

## THE INFLUENCING FACTORS OF CHINESE COLLEGE STUDENTS' ONLINE SHOPPING PURCHASE INTENTION

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### ABSTRACT

Over the past two decades, China's economy has expanded at a rapid rate, leading to the advancement of Internet networks and improvements in infrastructure. This expansion is an immediate consequence of China's economic development. E-commerce has consequently emerged, and the prevalence of online shopping is growing. Indeed, it is starting to supplant conventional brick-and-mortar purchasing. The expansion of online purchasing collectives in China is primarily propelled by affluent young consumers. This growth is being facilitated by the expansion of e-commerce platforms. College students, in their capacity as consumers of consumer goods and services, play a particularly significant role. The objective of this research endeavor is to investigate the determinants that impact the online purchasing behavior of college students. The investigation will employ quantitative research methodologies, such as the utilization of questionnaires to gather data. Utilizing a statistical application like SPSS or Amos, the gathered data will be analyzed. The nature of the relationship between perceived product quality, logistics, customer service, customer satisfaction, and consumer propensity to purchase will also be investigated in this study.

### INTRODUCTION

The Internet has become an increasingly important marketing tool in recent years, greatly influencing how firms decide to engage with their customers. The Internet offers an expansive platform for both local and worldwide brands to broaden their markets and connect with a larger client base compared to previous times (Setiawan, Raisal & Rajest, 2020). Businesses and their brands are increasingly utilizing social media marketing as a powerful and influential instrument for marketing and communication (Fraccastoro, Gabriellson & Pullins, 2021). To address the increasing Internet usage and e-commerce activity, it is crucial to determine the elements that impact people's intents to make online retail purchases. This is particularly significant as the e-commerce industry is predominantly moving towards online retail purchasing (Khan, 2017). Consumers are increasingly adopting the Internet and dedicating more time to information retrieval, which has significantly impacted their purchasing intentions (Song, Sia & Gopal,

2021). The online store offers a highly convenient service, eliminating the need for clients to physically visit the store in order to view and purchase desired items. Thanks to the widespread use of computers, laptops, and other internet-connected devices, individuals now have the ability to make prompt purchasing decisions through efficient and straightforward transactions (Dapas, Sitorus, Purwanto & Ihalauw, 2019). Many individuals who engage in online transactions exercise great caution due to the heightened uncertainty associated with online transactions compared to traditional methods. This is mostly because consumers lack direct control over the conduct of the suppliers. The primary factor hindering customers from participating in online transactions is a lack of confidence in online businesses (Rahayu, Saparudin & Hurriyati, 2020). Market researcher e-Marketer predicts that the global number of Internet users will reach 3.6 billion in 2018, with each person going online at least once a month. Based on the data, the anticipated number of individuals using the Internet from 2013 to 2018 is rated in the following order: The countries included in the list are China, the United States, India, Brazil, Japan, and Indonesia. The emergence of e-commerce in China was not observed until the early 2000s. However, there has been a significant increase in the number of Internet users in China during the previous three decades (China Internet Network Information Center, 2019). In December 2018, China had a total of 829 million internet users, with 56.53 million new users, representing a 3.8% increase compared to the previous year. The internet penetration rate in China reached 59.6% (China Internet Network Information Center, 2019). According to data from the Ministry of Commerce, PRC (2018), China's yearly online retail sales in 2018 amounted to 9.01 trillion yuan (US \$1.31 trillion), representing a 23.9% growth compared to 2017. Specifically, online retail sales of tangible items reached 7.02 trillion yuan (\$1.02 trillion). China has experienced a growing level of integration with global economies since the 1980s, leading to a significant increase in commercial trade. Similarly, China's e-commerce trade has experienced significant growth in recent years, accompanied by the implementation of different laws aimed at fostering the expansion of cross-border e-commerce companies (Li, 2021). Due to the proliferation of the Internet and the exponential growth in mobile phone usage, online shopping has become increasingly convenient. The majority of Chinese individuals are aware that the origin of online shopping can be traced back to the Taobao application. Taobao has significantly contributed to the advancement of online shopping in China (Zhou, 2022). The emergence and growth of online retailers on Taobao have been driven by the evolving and expanding requirements of customers. Various consumer goods, including clothing, cosmetics, and other unconventional products, are available for purchase on Taobao throughout time (Yuning & Rongjin, 2022). Over the past twelve years, e-commerce has experienced rapid growth due to its comparative ease of transaction, cheaper costs, and several advantages when compared to other forms of shopping (Al Tamer, 2021). Online shopping offers the advantages of increased speed, a wider range of options, and the ability to purchase a variety of products or services at reduced costs. The citation for this source is Pham, Tran, and Misra (2018). Consumers recognize the necessity of purchasing certain things. Consumers frequently engage in online shopping, conducting thorough research and exploring several options before making a purchase, ultimately selecting

the price that best aligns with their requirements (Rahman, Islam, Esha, Sultana & Chakravorty, 2018). Due to the divided growth of the e-commerce sector, online shopping offers cost savings for customers, offers a wide range of product information, adapts to changing consumer demands, and reduces client acquisition costs for some merchants. The growth of China's e-commerce business is propelled by both the availability of goods and the desire of consumers to purchase them (Rungsrisawat, Sriyakul & Jernsittiparsert, 2019). The progress in information technology has resulted in various inventive endeavors in the economy, particularly in the conventional and online commerce of goods and services. Nevertheless, the ease of online shopping has contributed to a rise in the number of Internet users (Widagdo & Roz, 2021). Browsing is a type of hedonic-motivated interaction behavior in online shopping that can result in impulse buying. Impulse buying refers to making unplanned purchases without contemplating the benefits of the things acquired (Kim, 2019). Online shopping is a component of e-commerce that enables users to buy goods or services directly from merchants through the Internet. Online shopping enables consumers to make purchases more efficiently, offering a wider range of options and a convenient ordering process, while also allowing for price comparison to ensure the lowest costs (Nasution, Rossanty, Ariffin & Zaini, 2019).

When purchasing a thing online, your overall pleasure is influenced by more than just the product itself. Factors such as payment methods, the reputation of the merchant, and the level of satisfaction with the delivery also play a significant role. Hence, online buying presents both benefits and drawbacks for college students (Xu 2021). College students, being highly receptive to the Internet, readily embrace online purchasing and have the potential to become future users in the shopping market (Wu & Yu, 2020). Nevertheless, new data from the Consumer Association indicates that internet shopping has emerged as a prominent area for complaints, experiencing rapid growth. The proliferation of online fraud has led to a constant influx of cases. While not all goods available online are inexpensive, merchants have also resorted to unethical practices in response to negative reviews. Additionally, the prevalence of subpar service quality has compelled customers to adjust in their offline transactions (Cui, Peng & Zheng, 2022). The prevalence of counterfeit and substandard merchandise raises doubts among consumers regarding the quality of online purchases (Quach & Thaichon, 2018). Ensuring the quality of after-sales service in online shopping is challenging. Occasionally, there may be instances of after-sales service paralysis. The inadequate regulations governing internet buying have become an obstacle that prevents consumers from making refunds (Kerievsky 2023). Chinese college students encounter several issues when it comes to online consumption: 1) The consumer's purpose is unclear, and they mindlessly follow the trend; 2) They have a limited understanding of information security and lack the ability to avoid it; 3) They have a deficiency in their ability to analyze and differentiate the quality of goods (Lv 2022). Currently, internet purchasing faces numerous issues, one of which is the lack of complete assurance regarding product quality. Assessing the quality of a product while shopping online can be challenging, as it relies solely on the visual representation provided on the website (Yu, Hudders & Cauberghe,

2018). Hence, the perceived quality of items is directly linked to the buy intention of college students, and the quality of products will impact customers' purchasing behavior. Logistics is the crucial component of online shopping. The growth of the logistics and transportation sector hampers the expansion of the online retail industry. The logistics business in China is experiencing significant growth. However, during the transportation process, there are frequent occurrences of issues such as product damage and loss of shipments (Paul, Asian, Goh & Torabi, 2019). Customer service is a key determinant of client happiness (Shokouhyar, Shokoohyar & Safari, 2020). Currently, some merchants in China disregard customer service, exhibit sluggish responsiveness towards consumers, and provide incorrect answers to inquiries. The development of e-commerce is hindered by consumers' reluctance to make purchases due to different issues encountered during online purchasing. Hence, it is imperative to have a comprehensive comprehension of purchasing intentions to optimize the utilization of e-commerce, with a particular focus on knowing customers' perspectives on C2C e-commerce (Dachyar & Banjarnahor 2017). The primary obstacle of internet buying is ensuring and upholding client satisfaction. An essential determinant of success in a competitive electronic world is a service-oriented strategy. Companies are required to offer clients an exceptional service experience in order to encourage repeat purchases and foster customer loyalty (Duarte, Silva & Ferreira, 2018). The progress of internet buying is nevertheless impeded by the absence of trust and concerns regarding protection (Aziz & Wahid, 2018). The findings of this study indicate that several characteristics, including consumers' income level, education level, age, gender, service quality, safety index, and prices of cross-border e-commerce platforms, have an impact on consumers' frequency of cross-border consumption (Lu, Wu, T. J, Hu & Chang, 2021). The objective of this study is to investigate the correlation between the level of perceived quality and customer satisfaction in connection to their desire to make a purchase.

## LITERATURE REVIEW

Product quality encompasses the combined attributes and qualities of a product that fulfill both the stated and potential requirements. Every product is produced with the intention of satisfying the requirements of its users. Product quality, regardless of its complexity, should be defined by its specific qualities or attributes (Stampa, Schipmann-Schwarze & Hamm, 2020). The quality characteristics of a product depend on its specific attributes, and the performance of the product is measured by various parameters and indicators. These quality characteristics can be broadly categorized into six aspects: performance, durability, reliability and maintainability, safety, adaptability, and economy (Balbinot-Alfaro, Craveiro, Lima, Costa, Lopes & Prentice, 2019). Product Quality encompasses the comprehensive and systematic disclosure of essential information throughout the entire product lifecycle, including planning, design, manufacturing, testing, measurement, transportation, storage, sales, after-sales service, and ecological recycling. This adherence to specific standards is within the realm of commodity economy (Feng, Zhang & Zhang, 2023). Product quality is the measure of how well a product can fulfill the requirements of users when it is used, indicating its suitability. This definition encompasses two distinct

dimensions of meaning, namely use prerequisites and fulfillment (Xu, Zhu, Metawa & Zhou, 2022).

Product quality is achieved through production, not only determined by testing. To ensure product quality, it is essential to strictly adhere to the manufacturing process and operating instructions in all parts of the production process (Mertha & Mahfud, 2022). Munggaran and Danial (2020) argue that quality refers to the comprehensive attributes and features of a product or service, as well as its capacity to fulfill both explicit and implicit requirements. The phrase "requirements" refers to the specifications mentioned in the contract and the initial standards that need to be established. As per the notion proposed by Nafiah and Trihudiyatmanto (2021), product quality refers to the ever-changing circumstances associated with products, services, individuals, procedures, and the surroundings, which either meet or surpass expectations. As to Kotler and Keller (2019), a product refers to a tangible item, while a service refers to an intangible offering. In essence, both are manufactured or produced to fulfill the requirements and wishes of consumers. In addition, Kotler emphasizes that the quality of a product is directly linked to its functional capacity to provide advantages to the user. Product quality often encompasses the durability (reliability), usability (resulting in effectiveness), upgradability (allowing for cost reduction), and other attributes that offer advantages. According to Zeithaml (1988), perceived quality is the assessment made by consumers regarding the overall performance or superiority of a product, rather than its actual quality. Consumers evaluate the quality of a product based on certain informational cues, which in turn shape their views about the product. Information hints encompass both the visible and internal qualities that are linked to the product. External attributes encompass factors such as the reputation of the firm, the image of the brand, and the price of the goods. Intrinsic attributes, on the other hand, pertain to the tangible qualities of the product, including its characteristics, specifications, design, size, form, materials, and perceived durability. Brand equity encompasses the dimension of perceived excellence, as stated by Aaker (1991). The perception of product quality is a crucial concern for both manufacturers and marketers since it can offer possibilities for distinction. Product quality refers to the consumer's assessment of a product's superiority or perfection. The cue usage theory highlights the importance of both exterior and internal cues in enabling customers to make inferences about product quality (Collins-Dodd and Lindley, 2003). Intrinsic cues refer to the characteristics of a product that are not inherent to its physical properties, such as price, brand name, and packaging. On the other hand, extrinsic cues are the properties of a product, such as ingredients, that cannot be altered without changing the physical nature of the product itself (Richardson et al., 1994). Perceived quality refers to the subjective judgment of a product by the consumer, rather than its real quality. Understanding the significance of perceived quality is crucial for gaining a competitive edge (Cham, Lim & Cheng, 2018). To ascertain the influence of perceived product quality on customer happiness, certain studies have endeavored to examine the correlations between these factors. Perceived quality and satisfaction are closely connected concepts, as indicated by various studies (Churchill and Surprenant, 1982; Anderson and Sullivan, 1993; Bitner and Hubbert, 1994). Numerous studies

have demonstrated that quality has a significant impact on customer satisfaction in specific transactions (Gottlieb et al., 1994; Matzler et al., 1996; Dabholkar et al., 2000; Olson, 2002; Tsiotsou, 2006). Consequently, this line of research has led to the emergence of the "quality leads to satisfaction" paradigm. These researchers suggest that quality is a complex and multifaceted construct. When assessing quality, customers consider all product attributes that influence their level of pleasure. In their study, Sohn & Kim (2020) determined that the perception of product value is shaped by evaluating both product quality and price. The factors that influence cumulative client satisfaction are the perceived quality and perceived pricing. The customer's pleasure with a certain product can be influenced by the perceived value of the product, which is determined by its quality. In their study, Vakulenko & Hjort (2019) aimed to investigate the correlation between online customer satisfaction and factors such as product quality, brand, and shopping experience. Prior studies on e-commerce have demonstrated a correlation between customer happiness and factors such as product quality, company reputation, and the whole shopping experience. The survey findings validate that product quality, brand reputation, and prior shopping encounters significantly influence customer satisfaction among online shoppers in Malaysia. A study was conducted to examine the relationship between perceived product quality and customer satisfaction, considering factors such as price, brand quality, and perceived value. The results of the study confirmed that perceived product quality has a positive influence on customer happiness (Uzir, Al Halbusi, Thurasamy & Hamid, 2021). Currently, numerous firms have formulated their strategies based on customer-centric quality to generate customer satisfaction and value through constantly and lucratively fulfilling consumer requirements and preferences. Ali, Saleh, and Anwar (2021) highlight the significant correlation between product and service quality, customer happiness, and firm profitability. By conducting analysis and reviewing literature, we can identify the following areas where further research is needed. Prior research has extensively examined the buying intention of online shopping. While numerous research has verified the variables that impact the intention to make online shopping purchases, there has been less focus on the mediating function of customer satisfaction in relation to these influencing elements and purchase intention. Thus, it is imperative for researchers to thoroughly analyze and substantiate the research on consumer satisfaction. Furthermore, there has been a lack of research conducted by foreign scholars in the field of customer service in recent years. The majority of studies on customer service have primarily concentrated on intelligent and automated customer service. This study aims to highlight the importance of customer service in influencing purchase intention. Simultaneously, I aim to garner the interest of businesses towards customer service. This paper examines the influence of logistics services on customer satisfaction and uses customer satisfaction as a mediator to illustrate purchase intention, which is the novel aspect of this study.

### Theory of Planned Behavior(TPB)

The theory of planned conduct was formulated by Icek and Ajzen in 1988 and 1991. The proposed successor to the Theory of Reasoned Action (TRA), initially introduced by Ajzen and

Fishbein in 1975 and 1980, is based on Ajzen's research findings that human conduct is not entirely voluntary, but rather influenced by external factors. He enhanced the scope of TRA by introducing the novel notion of self-perceived Behavior Control, which evolved into a new research paradigm in behavioral theory known as the Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) provides insights into the process by which individuals modify their behavioral habits. The TPB posits that human conduct is a consequence of a meticulously devised strategy. The theory of planned behavior (TPB) consists of three fundamental components: attitude, subjective norm, and perceived behavior control. These components collectively influence an individual's intention to engage in a certain behavior. One of TPB's core principles is that behavioral purpose is the primary factor that influences human social behavior. Ajzen proposes including perceptual behavioral control into the Theory of Planned Behavior (Hockerts, 2017). Perceptual behavioral control is not a fundamental component of the Theory of Reasoned Action (TRA). The Theory of Planned Behavior (TPB) has been utilized to examine the correlation between beliefs, attitudes, behavioral intentions, and behaviors across several domains of human activity. The categories encompass consumer behavior, household financial management, and sustainability (Kashif, Zarkada & Ramayah, 2018).

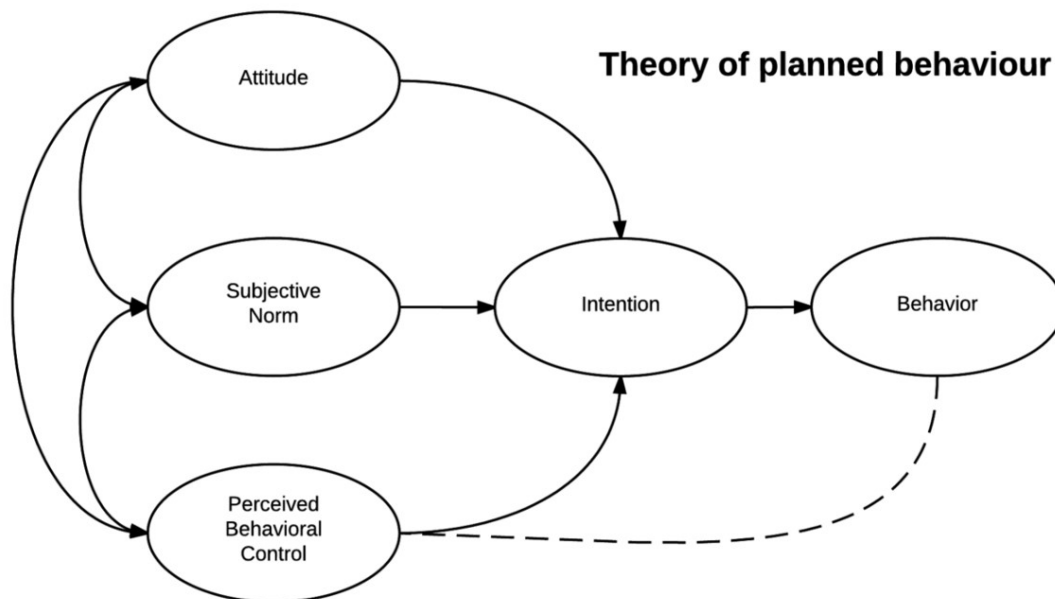


Figure 1 Theory of Planned Behaviour (Ajzen, 1991)

### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA), often known as "rational action theory", was introduced by American academicians Fishbein and Ajzen in 1975. Its primary purpose is to examine the conscious impact of attitudes on individual behaviors. The emphasis of this study is the cognitive information that influences the formation of attitudes. The underlying premise is that individuals

are reasonable and will carefully evaluate the significance and outcomes of their actions by integrating diverse knowledge prior to engaging in a certain behavior. According to this theory, an individual's behavior can be properly deduced from their behavioral intentions to some degree. These intentions are influenced by their attitude towards the activity and subjective criteria (Guo, Susilo, Antoniou & Pernestål, 2022). Behavioral intention is a metric that gauges an individual's inclination to participate in a specific behavior. Attitude, on the other hand, refers to a person's favorable or unfavorable emotions towards engaging in a particular behavior. This sentiment is influenced by the primary belief in the outcome of the behavior and the assessment of the significance of that outcome (Aschwanden, Strickhouser, Sesker, Lee & Sutin, 2021). Subjective norms, also known as subjective social norms, pertain to the extent to which individuals perceive that influential people in their lives desire them to adopt the new system. These norms are influenced by the level of trust an individual places in others' opinions and their motivation to conform to those opinions (Al Kurdi, Alshurideh & Salloum, 2021).

**RESEARCH METHODOLOGY**

The figure below shows how the three independent variables are associated with customer satisfaction and purchase intention.

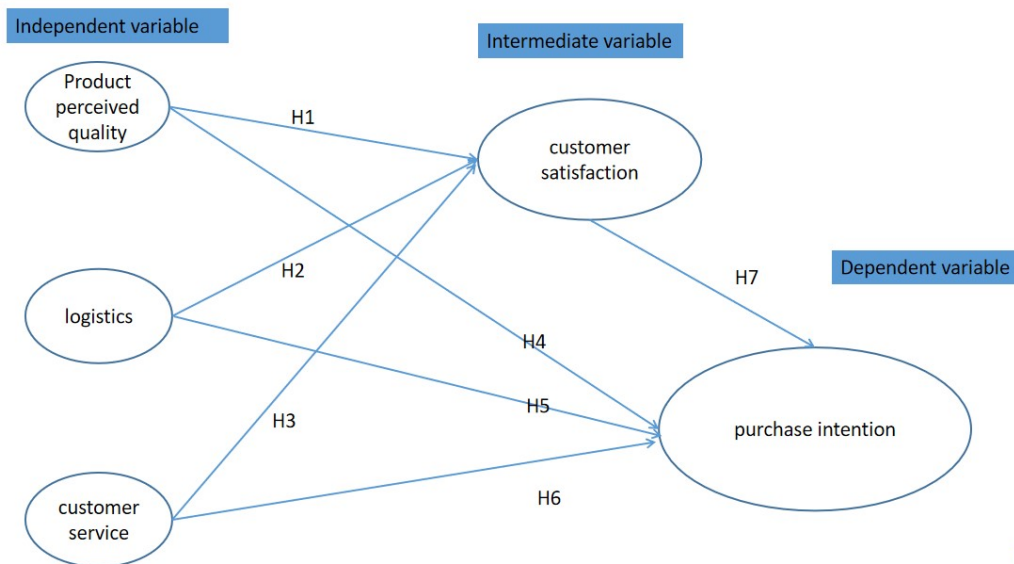


Figure 2 Conceptual framework

The independent variables in this study include perceived product quality, logistics, and customer service. The intermediary variable is customer satisfaction, and the dependent variable is buying intention. Perceived product quality refers to the value that consumers perceive from product images, information, and evaluations offered by online sellers. When consumers sense that they are getting a good value for their money, they will feel content and be more likely to intend to make a purchase. logistical plays a crucial role in ensuring timely and accurate delivery of items to clients, as well as providing quick access to logistical information for customers. The



likelihood of customers having buy intents is heavily contingent on the ability of logistics to meet customer satisfaction. Customer service serves as a medium via which clients can acquire information regarding products. Customers can obtain product information by contacting customer service when they have inquiries about products. The level of customer satisfaction is mostly influenced by the quality of customer service. The research utilized a quantitative approach to develop a questionnaire on the factors that influence online purchasing among college students. This was achieved by consulting questionnaires from relevant literature sources. The data was gathered using a five-point Likert scale, consisting of five distinct levels of decision ranging from "strongly disagree" to "strongly agree". SPSS and AMOS were utilized to perform a range of analyses on the questionnaire data, in addition to testing the research hypothesis. These analyses involved quantitative comparisons to determine the relationship between product perceived quality, logistics, customer service, customer satisfaction, and purchase intention. The study population comprises all the students enrolled in six universities located in Guangzhou. There are approximately 231,110 pupils who have had at least one shopping experience. The research uses the stratified random sampling approach for sampling. This survey includes college students from all universities in Guangzhou who have had at least one online purchasing experience in the quantitative component. Prior to data collection, students were recruited to engage in the questionnaire survey using several means, including contacting teachers or staff at each school, requesting teachers to send emails to students, and sending group notifications on WeChat. Guangzhou boasts a total of 8 universities, all of which fulfill the necessary criteria. Due to the challenges associated with collecting sample data, Guangzhou University and Guangzhou Medical University are facing difficulties in contacting their workers to assist with questionnaire collection. Consequently, the researchers selected six of them to serve as the sample framework.

## FINDING

### *Demographic characteristic*

Majority of the respondent are male with the score 68.6% followed by female with the score 31.4%. for age, majority of the respondent come the range 50-60 years old with the score 39.1% followed by the age range from 40-50 years old with the score 30.5%, 61 years old and above with the score 15.2%, 30-40 years old with the score 13.3% and finally 20-30 years old with the score 1.9%. for educational background, majority of the respondent ear master's degree with the score 48.6%, bachelor's degree with the score 42.9%, PhD with the score 7.6% and vocational college with the score 1.9%.

**Table 1; Cronbach's Alpha, Composite Reliability and Average Variance Extracted**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Product Perceived Quality	0.847	0.850	0.860	0.626
Logistics	0.857	0.858	0.867	0.652
Customer Service	0.839	0.845	0.853	0.602
Customer Satisfaction	0.863	0.863	0.871	0.670
Purchase Intention	0.757	0.858	0.866	0.752

**Table 2 ; Discriminative validity**

	BCR	IR	IRR	MP	REIT
<b>PPG</b>	0.809				
<b>L</b>	0.893	0.823			
<b>CS</b>	0.879	0.944	0.833		
<b>CSF</b>	0.843	0.924	0.903	0.832	
<b>PI</b>	0.962	0.869	0.904	0.832	0.723

**Table 3; HTMT**

	BCR	IR	IRR	MP	REIT
<b>PPG</b>					
<b>L</b>	0.839				
<b>CS</b>	0.820	0.872			
<b>CSF</b>	0.881	0.761	0.836		
<b>PI</b>	0.710	0.807	0.743	0.864	

Reliability refers to the extent to which measurement tools demonstrate consistency. The measuring indicators encompass the reliability of individual items and the internal coherence, as specified by Hair et al. (1998). Factor loading is utilized to evaluate the reliability of individual components. Latent variable composition reliability (CR) and Cronbach's alpha are utilized for evaluating the internal consistency. The minimum recommended value should be greater than 0.7. Validity refers to the degree of accuracy of the scale instrument, and the measurement indicators consist of convergent validity and discriminant validity. Convergent validity is mostly used to evaluate the correlation between items that belong to the same dimension and determine

the average variance extraction (AVE). The recommended threshold should be more than 0.5, as indicated by Bagozzi and Yi (1988). Discriminant validity is a statistical measure used to evaluate the relationship between items that possess distinct properties. The evaluation is performed by computing the square root of the average variance extracted (AVE). If the square root of the diagonal AVE is greater than the correlation coefficient of either the horizontal or vertical column, it suggests discriminative validity (Fornell & Larcker, 1981). The Cronbach's alpha and Composite reliability values for all dimensions above 0.7, indicating robust reliability and internal consistency. The values range from 0.839 to 0.757 and from 0.860 to 0.871, as seen in Table 1. The average extracted variance (AVE) for each dimension is greater than 0.5, indicating a high level of convergent validity ranging from 0.626 to 0.752. Table 2 shows that the square root of the diagonal AVE is greater than the other correlation coefficient values in the matrix, which range from 0.723 to 0.833, as observed in Table 2. Table 3 shows that all values, as determined by heterotrait–monotrait analysis, are less than 0.9. The data shown in Table 3 (Henseler, Ringle & Sarstedt, 2015) indicate a high level of discriminant validity, with values ranging from 0.839 to 0.872.

**Table 4; Direct relationship**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/STDEV)</b>	<b>P Values</b>
Product Perceived Quality -> Customer Satisfaction	-0.454	-0.443	0.099	4.569	<b>0.000</b>
Logistics -> Customer Satisfaction	0.747	0.728	0.081	9.209	<b>0.000</b>
Customer Service -> Customer Satisfaction	0.693	0.702	0.076	9.164	<b>0.000</b>
Customer Satisfaction -> Purchase Intention	0.860	0.860	0.016	53.929	<b>0.000</b>

Hypothesis 1 proposed that there is a significant association between the perceived quality of the product and customer satisfaction. The results shown in Table 4 indicate a strong correlation with a score of ( $\beta = -0.454$ ,  $t = 4.569$ ,  $p < 0.05$ ). In addition, hypotheses 2 and 3 demonstrate a significant association between the perceived quality of the product and customer satisfaction with purchase intention, as evidenced by the scores ( $\beta = 0.747$ ,  $t = 0.209$ ,  $p < 0.05$ ) and ( $\beta = 0.693$ ,  $t = 9.164$ ,  $p > 0.05$ ). Hypothesis 4 establishes a robust and statistically significant correlation between Customer Satisfaction and Purchase Intention, as evidenced by the score ( $\beta = 0.860$ ,  $t = 53.929$ ,  $p < 0.05$ ).

**Table 5; Indirect relationship**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Product Perceived Quality -> Customer Satisfaction -> Purchase Intention	-0.391	-0.381	0.087	4.503	<b>0.000</b>
Logistics -> Customer Satisfaction -> Purchase Intention	0.643	0.626	0.075	8.612	<b>0.000</b>
Customer Service -> Customer Satisfaction -> Purchase Intention	0.597	0.603	0.064	9.335	<b>0.000</b>

Hypothesis 5 shows that Customer Satisfaction plays a substantial role in mediating the relationship between Product Perceived Quality and Purchase Intention. The beta coefficient ( $\beta$ ) is -0.391, the t-value is 4.503, and the p-value is less than 0.05. Hypothesis 6 demonstrates a noteworthy mediating impact of Customer Satisfaction on the correlation between Logistics and Purchase Intention ( $\beta = 0.643$ ,  $t = 8.612$ ,  $p < 0.05$ ). Furthermore, Customer Satisfaction serves as a crucial intermediary factor in the connection between Customer Service and Purchase Intention.

**Table 6; R square**

	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Satisfaction	0.740	0.740
Purchase Intention	0.934	0.933

The coefficient of determination, often known as R square, can indicate the extent of variability between two variables when a linear relationship is assumed (Sanchez, 2012). (Sanchez, 2012). Table 6 presents the R<sup>2</sup> and goodness of fit scores. Table 4 shows that the R<sup>2</sup> value for Customer Satisfaction is 0.740, indicating that 74% of Purchase Intention can be accounted for by Product Perceived Quality, Logistics, and Customer Service, with Customer Satisfaction acting as a mediating variable. The Purchase Intention of the team may be attributed to Product Perceived Quality, Logistics, and Customer Service, accounting for 0.933 or 93.3% of the total.

## Discussion.

Previously, numerous researchers have examined customer happiness in the context of online buying. One such study conducted by Rajendran, Wahab, Ling, and Yun (2018) investigated the influence of delivery service and customer service on customer satisfaction in the field of e-commerce. Research enables online merchants to develop strategies for enhancing customer service, particularly from a logistics standpoint, hence enhancing consumer happiness. In a study conducted by Joudeh & Dandis (2018), a questionnaire survey was used to examine the impact of service quality on customer loyalty, with a focus on the mediating effect of customer satisfaction. The findings indicate that the quality of network services has a favorable impact on customer satisfaction. High service quality can result in client happiness. The study additionally proposes that enhancing the knowledge and understanding of service quality is the most effective approach to enhance customer happiness. Juwaini, Hutagalung, Pramono, and Purwanto (2022) conducted a study to assess the influence of e-service quality on customer satisfaction. The findings from the quantitative analysis indicate that there is a favorable correlation between e-service quality and e-satisfaction. Ali, Burhan Ismael, and Abdalla Hamza... The primary objective of the Anwar (2021) study is to uncover the influence of service quality on customer satisfaction. The study's findings will demonstrate the influence of several elements of service quality on customer satisfaction. The research demonstrates a favorable correlation between customer happiness and the four elements of service quality: empathy, reaction, assurance, and tangibility. The research conducted by Chung, Joung & Kim (2020) demonstrates that chatbot services offer interactive and captivating customer support, leading to enhanced customer satisfaction. In their study, Cao, Ajjan, and Hong (2018) discovered that customer happiness is influenced by post-purchase transportation and tracking. According to the report, customer service was identified as the primary factor influencing online shopping in China. In their study, Choi, Chung & Young (2019) examined the influence of the quality of online purchasing logistics services on consumer satisfaction. Research findings indicate that the quality of logistics services, particularly in distribution, has a statistically significant influence on customer satisfaction. The findings offer valuable understanding into the strategic aspects of China's rapidly expanding online commerce business. In their research, Lai, Jang, Fang, and Peng (2022) examined the factors that influence customer satisfaction with parcel locker service in the field of logistics. The findings indicate that punctuality is the primary determinant of customer happiness, but reliability and security are also significant elements influencing consumer satisfaction. The findings of Souki, Antonialli, Barbosa, & Oliveira (2020) indicate that perceived quality is a complex construct that has a direct impact on consumers' emotions, satisfaction, and perceived value. The study conducted by Widiyanto, Endri, Sakti, Suryaningsih, and Limakrisna (2021) demonstrates that service quality characteristics have a favorable influence on customer satisfaction. Customer satisfaction is influenced by elements such as punctual delivery, improved customer service, and a favorable perception of value by the customer. Customer satisfaction is influenced by service quality, customer perceived value, and trust. The authors of the study are Uzir, Al Halbusi, Thurasamy,

Hock, Hasan, and Hamid (2021). The study conducted by Susanti, Sumarwan, Simanjuntak, and Yusuf (2020) substantiated that satisfaction is influenced by logical quality factors. Furthermore, the reliability of service dimension is the dimension where perceived quality surpasses real product quality. Gajewska, Zimon, Kaczor & Madzik (2020) provide a definition for the benchmark of e-commerce service quality. According to the poll results, buyers prioritize the security and safety factor above all others.

Oghazi, Karlsson, Hellstrom, and Hjort (2018) conducted a study that built upon earlier research and utilized a different theoretical framework. Their findings provided evidence to support the notion that the perceived leniency of a return policy has a significant influence on a consumer's intention to make a purchase. Ahmad and Zhang (2020) have demonstrated that e-service quality, customer social responsibility, and perceived value exert a substantial and favorable influence on purchase intention. The research findings help enhance the comprehension of Chinese customers' buying behavior by examining two factors: enterprise attributes (such as service quality) and consumer attributes. Wasaya, Saleem, Ahmad, Nazam, Khan, and Ishfaq (2021) investigated the impact of perceived quality on changes in purchase intention. The findings indicate that the perception of risk and the perception of quality have substantial predictive impacts on the intention to make a purchase. An increasing number of studies hold the belief that a higher level of information in a presentation is correlated with a better understanding of the consumer's intention to make a purchase. Riley & Klein (2021) investigates the impact of logistics tracking, delivery speed, trust, logistics business reputation, and internet reviews on attitudes and intentions towards online shopping. The study found that variables had a direct impact on attitudes towards online shopping, which in turn influence the development of intention. In their study, WANG & ZHANG (2020) examined how the perceived quality, perceived risk, and perceived cost of items and logistical services influence the desire to acquire products in an e-commerce setting. Outcome: The perceived quality of products and logistical services had a notable and favorable impact on attitude and purchase intention. The research conducted by Li, Xu, and Xu (2018) demonstrates that offering customer service in online purchasing allows consumers to feel more in control, leading to enhanced self-efficacy and satisfaction, ultimately resulting in a higher likelihood of making a purchase. Consumers are purchasing fresh food online due to the rapid advancement of the Internet and shifts in consumption habits. Logistics plays a crucial role in ensuring consumer satisfaction for newly established e-commerce businesses. The convenience, communication, reliability, and responsiveness of logistics play a crucial role in determining customer satisfaction (Hong, Zheng, Wu & Pu, 2019). Customer perceived quality and customer satisfaction have conventionally been seen as elements of customer loyalty. The objective of Prasad's (2018) study is to investigate the correlation between perceived quality and customer satisfaction. The findings indicate that both the perceived quality and customer satisfaction have noteworthy impacts on customer loyalty, with perceived quality being a more influential predictor. This study confirms the intermediary function of customer satisfaction.

Khatoon, Zhengliang & Hussain (2020) shown that customer happiness, acting as an intermediary, exerts a partial impact on e-service quality and consumer purchase intention. Aakash and Aggarwal (2019) verified that there is a favorable correlation between product satisfaction and logistics with e-commerce customer satisfaction and buy intention. The field of logistics has a substantial and immediate influence on both customer satisfaction and the likelihood of making a transaction. In their study, Vakulenko, Shams, Hellstrom, and Hjort (2019) demonstrated that customer satisfaction acts as an intermediary factor between logistical service and customer purchase intention.

## CONCLUSION

Over the past two decades, China's economy has expanded at a rapid rate, leading to the advancement of Internet networks and improvements in infrastructure. This expansion is an immediate consequence of China's economic development. E-commerce has consequently emerged, and the prevalence of online shopping is growing. Indeed, it is starting to supplant conventional brick-and-mortar purchasing. The expansion of online purchasing collectives in China is primarily propelled by affluent young consumers. This growth is being facilitated by the expansion of e-commerce platforms. College students, in their capacity as consumers of consumer goods and services, play a particularly significant role. The objective of this research endeavor is to investigate the determinants that impact the online purchasing behavior of college students. The investigation will employ quantitative research methodologies, such as the utilization of questionnaires to gather data. Utilizing a statistical application like SPSS or Amos, the gathered data will be analyzed. The nature of the relationship between perceived product quality, logistics, customer service, customer satisfaction, and consumer propensity to purchase will also be investigated in this study.

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