified individuals are more apt to become actively engaged. Also, the trend of the well-educated group of participants is a representation of this general image.

The same tendency can be observed in terms of the employment status of the participants. A relatively young age structure of the sample was observed, with almost half of the participants working full-time (41.8%), and the same number of participants being students (41.1%). The remaining categories of employment are the part-time workers (11.1), the self-employed (2.4), the unemployed participants (2.8), and the retired participants (0.7).

The combination of the education and employment distributions implies that the sample population is predominantly represented by young, educated, and digitally active people, which is quite appropriate considering that the study is focused on the post-purchase usability experience on e-commerce websites.

Table 7*Distribution of respondents by education level and employment status*

Variable	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Education level	High school	43	15.00%	15.00%	15.00%
	Bachelor's degree	145	50.50%	50.70%	65.70%
	Master's degree	93	32.40%	32.50%	98.20%
	Doctorate (PhD)	4	1.40%	1.40%	99.70%
	Other	1	0.30%	0.30%	100.00%
Employment status	Full-time employed	120	41.80%	41.80%	41.80%
	Part-time employed	32	11.10%	11.10%	53.00%
	Retired	2	0.70%	0.70%	53.70%
	Self-employed	7	2.40%	2.40%	56.10%
	Student	118	41.10%	41.10%	97.20%
	Unemployed	8	2.80%	2.80%	100.00%
	Total	—	287	100.00%	100.00%

Source: compiled by the author using research results.

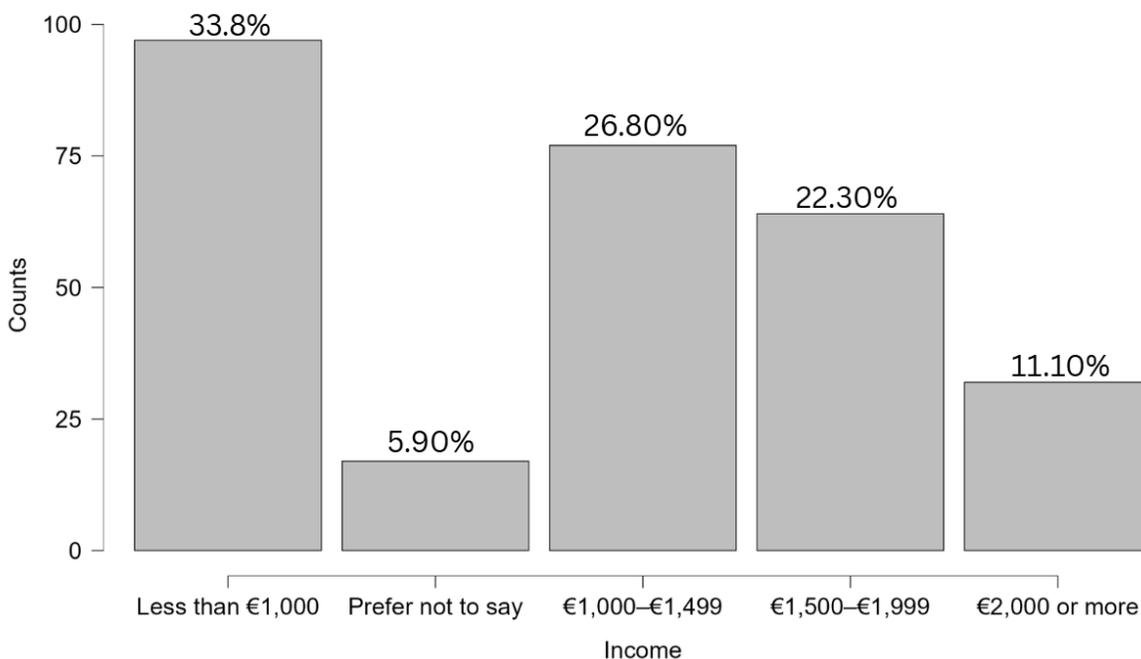
Additionally, within the demographic questions, participants were asked to select the most appropriate income range for their monthly income. As presented in **Figure 6**, the largest portion of participants (33.8%) reported earning less than €1,000 per month. This group comprised almost one-third of the survey participants. This suggests that a significant portion of participants have low incomes. The second and third largest income groups, which continue in the graph, consist of individuals earning €1,000-€1,499 (26.8%) and €1,500-€1,999 (22.3%), respectively. Based on this data, the results indicate that almost half of the survey participants were students, falling within the middle-income ranges typical for early-career individuals and young workers.

A smaller group of 11.1% reported earning €2,000 or more. Accordingly, this group represents the high-income individuals in the survey. In addition, 5.9% chose the “I do not want to answer” option. Overall, the income distribution shows that the study mainly consists of low-

and middle-income individuals. In the study, the income distribution shows that most of the participants prefer affordable, supportive purchasing conditions on online shopping platforms.

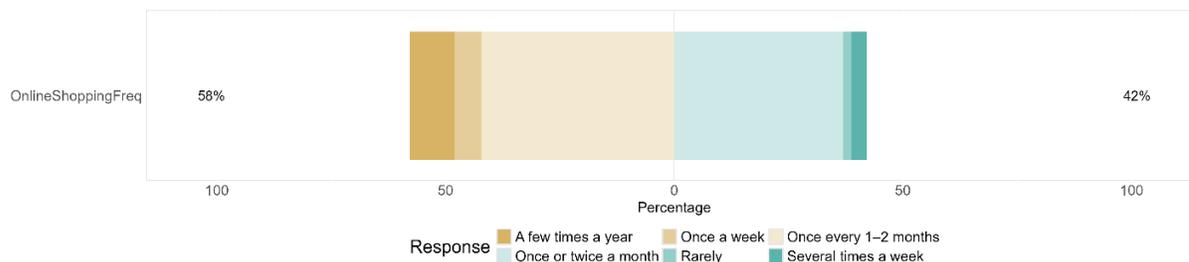
Figure 6

Monthly Income Distribution Among Survey Respondents



Source: compiled by the author using the survey results.

Another demographic question posed to participants in the study represents the frequency of online shopping activities. Accordingly, as shown in **Figure 7**, the largest portion of participants, 42.2%, indicated that they shop online once every 1-2 months. This is followed by 36.9% who indicated that they shop once or twice a month. Subsequently, a smaller segment of 9.8% preferred the option of shopping several times. While 5.9% shop weekly and 3.5% shop several times a week, only 1.7% indicated that they rarely shop online. Overall, most participants engage in moderate levels of online shopping activity.

Figure 7*Distribution of Respondents' Online Shopping Frequency*

Source: compiled by the author using survey results.

To summarize the demographic characteristics of the study, **Table 8** summarizes the most common categories among all demographic variables. As shown in the table, the data obtained consists of 287 participants residing in Lithuania. In terms of gender, the survey participants are predominantly female, accounting for 49.5%. The largest age group is 25-34 years old, accounting for 46%, followed by the 35-44 age group. Next, in terms of education, half of the participants have a bachelor's degree, accounting for 50.5%. The most common employment status analyzed was full-time employment, observed at a rate of 41.8%. One of the factors most influencing participants' involvement in online shopping activities was income status, with the group earning less than €1,000 per month accounting for 33.8%. Finally, the most common online shopping model among survey participants is shopping once every 1-2 months, with a rate of 42.2%. This indicates a moderate level of participation in online purchasing activities overall. Overall, the demographic profile observed in the survey reflects a young, educated, and economically active consumer group, which is consistent with the typical characteristics of e-commerce users.

Table 8*Demographic Profile of Respondent*

Variable	Mode (Most Frequent Category)	Frequency (n)	Percent (%)
Residence	Lithuania	287	100
Gender	Female	142	49.5
Age Group	25–34	132	46
Education	Bachelor's degree	145	50.5
Employment Status	Full-time employed	120	41.8
Income	Less than €1,000	97	33.8
Online Shopping Frequency	Once every 1–2 months	121	42.2

Source: the table was compiled by the author using the research results.

3.2 Reliability of the instruments

There were 6 constructs in the study, and the reliability of each was tested using Cronbach's alpha reliability test. As can be seen in **Table 9** below, all constructs were reliable, as the lowest reliability was observed in the delivery-return process and transaction clarity construct, reaching 0.834, while the highest Cronbach's alpha coefficient was observed in the customer satisfaction experience, reaching 0.971. In this regard, it can be stated that all structures are reliable and that further research can be conducted using these structures.

Table 9*Reliability Statistics for Measurement Constructs (Cronbach's Alpha)*

Construct	Item codes	Number of items	Cronbach's α
Delivery & Return Process and Transaction Clarity	Q1, Q4, Q6, Q7	4	0.834
Customer Support and Information Transparency	Q2, Q3, Q5, Q8	4	0.855
Navigation and Interaction Flow	Q9, Q10, Q11, Q12	4	0.948
Customer Satisfaction	Q13, Q14, Q15, Q16	4	0.971
Loyalty	Q18, Q19, Q21	3	0.935
Repurchase Intention	Q17, Q20	2	0.849

Source: compiled by the author using research results

3.3 Descriptive statistics of the constructs

Descriptive statistics were calculated to provide an initial overview of participants' responses to all key concepts included in the study. This study examined six concepts and their impact on post-purchase customer satisfaction, loyalty, and repurchase intention on e-commerce platforms. All questions related to the concepts were measured on a 7-point Likert scale. According to **Table 10**, the results obtained from the analysis show that participants generally evaluated their post-purchase experiences positively across all concepts. Customer Satisfaction received the highest average score ($M = 20.77$), indicating that users were largely satisfied with the platform's post-purchase usability. Navigation and Interaction Flow ($M = 21.21$) and Transaction Clarity and Delivery and Return Process ($M = 19.71$) also achieved high averages, and the analysis results of the study observed that participants found the e-commerce platform easy to navigate, transparent, and operationally efficient. Furthermore, the concepts of loyalty ($M = 15.03$) and repurchase intention ($M = 10.03$) showed values above the average, revealing

positive attitudes towards the continuous use of the platform. Overall, the findings obtained from this study indicate that participants' overall evaluations were positive. This provides a solid foundation for examining how these structures interact in the correlation and regression analyses to be presented in the subsequent steps of the analysis.

Table 10

Descriptive Statistics for Study Variables

Statistic	H1	H2	H3	Satisfaction	Loyalty	Repurchase
Valid (n)	287	287	287	287	287	287
Mean	19.71	15.63	21.21	20.77	15.03	10.03
Std. Deviation	5.481	5.95	5.856	5.897	4.445	2.974
Minimum	4	1	4	4	3	2
Maximum	28	25	28	28	21	14

Source: created by the author based on JASP descriptive output.

3.4 Correlation analysis

Correlation analysis was conducted to examine the bivariate relationships between the main concepts of the analysis. Before moving on to the next stage, hypothesis testing, the author calculated Pearson's r coefficients using the data shown in **Table 11** to provide a first indication of the strength and direction of the relationships. The purpose of reporting these values is to provide transparency regarding the statistical reliability of each analyzed relationship.

The correlation results indicate strong and statistically significant relationships between the main variables. All p -values between the variables are below 0.001, indicating that the relationships are highly reliable. The strongest relationship observed in the analysis was found between Loyalty and Repurchase Intention ($r = 0.946$). This suggests that users who feel loyal to the e-commerce platform are more likely to repurchase. Similarly, Satisfaction showed strong correlations with both Loyalty ($r = 0.904$) and Repurchase Intention ($r = 0.896$). These observed analysis results support the theoretical expectations outlined in the study that positive post-purchase customer experiences increase continued loyalty and the drive to repurchase. Among the post-purchase usability factors, Navigation and Interaction Flow, Delivery & Return Process,

and Transaction Clarity were observed to have moderate to strong correlations with Satisfaction ($r = 0.818$ and $r = 0.845$, respectively). Furthermore, Customer Support and Information Transparency showed a positive and statistically significant correlation with Satisfaction ($r = 0.710$). However, this relationship was not supported in the next analysis step, the regression analysis, when other analysis data were calculated. This is explained in detail in Section 3.5.2, Hypothesis Results, of the study.

The overall analysis results indicate that seamless navigation and operational transparency significantly impact users' post-purchase satisfaction levels. In general, the correlation matrix provides initial confirmation of the conceptual model created by the author, supporting the transition to regression analysis for hypothesis testing and easier understanding of the analysis.

Table 11

Pearson Correlation Matrix for Main Constructs

Variable 1	Variable 2	r	P
H1	H2	0.867	< .001
H1	H3	0.786	< .001
H1	Satisfaction	0.845	< .001
H1	Loyalty	0.82	< .001
H1	Repurchase	0.82	< .001
H2	H3	0.577	< .001
H2	Satisfaction	0.71	< .001
H2	Loyalty	0.705	< .001
H2	Repurchase	0.719	< .001
H3	Satisfaction	0.818	< .001
H3	Loyalty	0.75	< .001
H3	Repurchase	0.733	< .001
Satisfaction	Loyalty	0.904	< .001
Satisfaction	Repurchase	0.896	< .001
Loyalty	Repurchase	0.946	< .001

Source: created by the author based on JASP descriptive output.

3.5 Regression analysis

To test the hypotheses formulated in this study, a series of multiple and simple linear regression analyses were conducted in this section using JASP statistical software. Consistent with the conceptual model developed in **Chapter 2 (Figure 4, Research Model)**, the regression analysis was conducted to analyze the extent to which the independent variables correspond to the dependent variables and support their relationship. According to this analysis, all regression assumptions, including normality, linearity, homoscedasticity, independence of errors, and multicollinearity, were checked and met prior to the analysis, as shown in **Table 11, Section 3.5.1**.

The regression results are presented in three stages:

- (1) Testing the effect of the three usability factor structures on customer satisfaction (H1–H3),
- (2) Testing the effect of satisfaction on loyalty (H4).
- (3) Testing the effect of loyalty on repurchase intention (H5).

Each regression model is summarized below, along with the corresponding table of analysis results.

3.5.1 Regression assumption diagnostics

Before conducting regression analyses for hypotheses H1–H5, standard diagnostic checks were performed to assess normality, homoscedasticity, multicollinearity, and the presence of influential cases. The results of residual plots, Q–Q plots, VIF values, and Cook's distance, as shown in **Table 12**, indicate that all assumptions were adequately met and that the regression models were suitable for reliable analysis.

This analysis was conducted specifically to test the effects of the variables in a comparable manner. The regression model validity assumptions were confirmed. Because the data sample consisted of more than 250 participants, normality and linearity can be assumed. Homoscedasticity is valid, but a few small outliers were detected, but these did not have a significant impact on the study. Multicollinearity is not a concern because all VIF values were below 2 and the tolerance values showed results well above the threshold values. Additionally, the residual means were analyzed as approximately zero, demonstrating that the model met the independence and impartiality claims.

Table 12*Regression Assumptions and Diagnostics for Hypotheses H1–H5*

Model / Hypothesis	Dependent Variable	Predictors	R	R ²	F(df1,df2)	p	Normality	Homoscedasticity	Multicollinearity (VIF)	Outliers	Supported/Not Supported
H1–H3	Satisfaction	H1, H2, H3	0.882	0.778	330.7 (3,283)	<.001	Met	Met	2.95–7.93	None	H1 ✓, H2 X, H3 ✓
H4	Loyalty	Satisfaction	0.904	0.818	1279 (1,285)	<.001	Met	Met	1	None	✓
H5	Repurchase Intention	Loyalty	0.946	0.895	2437 (1,285)	<.001	Met	Met	1	None	✓

Source: created by the author

Note. All diagnostic results show that regression assumptions were met.

3.5.2 Hypothesis results

The first regression analysis examined the interaction between the Delivery and Return Process and Transaction Clarity (H1), Customer Support and Information Transparency (H2), and Navigation and Interaction Flow (H3) factors and Customer Satisfaction. The results of the model were statistically significant, according to $F(3, 283) = 330.70$, $p < .001$. It was observed that 77.8% of the variance in satisfaction was explained ($R^2 = .778$), indicating a strong relationship between usability factors and satisfaction. Among the three predictors:

- H1 has a significant positive effect on Satisfaction according to the analyzed values ($\beta = 0.433$, $p < .001$). Therefore, hypothesis H1 was supported.
- H2 did not have a significant effect according to the analysis results ($\beta = 0.088$, $p = 0.141$). Therefore, H2 was not supported.
- H3 significantly predicted satisfaction ($\beta = 0.427$, $p < 0.001$). Therefore, hypothesis H3 was supported.

- H4 significantly predicted loyalty ($\beta = 0.904$, $p < .001$). Therefore, hypothesis H4 was supported.
- H5 significantly predicted repurchase intention ($\beta = 0.946$, $p < .001$). Therefore, hypothesis H5 was supported.

These results indicate that satisfaction is most strongly influenced by the clarity and usability of the delivery-return processes and transaction clarity (H1) and navigation and interaction flow (H3), while the customer support and information transparency (H2) do not significantly contribute to satisfaction in this analysis.

Additionally, these results support hypotheses H4 and H5, highlighting the central role of satisfaction in fostering loyalty, which subsequently enhances repurchase intention.

Multiple regression analysis was used to reveal differences between the independent and dependent variables created in the research model and to confirm or reject the proposed hypothesis. Finally, an evaluation of each hypothesis is presented below to explain these analyzed results.

HYPOTHESES:

In the regression model, the results showed that the delivery-returns process and transaction clarity had a statistically significant effect on customer satisfaction. Therefore, the results are presented in **Table 13** and **Table 14 (Annex 4)**, proving the general relationships in the model of H1. The model was analyzed with a p-value of <0.001 and a standardized beta coefficient of $\beta = 0.433$, confirming H1. This means that the delivery and returns process and transaction clarity have a positive effect on customer satisfaction. According to the analysis results, the t-value also yielded a significant result of $t = 5.486$. This confirmed H1 and supported the reliability of the effect.

The standardized beta coefficient, or β , indicates how much the dependent variable changes when the independent variable increases by one unit. Because it is standardized, beta values can only range from positive 1 to negative 1. In this case, if the delivery and returns process and transaction clarity increase by one unit, customer satisfaction will increase by 0.433.

According to the results analyzed, clearer delivery procedures, transparent return processes, and more understandable transaction processes are more effective for customers. Therefore, H1 is accepted.

Table 13

Impact of Delivery & Return Process and Transaction Clarity on Customer Satisfaction (H1)

Variables	R ²	F	Sig.
Delivery & Return Process and Transaction	0.778	330.7	< .001

Source: created by the author

Table 14

Regression Analysis Predicting Customer Satisfaction (H1)

Variable	Unstandardized B	Std. Error	Standardized β	t	Sig.	Tolerance	VIF	Confirmed/ Not Confirmed
H1: Delivery & Return Process & Transaction Clarity	0.466	0.085	0.433	5.486	< .001	0.126	7.938	Confirmed

Source: created by the author.

H1: There is a positive relationship between the delivery-return process and transaction clarity and customer satisfaction.

To test the relationship between the hypothesis regarding customer support and information transparency and customer satisfaction, a simple linear regression analysis was conducted to examine the overall model and evaluate H2. Therefore, the linear regression results

are presented in **Tables 15** and **16 (Annex 5)**, where the hypotheses were not confirmed. The analysis showed a p-value of $p = 0.141$ and a standardized beta coefficient of $\beta = 0.088$. Therefore, H2 was not supported at the 95% confidence level. While the coefficient is positive, the demonstrated effect is not strong enough to demonstrate a significant effect on customer satisfaction.

According to the analysis results obtained from the study, the t-value of $t = 1.474$ also indicates that this predictor does not significantly contribute to explaining customer satisfaction. This suggests that support responsiveness and platform information clarity do not independently increase satisfaction levels in this study.

The variant inflation factor ($VIF = 4.553$) indicates that customer support and information transparency differ somewhat from the other usability factors, but this level does not indicate multicollinearity issues. Overall, the conclusions drawn from the analysis for H2 indicate that improvements in customer support or information transparency alone do not significantly alter customer satisfaction. Therefore, H2 is not confirmed.

Table 15

Impact of Customer Support and Information Transparency on Customer Satisfaction (H2)

Variables	R ²	F	Sig.
Customer Support & Information Transparency	0.778	330.7	< .001

Source: created by the author.

Table 16

Impact of Customer Support and Information Transparency on Customer Satisfaction (H2)

Variable	Unstandardized B	Std. Error	Standardized β	t	Sig.	Tolerance	VIF	Confirmed/ Not Confirmed
H2: Customer Support & Information Transparency	0.087	0.059	0.088	1.474	0.141	0.22	4.553	Not Confirmed

Source: created by the author.

H2: There is a positive relationship between customer support and information transparency and customer satisfaction.

To evaluate the relationship between navigation-interaction flow and customer satisfaction, a simple linear regression analysis was conducted to test the overall model and examine H3. The results presented in **Table 17** and **Table 18 (Annex 6)** show that navigation and interaction flow have a statistically significant impact on customer satisfaction. The analysis was performed with a p-value of $p < .001$, confirming the significance of the model. The standardized beta coefficient was $\beta = 0.427$; this means that as navigation and interaction flow improves by one unit, customer satisfaction increases by 0.427 units, and the t-value indicates a strong and significant effect ($t = 8.882$).

Additionally, the regression model anticipated the level of customer satisfaction by 77.8 percent of the total variance since the regression model has $R^2 = 0.778$, which is a very high model fit. The general model was statistically significant with an F-value of 330.7 and a p-value of less than 0.001, indicating that the interaction flow and navigation are significant predictors of customer satisfaction.

Moreover, among three of the post-purchase usability hypotheses (H1-H3), navigation and user flow showed one of the strongest effects. The diagnosis of multicollinearity showed acceptable levels (tolerance = 0.339, VIF = 2.951), indicating that H3 independently contributes

strongly to supporting satisfaction, although it shares some differences with the other usability factors presented. Therefore, hypothesis H3 was confirmed.

Table 17

Impact of Navigation and Interaction Flow on Customer Satisfaction (H3)

Variables	R ²	F	Sig.
Navigation and Interaction Flow	0.778	330.7	< .001

Source: created by the author.

Table 18

Impact of Navigation and Interaction Flow on Customer Satisfaction (H3)

Variable	Unstandardized B	Std. Error	Standardized β	t	Sig.	Tolerance	VIF	Confirmed/ Not Confirmed
H3: Navigation & Interaction Flow	0.43	0.048	0.427	8.882	< .001	0.339	2.951	Confirmed

Source: created by the author.

H3: There is a positive relationship between navigation and interaction flow and customer satisfaction.

In the single linear regression model, customer satisfaction explains a significant part of the variance in loyalty. According to the results presented in **Tables 19** and **20 (Annex 7)**, the model explained 81.8% of the variation in customer loyalty, as indicated by the R-squared value of $R^2 = 0.818$, indicating a very strong model fit. The model created by the author is generally seen as meaningful. Therefore, the F value of 1.279 and the p value of < 0.001 confirm that customer satisfaction is a significant predictor of loyalty.

The standardized $\beta = 0.904$, which shows there is a strong positive effect. This implies that a unit rise in customer satisfaction results in a unit rise in loyalty of 0.904. The t-value also gives a very significant $t = 35.764$, which is evidence of the strong and reliable effect. The linearity test did not indicate any issues (tolerance = 1.000, VIF = 1.000), which proved that satisfaction was an independent predictor with no overlapping of the variances. Therefore, it was determined that satisfaction had a strong effect on loyalty, and H4 was accepted.

Table 19

Impact of Customer Satisfaction on Loyalty (H4)

Variables	R ²	F (df = 1, 285)	Sig.
Customer Satisfaction	0.818	1,279	< .001

Source: created by the author.

Table 20

Impact of Customer Satisfaction on Loyalty (H4)

Variable	Unstandardized B	Std. Error	Standardized β	t	Sig.	Tolerance	VIF	Confirmed/ Not Confirmed
H4: Customer Satisfaction → Loyalty	0.682	0.019	0.904	35.764	< .001	1,000	1,000	Confirmed

Source: created by the author.

H4: There is a positive relationship between customer satisfaction and customer loyalty.

The regression model detected a significant percentage of loyalty explaining repurchase intention variance in the regression model. **Table 21** and **Table 22 (Annex 8)** indicate that the model explained 89.5% of the variation, which is represented by the R-squared value of $R^2 =$

0.895 and indicates a very strong model fit. The overall model was statistically significant with an F-value of 2,437 and $p < 0.001$, which helped to confirm the significance of the model.

The standardized beta coefficient was $\beta = 0.946$, which means that an increase in loyalty by a unit will increase the repurchase intention by 0.946 units. The effect was also highly significant ($t = 49.362$) in the t-value. The diagnostics of all the collinearity did not reveal any issues (tolerance = 1.000; VIF = 1.000), which shows that loyalty is a predictor on its own. Thus, H5 is accepted.

Table 21

Impact of Loyalty on Repurchase Intention (H5)

Variables	R ²	F (df = 1, 285)	Sig.
Loyalty	0.895	2,437	< .001

Source: created by the author.

Table 22

Impact of Loyalty on Repurchase Intention (H5)

Variable	Unstandardized B	Std. Error	Standardized β	t	Sig.	Tolerance	VIF	Confirmed/ Not Confirmed
H5: Loyalty → Repurchase Intention	0.633	0.013	0.946	49.362	< .001	1,000	1,000	Confirmed

Source: created by the author.

H5: There is a positive relationship between customer loyalty and repurchase intention.

Table 23 (Annex 9) provides an integrated overview of the regression results for all hypotheses tested in the study. The findings indicate that the post-purchase usability constructs

demonstrate varying degrees of influence on customer satisfaction and subsequent behavioral outcomes.

Among the usability predictors, Delivery & Return Process with Transaction Clarity (H1) and Navigation & Interaction Flow (H3) emerged as strong and significant determinants of satisfaction. Their positive effects align with prior research emphasizing the importance of operational transparency, platform structure, and interface usability in shaping the post-purchase experience. Conversely, Customer Support & Information Transparency (H2) did not present a statistically significant influence, suggesting that support-related interactions may not be a primary driver of satisfaction unless users actively require assistance, an interpretation consistent with studies showing that support functions exert situational rather than universal effects.

Moving beyond usability predictors, the model reveals that satisfaction is a powerful antecedent of loyalty (H4), demonstrating one of the highest standardized coefficients in the analysis. This supports long-standing theoretical models of consumer behavior, which position satisfaction as a key emotional and cognitive precursor to loyalty formation.

Finally, loyalty strongly predicts repurchase intention (H5), with the highest β value in the entire model. This indicates that loyalty serves as the central behavioral mechanism linking users' experiences to their future purchasing decisions.

Overall, four of the five hypotheses were confirmed, illustrating a clear and coherent pathway from post-purchase usability to satisfaction, from satisfaction to loyalty, and finally from loyalty to repurchase behavior. These results reinforce the importance of post-purchase interaction quality in sustaining long-term customer engagement on digital platforms.

Table 23

Summary of Regression Results for Hypotheses H1–H5

Hypothesis	Proposed Relationship	β (Standardized)	t-value	p-value	R ²	Conclusion
H1	Delivery & Return Process / Transaction Clarity → Satisfaction	0.433	5.486	< .001	0.778*	Supported
H2	Customer Support & Information Transparency → Satisfaction	0.088	1.474	0.141	0.778*	Not Supported
H3	Navigation & Interaction Flow → Satisfaction	0.427	8.882	< .001	0.778*	Supported
H4	Satisfaction → Loyalty	0.904	35.764	< .001	0.818	Supported
H5	Loyalty → Repurchase Intention	0.946	49.362	< .001	0.895	Supported

Source: created by the author.

3.6 Mediation analysis

A mediation analysis was conducted to examine whether loyalty mediates the effect of customer satisfaction on repurchase intention. As shown in **Table 24 (Annex 15)**, given the strong bivariate relationships observed between these variables, testing the mediation pathway provides important insight into the mechanism through which satisfaction influences future purchasing behavior. The analysis was performed using the bootstrap method with 5,000 samples, as recommended for obtaining robust confidence intervals for indirect effects.

Table 24*Mediation Analysis for Satisfaction → Loyalty → Repurchase Intention*

Path	Effect	Std. Error	95% CI (Lower–Upper)	p-value	Result
Direct effect (c’): Satisfaction → Repurchase	0.111	0.024	0.069 – 0.161	< .001	Significant
Indirect effect (a × b): Satisfaction → Loyalty → Repurchase	0.341	0.022	0.298 – 0.384	< .001	Significant
Total effect (c): Satisfaction → Repurchase	0.452	0.013	0.428 – 0.473	< .001	Significant

Source: created by the author.

A mediation analysis was conducted to examine whether loyalty mediates the relationship between customer satisfaction and repurchase intention. The analysis was performed in JASP using the maximum likelihood estimator and the bootstrap method with 5,000 samples, as recommended for generating robust confidence intervals for indirect effects. The results revealed that satisfaction exerted both a direct and an indirect effect on repurchase intention.

The direct effect (c’) of satisfaction on repurchase intention remained positive and statistically significant ($\beta = 0.111$, $SE = 0.024$, $p < .001$, 95% CI [0.069, 0.161]), demonstrating that satisfaction independently contributes to customers’ likelihood of purchasing again. However, when the mediating variable loyalty was included, a substantial indirect effect (a × b) emerged ($\beta = 0.341$, $SE = 0.022$, $p < .001$, 95% CI [0.298, 0.384]). This indicates that satisfaction strongly enhances loyalty, which in turn significantly increases repurchase intention. The total effect (c) of satisfaction on repurchase intention was also significant ($\beta = 0.452$, $SE = 0.013$, $p < .001$, 95%

CI [0.428, 0.473]), confirming that satisfaction is an important driver of future purchasing tendencies.

Since both the direct and indirect pathways were significant, the findings confirm a partial mediation effect, meaning that loyalty does not fully replace the role of satisfaction but rather strengthens and amplifies its influence on repurchase intention. In other words, satisfied customers are more likely to buy again both directly due to their positive experience and indirectly because satisfaction increases their loyalty, which nurtures long-term behavioral commitment.

As shown in **Table 25 (Annex 15)**, customer satisfaction had a strong and significant effect on loyalty ($\beta = 0.682$, $p < .001$), and loyalty significantly predicted repurchase intention ($\beta = 0.500$, $p < .001$). The direct effect of satisfaction on repurchase intention remained significant but substantially weaker ($\beta = 0.111$, $p < .001$), supporting a partial mediation effect. Additionally, as can be seen in Table 20, the final status of the hypothesis is stated.

Table 25

Path Coefficients for the Mediation Model

Path	Estimate	Std. Error	z-value	p-value	95% CI (Lower–Upper)
Loyalty → Repurchase	0.5	0.031	16.171	<.001	0.437 – 0.557
Satisfaction → Repurchase (direct, c')	0.111	0.024	4.711	<.001	0.069 – 0.161
Satisfaction → Loyalty (a-path)	0.682	0.016	42.81	<.001	0.648 – 0.710

Source: created by the author.

As shown in **Table 26**, the results of the hypothesis testing are presented. All hypotheses except H2 are supported. Accordingly, the results of all the hypotheses analyzed are explained in detail in the next section.

Table 26

The conclusions of hypothesis testing

Hypothesis	Conclusion
H1: There is a positive relationship between the delivery & return process and transaction clarity and customer satisfaction.	Supported
H2: There is a positive relationship between customer support and information transparency and customer satisfaction.	Not supported
H3: There is a positive relationship between navigation and interaction flow and customer satisfaction.	Supported
H4: There is a positive relationship between customer satisfaction and customer loyalty.	Supported
H5: There is a positive relationship between customer loyalty and repurchase intention.	Supported

Source: the table was compiled by the author using the research results.

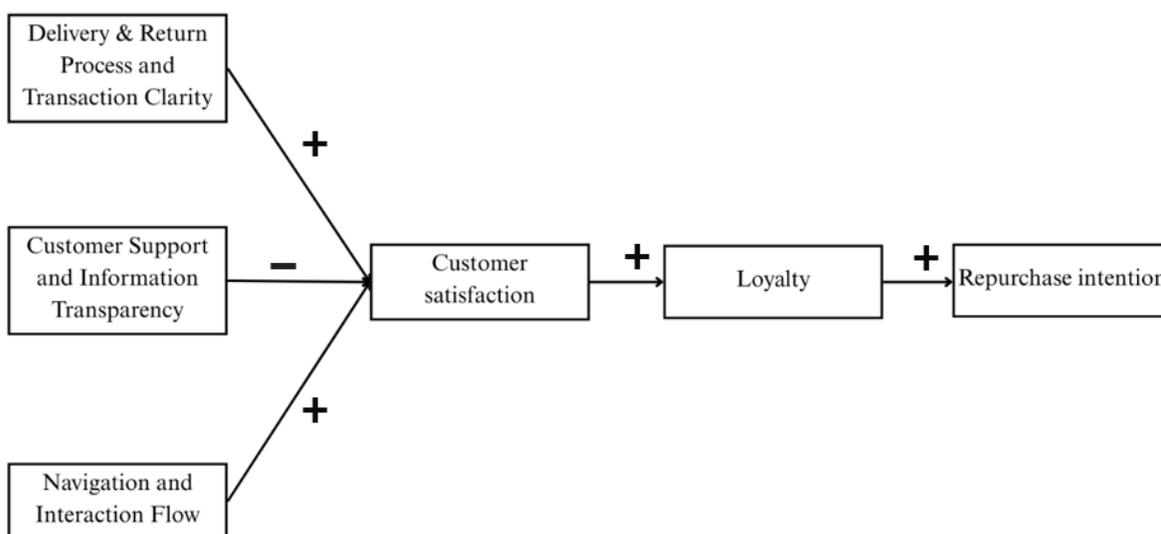
3.7 Explanation of research results

The goal of the study was to determine how post-purchase usability factors (delivery process transaction clarity, customer support, information transparency, navigation, and interaction flow) influence customer satisfaction, loyalty, and repurchase intention on e-commerce platforms. Additionally, the empirical research indicated a pattern in all hypotheses, which gave analyzable data on the interpretation of their experience of post-purchase online shopping by the Lithuanian consumers and how their perceptions influence their subsequent behavioral plans.

The empirical analysis was able to support four of five hypotheses. The results of the supported and rejected hypotheses are illustrated in **Figure 8** (a plus sign means support and a minus sign means rejection).

Figure 8

Final Validated Conceptual Model Based on Empirical Findings



Source: developed by the author.

First, as previously emphasized by research on delivery-return and transaction clarity (Javed & Wu, 2020; Öztürk & Dündar, 2020). H1 and H3 are supported, confirming that delivery/return clarity and seamless interaction flows significantly increase customer satisfaction.

Additionally, the importance of platform usability and smooth interaction flow in e-commerce sites in customer satisfaction has been emphasized in previous studies (Kussusanti et al., 2019; Panda, 2014). However, H2 was not supported based on the results of these analyses, indicating that customer support and transparency alone do not significantly affect satisfaction for consumers residing in Lithuania. This could be due to the fact that many

participants simply didn't feel the need to contact support, or the high effort involved in contacting them and the extended resolution times during communication.

In this study, H4 was also found to be a strong predictor of loyalty, which is in line with the literature to support satisfaction as a fundamental attitudinal and behavioral antecedent of loyalty (Guo et al., 2023; Manasi Shah, 2024). The strength of this relationship in the model presented in the study reiterated that satisfaction remains a central construct in customer behavior in online shopping and its crucial importance for digital platforms seeking long-term customer loyalty.

Regarding H5, Lova and Haryono (2023) and Pee (2018) has consistently shown that loyalty plays a key role in shaping repurchase behavior and the findings of this study also confirm a highly significant and positive effect of loyalty on repurchase intention. Accordingly, based on the results of the analysis, it can be clearly stated that increasing loyalty also positively influences repurchase behavior.

In the analysis phase of the study, a mediation analysis was conducted to examine the mediating role of loyalty in the relationship between satisfaction and repurchase (Guo et al., 2023). The results of this mediation test proved the model used in mediation of loyalty in the model. Because the direct effect ($b = 0.111$, $p < 0.001$) and the indirect effect through loyalty ($b = 0.341$, $p < 0.001$) were all significant. Therefore, the analysis shows that the effect of satisfaction on repurchase intention increases the effect indirectly with the mediating effect of loyalty. Altogether, the mediation outcomes show that both satisfaction and loyalty are significant determinants, working in united forces to cause repeat purchase behavior. Collectively, these analyses point to the post-purchase usability factors identified in the study as key determinants of consumer attitudes and consumer behaviors.

As supported by prior research on e-commerce usability and consumer expectations, Anchahua et al. (2018) and Kuo and Wu (2012) found that the Delivery and Return Process and the Interaction Flow turned out to be the best predictors of satisfaction as they clearly indicated that Lithuanian consumers are gives attention with the clarity of the working process and the usability of the platforms. In addition, the model progressing from satisfaction to loyalty and then to repurchase intention was validated by the analysis and further highlighted the importance of improving post-purchase customer experiences. These experiences can be used to build long-

term customer relationship, increase repurchase rates as well as aid the maintenance of brand value.

In summary, the study's results demonstrate a consistent chain of influence: post-purchase usability factors, satisfaction, loyalty, and repurchase intention. This established and validated chain highlights the strategic importance of improving and properly implementing post-purchase usability factors. Consequently, post-purchase processes and platform usability significantly enhance customer satisfaction and foster loyalty, increasing the likelihood of repeat purchases.

4. CONCLUSIONS, SUGGESTIONS AND PRACTICAL IMPLICATIONS OF THE STUDY BASED ON THE ANALYSIS OF RESEARCHED FACTORS

The primary objective of this study is to examine the impact of post-purchase usability factors on the satisfaction, loyalty perceptions, and repurchase behavior of e-commerce users living in Lithuania. More specifically, the author aims to assess whether the user factors presented in the study (delivery-return process and transaction clarity, customer support and information transparency, and navigation and interaction flow) significantly influence users' attitudes after completing an online transaction. Based on previous studies, it can be argued that the correct and seamless use of post-purchase usability elements on the platform plays a significant role in influencing customer satisfaction and post-purchase behavioral intentions (Manasi Shah, 2024; Nguyen et al., 2021).

The first part of the analysis examined the relationship between the delivery-return process and transaction clarity and between customer satisfaction (H1). The results of the analysis clearly demonstrate that the proper use of delivery and return processes and transaction clarity on the platform have a positive impact on user satisfaction by reducing the perception of uncertainty. This result, which achieved the highest satisfaction-influencing analysis results among other hypothesis analyses, demonstrates that expectations for efficient delivery, transparency and ease of post-purchase return policies, and clarity of information provided to users are key factors influencing satisfaction among Lithuanian users. This idea is supported by previous studies, as is the case with previous research (Cao et al., 2018; Holst, 2019; Manasi Shah, 2024). According to the survey results conducted by Manasi Shah (2024), the majority of

the participants stated that they use the e-commerce platform because it provides better service after purchase.

Moreover, Cao et al. (2018) stated in their study that post-purchase delivery and return tracking systems have a very important place in affecting customer satisfaction and especially the clarity of return services is a factor that determines users' repurchase intention. Additionally, considering that the majority of respondents living in Lithuania are in the young age range and typically shop online once every one to two months (see **Table 7**), it can be assumed that their online purchasing habits increase their sensitivity to the clarity of delivery procedures and transaction transparency (Guo et al., 2023). Furthermore, according to recent findings from ECDB (2025), consumers are increasingly relying on e-commerce platforms for clothing, electronics and daily necessities, further supporting the importance of operational efficiency and post-purchase clarity in shaping positive overall experiences.

This confirms that these demographic and behavioral characteristics explain why the delivery-return process and transaction clarity are particularly influential determinants of satisfaction in the context of this study.

In contrast, the second hypothesis (H2), that customer support and information transparency positively affect customer satisfaction, was not supported by the analysis results. This finding differs from previous studies on this topic, as it addresses the perceived risks of customer satisfaction and transparent information transfer on the platform (McLean & Wilson, 2016; Tran & Huynh, 2025). This may be because users don't need advanced interfaces or intuitive self-problem solving to ensure customer satisfaction on the platform. Additionally, the extra time spent on the platform may stem from online shopping user behavior, which tends to resolve their own issues on the platform rather than relying on unsatisfactory customer representatives or chatbots (Goyal & Deshwal, 2023). As a result, consumers living in Lithuania largely did not require assistance during their post-purchase shopping experience or did not find the necessary support and transparent information flow through the platform when needed and thus did not consider customer support and information transparency as central to their post-purchase evaluations. Therefore, this factor was found to be less influential in affecting satisfaction in this study.

In continuation of the study, the findings of Navigation and Interaction flow (H3) showed a strong and positive relationship with customer satisfaction. This suggests that cognitive user factors that reduce user effort have a significantly positive impact on satisfaction, as noted in studies by (Panwar et al., 2019; Sweller, 1994). Given that the participants in the study were predominantly younger, more familiar with the digital world, the fluid flow of interaction on the platform plays a significant role in shaping online shopping experiences.

Following the analysis of post-purchase user factors on customer satisfaction, the results demonstrated how customer satisfaction influences customer loyalty (H4) and were confirmed by the findings that it positively influences customer loyalty. Customer satisfaction, positively influenced by post-purchase usability factors, is the first driver of loyalty, reflecting a consistent pattern found in the literature where satisfaction serves as a primary determinant of repeat purchases and long-term attitudinal loyalty. As shown in a previous study by Guo et al. (2023) the relationship between user factors and customer satisfaction and loyalty was discussed. Previous studies in the literature support the notion that satisfaction is a key component in establishing loyalty (Guo et al., 2023; Mofokeng, 2021). The strength of this relationship, confirmed in the Lithuanian context, indicates that positive post-purchase experiences play a central role in the formation of emotional commitment and loyalty to the platform in the competitive e-commerce environment.

Similarly, the analysis between loyalty and repurchase intention (H5) confirmed a positive relationship and shows that loyal customers supported by satisfaction increase their repeat purchase actions due to the accumulation of trust, familiarity with the platform, and reduced perceived risk during the shopping experience with the correct use of post-purchase user factors mentioned in the study. In addition, the similar relationship revealed by previous studies in the literature Javed et al. (2020), Nguyen et al. (2021), Pee (2018) supports the fact that consistent and properly organized platform performance and post-purchase interaction paths are important components of customer retention. In addition to these direct effects, investigating whether loyalty mediates the effect of satisfaction on repurchase intention shows that loyalty strengthens the relationship by mediating the effect of customer satisfaction on repurchase, according to the mediation analysis. These findings align with established behavioral models in which satisfaction drives short-term behavioral intentions and loyalty reinforces long-term purchase intentions

(Bhaskar & Kumar, 2016). The existence of both a direct and an indirect pathway highlights the complex nature of post-purchase behavior and reinforces the interconnected roles of satisfaction and loyalty in determining repeat purchase outcomes.

Additionally, the study also tested the mediating role of loyalty between satisfaction and repurchase intention. Analysis of participant results revealed that loyalty served as a supportive mediator between satisfaction and repurchase intention (Jin & Xu, 2021; Oliver, 1999). Participants residing in Lithuania demonstrated that post-purchase satisfaction with usability factors, coupled with emotional attachment and repurchase motivations, created a loyal customer profile on the same platform. Loyalty, coupled with post-purchase satisfaction with usability factors, created a loyal customer profile on the same platform. Loyalty, coupled with post-purchase satisfaction with usability factors, transformed the impact of post-purchase satisfaction on repurchase into a more robust relationship model, fostering long-term user loyalty to the platform they were satisfied with and trusted in. Furthermore, as previously mentioned, trust, rather than being a separate variable in this study, serves as a mechanism supporting the relationship between satisfaction and loyalty. The mediating role of loyalty obtained from the results of the test is also supported by previous studies in the literature (Guo et al., 2023; Jin & Xu, 2021).

In conclusion, the findings of this study corroborate those of previous studies and contribute to the scientific literature by assessing the impact of post-purchase usability factors on user satisfaction, loyalty, and repeat purchase among Lithuanian respondents. This research lays the groundwork for future research and the development of additional findings to complement the study.

4.1 Limitations of the study and areas of future research

To begin with, the fact that the participants in the study were volunteers living in Lithuania may have limited the survey's ability to reach a wider target audience. In future research, information collected with the participation of other countries can be examined more comprehensively and comparatively. Moreover, this research did not cover the integrality of the post-purchase usability factors. Thus, further studies may consider other variables such as user-centric customization, service recovery quality, emotional UX factors, and quality of AI-based

assistance. Additionally, internet accessibility, knowledge, and skills may have varied between participants, therefore limiting data collection.

Using only a survey as a data collection tool could have also naturally limited the depth of information obtained. To obtain richer, more multidimensional data, future studies may consider using additional data collection methods such as interviews, user observations, usability testing, UX testing, think-aloud protocols, or aggregated data.

Furthermore, in this study, trust was not considered a separate variable but rather a mechanism supporting the relationship between customer satisfaction and loyalty. This created limitations, particularly when explaining the variables of customer support and transparent information. Future studies could further examine the impact of user support and transparent information delivery on trust-centered customer satisfaction.

The hypotheses regarding post-purchase customer service and information transparency's impact on user satisfaction were not supported by participants living in Lithuania. This suggests that more empirical justification is needed to understand their contribution to customer satisfaction. In particular, comparing AI-based chatbots to customer support provided by real people could significantly contribute to the literature. The impact of user factors on customer satisfaction in these contexts could be further investigated. Additionally, this study focused on the topic of e-commerce platforms; narrowing focusing on a specific brand could help gather more detailed, focused information.

Finally, future research should also consider additional demographic variables, such as age groups, gender differences, and the impact of different usability types on post-purchase satisfaction.

4.1.1 Managerial recommendations and strategic insights

The study examined six key dimensions of post-purchase usability, grouped under three headings. E-commerce platform managers and business owners should be aware that the factors with the strongest positive impact on customer satisfaction among Lithuanian consumers are clarity in the delivery-return process and transaction clarity. Consequently, platform managers and online e-commerce retailers should prioritize improving transparent and clear delivery

tracking, informing users clearly about return policies, and ensuring that operational information is communicated in a transparent and easily understandable manner.

Furthermore, other findings from the study indicate that navigation and interaction flow are crucial in positively impacting customer satisfaction. Therefore, business owners should develop seamless interfaces on the platform that are fluid and reduce user cognitive load. Businesses that invest in a clean and easy user journey will ensure that customers can manage post-purchase processes, such as order tracking, delivery verification, and information updates, with less effort, resulting in increased user satisfaction and a productive experience.

In contrast, customer support and information transparency did not significantly impact satisfaction in the Lithuanian context. However, managers should not completely ignore this aspect. The findings indicated that customer support channels did not sufficiently impact user satisfaction, and the availability of these channels on the platform appears to need improvement. Therefore, platforms should focus on strengthening their support departments and informing users with clearer and more transparent information channels.

Finally, the results highlight that customer satisfaction provides the foundation for loyalty, which significantly increases repeat purchase intentions. Therefore, retailers should view loyalty not only as a marketing objective but also as a strategic outcome of a well-designed post-purchase experience. Strengthening the emotional connection through strong and clear performance availability, consistent operational clarity, and trust-building mechanisms can encourage users to return to the platform in the long term.

It is hoped that the insights gained from this study will be helpful to e-commerce managers, platform designers, and retailers operating in Lithuania and similar digital markets, enabling them to apply these findings as a guide for strategic improvements and more effective post-purchase experience management. In this regard, the study will be an important guide for businesses seeking to increase satisfaction, loyalty, and repeat purchase rates.

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ANNEXES

Part 1

This annex presents the complete survey instrument used in the study, including all constructs, measurement items, and response scales.

Annex 1 Constructs, Measurement Items, and Sources

Construct	No. of Items	Scale	Source(s)
Delivery–Return Process & Transaction Clarity	5	7-point Likert	Cao et al. (2018); Javed & Wu (2020)
Customer Support & Information Transparency	4	7-point Likert	Flavián et al. (2006); Dong et al. (2024)
Navigation & Interaction Flow	4	7-point Likert	Hu et al. (2017); Pee et al. (2018)
Customer Satisfaction	4	7-point Likert	Bhattacharjee (2001); Oliver (1999)
Loyalty & Repurchase Intention	5	7-point Likert	Casaló et al. (2008); Boateng (2019)

Note. The constructs and items were adapted from previous validated studies focusing on usability, satisfaction, and loyalty within e-commerce environments.

Annex 2 Questionnaire

Section A

Dear respondent,

I am a Master's student at Vilnius University Business School conducting research titled "Usability Factors Influencing User Satisfaction on Digital Platforms: A Focus on Post-Purchase Experiences in E-Commerce."

This survey aims to explore how usability factors such as navigation, delivery and return processes, and customer support influence user satisfaction, loyalty, and repurchase intention among online shoppers currently living in Lithuania. Your responses will contribute to a better understanding of user experience in e-commerce and support further academic research.

Please answer the questions by selecting the options that best reflect your opinion. There are no right or wrong answers; each statement simply represents your personal perspective. The survey will take approximately 10 minutes to complete.

All responses will remain confidential and anonymous.

Thank you very much for your valuable participation!

Utku Bilgili

Master's Student, Digital Marketing

Vilnius University Business School

1. Would you feel confident answering questions in the survey in the English language?

- Yes
- No

2. Have you bought anything online in the last 6 months?

- Yes
- No

Now please think about your most recent online purchase. Focus only on what happened after you completed the purchase, such as delivery, returns, or customer support, and how these experiences affected your satisfaction and loyalty.

All statements in this survey use a 7-point scale, where 1 means “Strongly Disagree” and 7 means “Strongly Agree.” Please answer honestly based on your own post-purchase experience.

Section B: Delivery, Returns, and Customer Support Usability

1. Please answer these questions based only on your experience after completing your purchase, including delivery, returns, or contacting customer support.

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
It was easy to track my order's delivery status on the platform.							
It was easy to find how to contact customer support when I needed it (e.g., chat or contact form).							
If I needed assistance, the customer service responded quickly through the platform's channels.							
I felt confident about the security and accuracy of my transaction.							

Section C: Information Transparency and Transaction Clarity

2. Focus only on the post-purchase phase, such as how clearly and transparently the platform communicated order updates, return/refund policies, and transaction details.

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
I felt confident that the information provided about my order (status, estimated time) was honest and accurate.							
The platform's return and refund policy was transparent and easy to understand.							
Information provided after my purchase (e.g., delivery updates, refunds, or payment confirmations) was clear and detailed.							
The platform clearly communicated its policies regarding data privacy and security.							

Section D: Navigation and Interaction Flow

3. Consider how easy it was to navigate the website or app after purchasing, for example, when tracking orders, checking past purchases, or leaving feedback.

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
It was easy to find and access post-purchase sections like "My Orders" or "Returns."							
The platform's account management functions (e.g., order history) are logical and simple to use.							
I was able to track my previous orders without difficulty.							
The website layout and functions made it easy to provide feedback or ratings on my purchase.							

Section E: Customer Satisfaction

4. Think about how the post-purchase usability factors (e.g., delivery, returns, customer support, navigation) influenced your overall satisfaction with the platform.

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
Overall, I am satisfied with my experience on this e-commerce platform.							
The post-purchase experience met my expectations.							
Using this platform was a pleasant experience.							
I believe I made the right decision choosing this platform.							

Section F: Loyalty and Repurchase Intention

5. Consider how your after-purchase experience affected your loyalty and willingness to shop again on the same platform.

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
I would like to shop again on this e-commerce platform.							
I would recommend this platform to others.							
I intend to continue shopping on this platform in the future.							
I would choose this platform over others for similar products.							
I feel emotionally attached to this platform.							

Demographic questions:

Please select the option that best describes you.

1. Gender

- Male
- Female
- Other
- I prefer not to say

2. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

3. What is your highest level of education completed?

- High school or equivalent
- Bachelor's degree
- Master's degree
- Doctorate (PhD)
- Other

4. What is your current employment status?

- Full-time employed
- Part-time employed
- Student
- Self-employed
- Unemployed
- Retired

5. What is your monthly personal income?

- Less than €1,000
- €1,000–€1,499
- €1,500–€1,999

- €2,000 or more
- Prefer not to say

6. How often do you shop online?

- Several times a week
- Once a week
- Once or twice a month
- Once every 1–2 months
- A few times a year
- Rarely

Part 2

Annex 3 Tables and figures from JASP related to the reliability test

Descriptive Statistics

Descriptive Statistics

	Residence	Gender	AgeGroup	Education	EmploymentStatus	Income	OnlineShoppingFreq
Valid	287	283	286	286	287	287	287
Missing	0	4	1	1	0	0	0
Mode	Lithuania	Female	25	Bachelor's degree	Full-time employed	Less than €1,000	Once every 1–2 months
Mean							
Std. Deviation							
Minimum			18	Bachelor's degree		Less than €1,000	A few times a year
Maximum			55	Other		€2,000 or more	Several times a week

	H1	H2	H3	Satisfaction	Loyalty	Repurchase
Valid	287	287	287	287	287	287
Missing	0	0	0	0	0	0
Mean	19.71	15.63	21.21	20.77	15.03	10.03
Std. Deviation	5.481	5.950	5.856	5.897	4.445	2.974
Minimum	4.000	1.000	4.000	4.000	3.000	2.000
Maximum	28.00	25.00	28.00	28.00	21.00	14.00

Source: the table was compiled by author using the software JASP

Annex 4 H1: Delivery-Return Process and Transaction Clarity

Unidimensional Reliability

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.834	0.022	0.791	0.878

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q1	0.770	0.711	0.829
Q4	0.870	0.833	0.907
Q6	0.773	0.715	0.832
Q7	0.742	0.673	0.811

Source: the table was compiled by author using the software JASP

Annex 5 H2: Customer Support and Information Transparency

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.855	0.017	0.822	0.888

Note. Variables Q2 and Q3 correlated perfectly.

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q2	0.751	0.689	0.813
Q3	0.751	0.689	0.813
Q5	0.810	0.760	0.859
Q8	0.918	0.896	0.940

Source: the table was compiled by author using the software JASP

Annex 6 H3: Navigation and Interaction Flow

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.948	0.009	0.932	0.965

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q9	0.928	0.902	0.953
Q10	0.926	0.899	0.952
Q11	0.938	0.916	0.959
Q12	0.938	0.918	0.959

Source: the table was compiled by author using the software JASP

Annex 7 H4: Satisfaction

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.971	0.004	0.963	0.978

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q13	0.961	0.950	0.971
Q14	0.964	0.954	0.974
Q15	0.961	0.951	0.972
Q16	0.958	0.947	0.970

Source: the table was compiled by author using the software JASP

Annex 8 H5: Loyalty → Repurchase Intention

Unidimensional Reliability

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.958	0.006	0.946	0.970

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q18	0.943	0.926	0.959
Q19	0.943	0.926	0.960
Q21	0.952	0.939	0.965
Q17	0.948	0.933	0.964
Q20	0.953	0.939	0.968

Source: the table was compiled by author using the software JASP

Annex 9 Loyalty

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.935	0.011	0.913	0.957

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q18	0.904	0.866	0.941
Q19	0.884	0.836	0.931
Q21	0.928	0.905	0.952

Source: the table was compiled by author using the software JASP

Annex 10 Repurchase Intention

Frequentist Scale Reliability Statistics

Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
Coefficient α	0.849	0.023	0.805	0.894

Frequentist Individual Item Reliability Statistics

Item	Coefficient α (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
Q20			
Q17			

Note. Please enter at least 3 variables for the if item dropped statistics.

Source: the table was compiled by author using the software JASP

Annex 11 Pearson's Correlations

			Pearson's r	p
H1	-	H2	0.867	< .001
H1	-	H3	0.786	< .001
H1	-	Satisfaction	0.845	< .001
H1	-	Loyalty	0.820	< .001
H1	-	Repurchase	0.820	< .001
H2	-	H3	0.577	< .001
H2	-	Satisfaction	0.710	< .001
H2	-	Loyalty	0.705	< .001
H2	-	Repurchase	0.719	< .001
H3	-	Satisfaction	0.818	< .001
H3	-	Loyalty	0.750	< .001
H3	-	Repurchase	0.733	< .001
Satisfaction	-	Loyalty	0.904	< .001
Satisfaction	-	Repurchase	0.896	< .001
Loyalty	-	Repurchase	0.946	< .001

Source: the table was compiled by author using the software JASP

Annex 12 Regression model H1, H2, and H3 to satisfaction

Model Summary - H4

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p	Durbin-Watson		
									Autocorrelation	Statistic	p
M ₀	0.000	0.000	0.000	5.897	0.000	0	286		0.245	1.502	< .001
M ₁	0.882	0.778	0.776	2.793	0.778	3	283	< .001	-0.021	2.041	.762

Note. M₁ includes H1, H2, H3

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	7739	3	2579.664	330.7	< .001
	Residual	2208	283	7.802		
	Total	9947	286			

Note. M₁ includes H1, H2, H3

Note. The intercept model is omitted, as no meaningful information can be shown.

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
M ₀	(Intercept)	20.770	0.348		59.665	< .001		
M ₁	(Intercept)	1.099	0.659		1.667	.097		
	H1	0.466	0.085	0.433	5.486	< .001	0.126	7.938
	H2	0.087	0.059	0.088	1.474	.141	0.220	4.553
	H3	0.430	0.048	0.427	8.882	< .001	0.339	2.951

Source: the table was compiled by author using the software JASP

Annex 13 Regression model Satisfaction to Loyalty

Linear Regression

Model Summary - Loyalty

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p	Durbin-Watson		
									Autocorrelation	Statistic	p
M ₀	0.000	0.000	0.000	4.445	0.000	0	286		0.271	1.446	< .001
M ₁	0.904	0.818	0.817	1.901	0.818	1	285	< .001	-0.061	2.115	.336

Note. M₁ includes Satisfaction

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	4622	1	4621.824	1279	< .001
	Residual	1030	285	3.613		
	Total	5652	286			

Note. M₁ includes Satisfaction

Note. The intercept model is omitted, as no meaningful information can be shown.

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	95% CI		Collinearity Statistics	
							Lower	Upper	Tolerance	VIF
M ₀	(Intercept)	15.035	0.262		57.297	< .001	14.518	15.551		
M ₁	(Intercept)	0.877	0.411		2.131	.034	0.067	1.687		
	Satisfaction	0.682	0.019	0.904	35.764	< .001	0.644	0.719	1.000	1.000

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Intercept)	Satisfaction
M ₁	1	1.962	1.000	0.019	0.019
	2	0.038	7.195	0.981	0.981

Note. The intercept model is omitted, as no meaningful information can be shown.

Influential Cases

Case Number	Std. Residual	Loyalty	Predicted Value	Residual	Cook's Distance	Leverage	Mahalanobis

Note. No influential cases found.

Source: the table was compiled by author using the software JASP

Annex 14 Loyalty to Repurchase Intention—Linear Regression

Model Summary - Repurchase

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p	Durbin-Watson		
									Autocorrelation	Statistic	p
M ₀	0.000	0.000	0.000	2.974	0.000	0	286		0.306	1.375	< .001
M ₁	0.946	0.895	0.895	0.964	0.895	1	285	< .001	0.090	1.819	.120

Note. M₁ includes Loyalty

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	2264.8	1	2264.752	2437	< .001
	Residual	264.9	285	0.929		
	Total	2529.7	286			

Note. M₁ includes Loyalty

Note. The intercept model is omitted, as no meaningful information can be shown.

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	95% CI		Collinearity Statistics	
							Lower	Upper	Tolerance	VIF
M ₀	(Intercept)	10.035	0.176		57.162	< .001	9.689	10.380		
M ₁	(Intercept)	0.517	0.201		2.574	.011	0.122	0.913		
	Loyalty	0.633	0.013	0.946	49.362	< .001	0.608	0.658	1.000	1.000

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Intercept)	Loyalty
M ₁	1	1.959	1.000	0.02	0.02
	2	0.041	6.921	0.98	0.98

Note. The intercept model is omitted, as no meaningful information can be shown.

Influential Cases

Case Number	Std. Residual	Repurchase	Predicted Value	Residual	Cook's Distance	Leverage	Mahalanobis
.

Note. No influential cases found.

Source: the table was compiled by author using the software JASP

Annex 15 Mediation Analysis

Parameter estimates

Direct effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
H4 → Repurchase	0.111	0.024	4.711	< .001	0.069	0.161

Note. Estimator is ML. Not all bootstrap samples were successful: CI based on 4998 samples.

Indirect effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
H4 → Loyalty → Repurchase	0.341	0.022	15.69	< .001	0.298	0.384

Note. Estimator is ML. Not all bootstrap samples were successful: CI based on 4998 samples.

Total effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
H4 → Repurchase	0.452	0.013	34.14	< .001	0.428	0.473

Note. Estimator is ML. Not all bootstrap samples were successful: CI based on 4998 samples.

Path coefficients

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
Loyalty → Repurchase	0.500	0.031	16.171	< .001	0.437	0.557
H4 → Repurchase	0.111	0.024	4.711	< .001	0.069	0.161
H4 → Loyalty	0.682	0.016	42.810	< .001	0.648	0.710

Note. Estimator is ML. Not all bootstrap samples were successful: CI based on 4998 samples.

Source: the table was compiled by author using the software JASP