


THE IMPACT OF WEBSITE QUALITY ON ONLINE PURCHASE INTENTION: THE MEDIATING EFFECT OF E-WOM, JORDAN CONTEXT

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 17 March 2023</p> <p>Accepted 16 June 2023</p>	<p>Purpose: The objective of the study is to investigate how the quality of a website impacts the intent to purchase, as assessed by factors such as usability, quality of information, service interaction quality, eWOM, trust, and satisfaction.</p> <p>Theoretical framework: This research has provided empirical evidence of the factors that influence the online shopping behavior of consumers.</p>
<p>Keywords:</p> <p>Website Quality; Electronic Word-of-Mouth (eWOM); Customer Satisfaction; Trust; Online Purchase Intention; Jordan.</p>	<p>Design/methodology/approach: The research was conducted using a quantitative approach, with SPSS statistical methods applied. An online survey was administered to 303 customers in Amman, the capital of Jordan.</p> <p>Findings: The results suggest that website quality, customer trust, and satisfaction significantly and positively impact eWOM, thereby increasing the intent to purchase among consumers in Jordan's e-commerce sector.</p> <p>Research, Practical & Social implications: This research offers valuable managerial principles to assist e-commerce businesses in improving their performance. It also provides valuable insights into the evaluation of eWOM and purchases intent in Jordan, serving as a foundation for future research in this area in Jordan and other countries.</p>
	<p>Originality/value: this study provides a foundation for future research to investigate the complex and multifaceted nature of online customer behaviour in the e-commerce context.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2143</p>

O IMPACTO DA QUALIDADE DO SITE NA INTENÇÃO DE COMPRA ON-LINE: O EFEITO MEDIADOR DO E-WOM, CONTEXTO DA JORDÂNIA

RESUMO

Objetivo: O objetivo do estudo é investigar como a qualidade de um site afeta a intenção de compra, conforme avaliado por fatores como usabilidade, qualidade das informações, qualidade da interação com o serviço, eWOM, confiança e satisfação.

Estrutura teórica: Esta pesquisa forneceu evidências empíricas dos fatores que influenciam o comportamento de compra on-line dos consumidores.

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Projeto/metodologia/abordagem: A pesquisa foi realizada por meio de uma abordagem quantitativa, com a aplicação de métodos estatísticos SPSS. Uma pesquisa on-line foi aplicada a 303 clientes em Amã, a capital da Jordânia.

Conclusões: Os resultados sugerem que a qualidade do site, a confiança e a satisfação do cliente têm um impacto significativo e positivo sobre o eWOM, aumentando assim a intenção de compra entre os consumidores do setor de comércio eletrônico da Jordânia.

Implicações sociais, práticas e de pesquisa: Essa pesquisa oferece princípios gerenciais valiosos para ajudar as empresas de comércio eletrônico a melhorar seu desempenho. Também fornece insights valiosos sobre a avaliação do eWOM e a intenção de compra na Jordânia, servindo como base para futuras pesquisas nessa área na Jordânia e em outros países.

Originalidade/valor: este estudo fornece uma base para pesquisas futuras que investiguem a natureza complexa e multifacetada do comportamento do cliente on-line no contexto do comércio eletrônico

Palavras-chave: Qualidade do Site, Boca a Boca Eletrônico (eWOM), Satisfação do Cliente, Confiança, Intenção de Compra On-Line, Jordânia.

EL IMPACTO DE LA CALIDAD DEL SITIO WEB EN LA INTENCIÓN DE COMPRA ONLINE: EL EFECTO MEDIADOR DE E-WOM, CONTEXTO JORDANO

RESUMEN

Objetivo: El objetivo del estudio es investigar cómo afecta la calidad de un sitio web a la intención de compra evaluada por factores como la usabilidad, la calidad de la información, la calidad de la interacción con el servicio, el eWOM, la confianza y la satisfacción.

Marco teórico: Esta investigación ha aportado pruebas empíricas de los factores que influyen en el comportamiento de compra en línea de los consumidores.

Diseño/metodología/enfoque: La investigación se llevó a cabo mediante un enfoque cuantitativo con la aplicación de métodos estadísticos SPSS. Se aplicó una encuesta en línea a 303 clientes de Ammán, la capital de Jordania.

Conclusiones: los resultados sugieren que la calidad del sitio web, la confianza y la satisfacción del cliente tienen un impacto significativo y positivo en el eWOM, aumentando así la intención de compra entre los consumidores del sector del comercio electrónico de Jordania.

Repercusiones sociales, prácticas y de investigación: Esta investigación aporta valiosos principios de gestión para ayudar a las empresas de comercio electrónico a mejorar sus resultados. También aporta valiosas ideas sobre la evaluación del eWOM y la intención de compra en Jordania, que servirán de base para futuras investigaciones en este ámbito en Jordania y otros países.

Originalidad/valor: este estudio sienta las bases para futuras investigaciones sobre la naturaleza compleja y polifacética del comportamiento de los clientes en línea en el contexto del comercio electrónico.

Palabras clave: Calidad del Sitio Web, Boca a Boca Electrónico (e-WOM), Satisfacción del Cliente, Confianza, Intención de Compra en Línea, Jordania.

INTRODUCTION

The proliferation of internet access has led to a rise in demand for e-commerce services. In 2021, global e-retail sales are projected to reach approximately 5.2 trillion US dollars, with expectations of a 56% increase to around 8.1 trillion dollars by 2026 (<https://www.statista.com/statistics/379046/global-retail-e-commerce-sales/>, viewed November 28, 2022). As of January 2021, Jordan's internet penetration rate had risen to 66.8%, representing an increase of 0.8% in 2020, and a total of 6.84 million internet users in the country (DataReportal, 2022). Furthermore, there is an anticipated annual growth rate of 16.20% (CAGR 2022-2027) in revenue, which is projected to lead to a market volume of US\$5,450.00

million by 2027. E-commerce websites serve as gateways for purchasing goods and services via the internet. The website of a seller enables its visibility to all users, showcases its products, and furnishes comprehensive and pertinent information to potential consumers (Lowry et al., 2014).

The expansion of the internet and the progress of technology have resulted in a transformation of consumer behavior. Instead of physically going to stores, people are increasingly resorting to purchasing items online (Menaka and Seethal 2018). Customers prefer online shopping because it is easier and faster compared to traditional shopping methods (Muthumani et al., 2017). Previous studies have indicated that the quality of a website is the most crucial factor in determining the success of a business (Qalati et al., 2021). Website quality, according to (Filiari et al., 2015; Zhou and Jia, 2018), has a considerable impact on consumer satisfaction.

Social media has emerged as one of the most widespread means for disseminating online information to businesses and customers across the globe (Chu & Kim, 2018). Social media is a convenient and effective platform for communicating with family, friends, and individuals with shared interests. Through this medium, customers can now share their opinions and insights about products and services, which is commonly referred to as electronic word-of-mouth (Hayes et al., 2018). This novel form of communication has become a critical avenue for gathering opinions and is expected to be more effective than traditional word-of-mouth communication. Additionally, information is now readily accessible anytime and anywhere, as long as there is an internet connection (Saleem et al, 2022). The use of social media in business operations also has been on the rise in recent years, with small and micro enterprises being no exception (Madhumithaa et al., 2023). e-WOM has grown to be more reliable and trustworthy, with a majority of customers relying on it. Information shared by customers online is deemed significant and credible (Hayes et al., 2018). Jalilvand and Samiei (2012) and Nuseir (2019) indicated that eWOM is a leading predictor of customer online purchase intention. Bhattacharya et al. (2019) revealed that online purchase experience improved by eWOM, hence increasing online purchase intention.

According to Sa'ait et al., (2016), eWOM can impact a customer's purchase intention by influencing their purchasing decision. Presently, eWOM has become a dependable avenue for influencing customers' online purchasing choices (Israeli et al., 2019). Jordan offers a number of internet-related characteristics, including prominent social networking websites like Facebook, Instagram, and WhatsApp, which are popular among Jordanian internet users. Users

of social networking sites are more likely to share and discuss their product experiences, which results in eWOM. Good eWOM public relations with customers are generated through high-quality retailer websites, according to Oh et al. (2015) and Bilal et al. (2021a). Customers are more likely to spread good eWOM about products and online shops if the website design is appealing, the content is of high quality, and the search tools are effective and easy to use. Improved website quality also results in improved satisfaction ratings (Hsiao et al., 2010). Satisfaction with customers is critical in Jordan's environment because it influences customer purchasing decisions in developing countries like Jordan, where consumers are risk-averse (Al-Debei et al., 2015). Kim et al. (2008) studied the impact of trust on an Internet consumer's purchasing choice and discovered that trust requirements had a significant impact on purchase decisions. Furthermore, customer trust has a significant beneficial impact on purchase intent.

This study shows empirical information on the elements that influence online purchasing behavior among consumers. It investigates how website quality is determined (usability, information quality, and service interaction quality), eWOM, trust, and satisfaction affect online purchase intention, as well as eWOM's mediation role. The study aims to address the following research questions:

- Q1: Does website quality affect Jordanian online consumers' purchase intentions?
- Q2: Does customer satisfaction affect eWOM?
- Q3: Does trust affect eWOM?
- Q4: Can eWOM play a moderating role in the relationship between website quality and online purchase intention for customers in Jordan?

LITERATURE REVIEW

Online Purchase Intention

The process of decision-making that a buyer goes through when purchasing from a website that sells goods online after evaluating all relevant elements is referred to as online purchase intention (Hsu et al., 2012). While many factors impact OPI, measuring an individual's purchase intention can be challenging (Zhang et al., 2014). Purchase intention represents a customer's desire to buy a specific product, service, or brand (Farzin and Fattahi, 2018). As it is a crucial stage of actual purchase that benefits businesses, purchase intention has been deemed the most reliable predictor of actual purchase behavior (Reimer and Benkenstein, 2018; Bilal et al., 2022). Customers' intentions play an important role in deciding how they use technology, and they eventually lead to their actual behavior. Understanding online purchase

intent is important since it is a strong predictor of real online purchases. According to Lee and Lee (2015), online purchase intention predicts actual behavior. Several studies have used purchasing intention as the primary dependent variable (Bashir and Madhavaiah, 2015; Sa'ait et al., 2016; Saleem et al., 2022).

Website Quality

Websites are commonly used for online transactions between customers and e-retailers (Liang et al., 2011). Certain companies' websites are deemed more reputable than others due to their superior website quality characteristics (Shang and Bao, 2020). Customers' perceptions of website quality are defined as their evaluations of a website's features that meet their needs and represent the website as a whole (Aladwani and Palvia, 2002). Alshibly and Chiong (2015) asserted that assessing the quality of an e-commerce company's website is essential for success, improving its online position, understanding the competition, and enhancing industry benchmarks. Website quality is recognized as a significant internal factor for customers to assess e-retailer criteria (Kim and Lennon, 2013).

Previous research suggested that online shopping websites that provide excellent functionality, accessibility, dependability, usability, flexibility, and stability to online consumers could be designated as high-quality websites (Aggarwal and Aakash, 2018). Fang et al. (2011) found that information quality and system quality had a significant impact on online shopping satisfaction. This means that a successful e-commerce website must start with excellent content, with material that is simple to grasp, accurate, thorough, up to date, and relevant to customers' purchasing decisions. Website quality influences online client happiness (Lowry et al., 2014), which is an important aspect in e-commerce success (Akram et al., 2018). Previous research also indicated that website quality has a direct impact on consumer satisfaction (Tandon et al., 2020; Saleem et al., 2022). A high-quality website can increase reach and satisfaction while also generating positive electronic word-of-mouth (eWOM) (Saleem et al., 2022). Moreover, many researchers have observed that website quality and customer satisfaction are positively and directly related to each other (Shin et al., 2013; Zhou and Jia, 2018; Saleem et al., 2022). Customers who perceive and experience a higher level of quality from a particular purchasing website are likely to create eWOM by sharing their experience with family, friends, colleagues, and others (Saleem et al., 2022). A recent study (Tarkang et al., 2022) It was discovered that website quality is both a cause and a predictor of

eWOM. When a website user finds a user-friendly, visually appealing, and easily accessible website, the user is more inclined to suggest the website (Saleem et al., 2022).

Trust

According to Nadiah Binti Tasin (2017), trust, information quality, online customer reviews, and site quality are crucial for online shopping. However, trust remains a significant concern for customers when it comes to online shopping. Hoffman et al. (1999) Customers' lack of faith in internet security and privacy concerns about personal information collecting were identified as two major factors for not shopping online. Website and information quality are critical in establishing client confidence in online buying (McKnight et al., 2002; Kim et al., 2004). Consumers tend to trust online retailers who provide user-friendly, high-quality websites with information that is easy to navigate and understand (Wakefield et al., 2004). Despite earlier research indicating that knowledge and site quality can impact online purchasing decisions, it is unclear if they directly represent customer trust in online shopping (Nadiah Binti Tasin, 2017). Nonetheless, research shows that when online businesses provide easy-to-use, time-saving websites with complete product information and diversity, customers are more happy.

Customer Satisfaction (CS)

Customer satisfaction is the process of comparing customers' expectations with the actual performance of a product or service following a purchase. As defined by Hidayat et al. (2016) It is the apparent gap between pre-purchase expectations and actual product or service performance. Satisfaction among consumers rises when real features meet or surpass expectations, while dissatisfaction rises when real features fall short of expectations (Brilliant and Achyar, 2021). Satisfaction with customers in online shopping represents the overall perception of a website's features and performance (Hardiyanto and Firdaus, 2021). Customer satisfaction with a website is highly related to consumers' desire to review and suggest service providers, and evaluation of website features and user experience contributes to this (Tsao and Hsieh, 2012; Prayag et al., 2017).

Customer satisfaction is closely related to electronic word-of-mouth (eWOM), which occurs when customers express their satisfaction or dissatisfaction with the products or services they have purchased (Serra-Cantalops et al., 2018). Previous research has established a direct relationship between website quality and customer satisfaction (Zhou and Jia, 2018; Gao et al.,

2020, Shanmugam & Chandran, 2022). Recent studies have shown that customers are very satisfied when online retailers provide an easy-to-use and navigate website, save buyers time, offer information about product variety, and deliver more quickly (Raman, 2019; Bruschi et al., 2019). Additionally, previous research has found that customer satisfaction significantly affects trust (Chiu et al., 2012; Hsu et al., 2015).

Electronic Word-of-Mouth (eWOM)

The act of exchanging information about products or services between individuals without the expectation of profit is known as WOM (Silverman, 2011). WOM plays a critical role in influencing customers' purchasing decisions. In the present technological age, eWOM has evolved as an internet-based version of WOM communication (Yang, 2017; Bilal et al., 2020). eWOM is a type of informal communication related to the features or use of internet-based products, services, or e-retailers targeted at consumers (Litvin et al., 2018). According to Shin et al. (2014), eWOM is the sharing of personal experiences with particular product/service providers through online opinions, evaluations, and recommendations that can have a persuasive effect on targeted customers.

The number of customers who use the internet to search for information about products or companies via eWOM has increased in recent years. Previous research has shown that customers not only read reviews on shopping websites for their purchasing decisions, but they also share their opinions (eWOM) discovered on shopping websites with others (Chua and Banerjee, 2016; Aggarwal and Aakash, 2020). Customers frequently discuss their product experiences with family, friends, and others, as well as participate in eWOM on e-commerce websites and social media. The most popular channel for eWOM is social media, which is regularly used by customers to share information about products and services (Filiari, 2015).

Erkan and Evans (2014) state that eWOM has become more trustworthy, useful, authentic, and entertaining for customers' online purchase intentions due to these popular platforms. eWOM can be seen as a free advertisement that promotes companies and increases product sales by increasing purchase rates (Kietzmann and Canhoto, 2013). eWOM plays a significant role in the decision-making processes of customers (Hussain et al., 2017) and has a considerable influence on customers' online purchase intentions (Filiari et al., 2018; Bilal et al., 2021b). Tarkang et al. (2022) found a significant and positive relationship between eWOM and online purchase intention in customers. Online consumer reviews are known to have a significant effect on product purchasing intentions (Chatterjee, 2001). AC Neilson (2007)

reported that over 90% of respondents in the United States claimed their decision to purchase a product or service was heavily influenced by their friends' recommendations. Jalilvand and Samiei (2011) investigated the impact of eWOM on brand image and purchase intention among customers. Other studies by AC Neilson (2007) and Rowley (2001) showed the considerable influence of eWOM on customer decisions.

Based on the foregoing discussion, we hypothesize that:

H1. Website quality positively influences customer satisfaction.

H2. Website quality positively influences trust.

H3. Website quality has a positive effect on eWOM.

H4. Trust positively affect eWOM

H5. Customer satisfaction positively affects eWOM

H6. eWOM positively affects customers' online purchase intention.

H7. eWOM mediates the relationship between website quality and online purchase intention

METHODOLOGY

The purpose of this study was to look into the impact of WQ on online purchase intention, both directly and indirectly through eWOM, as well as the impact of trust and customer satisfaction on eWOM. Using a method of convenience sampling, data was obtained from Jordanian internet shoppers, and questionnaires were sent via social networking platforms. The study focused on Jordanian e-commerce users who made online purchases using e-commerce apps. The primary question questioned if participants had purchased any e-commerce applications in the preceding six months, and those who answered no were removed from the poll. The questionnaire was divided into two parts: personal information and measurement elements. To confirm the clarity of the construction and scale items, 40 university students participated in pilot testing. The findings showed that the measurement items were well understood.

From January to March 2023, the data was collected during a three-month period, and 303 valid replies were received from the targeted Jordanian customers. Because respondents were obliged to answer all questions before completing the questionnaire, all replies were considered for the final data analysis. The majority of respondents (34.7%) were between the ages of 18 and 30, and 55.4% were male. Internet reviews were deemed the most important criterion, with 89.23% of respondents indicating that they read them. Additionally, 68.82% of

respondents reported having purchased items online for three years or more (60.4%). Table 1 presents the demographic information of the participants.

Table 1: Demographic characteristics of respondents

Measure	Group	Frequency	Percentage
Age	18-30	105	34.7%
	31-40	31	10.2%
	41-50	74	24.4%
	51-60	59	19.5%
	60 and more	34	11.2%
Gender	Male	168	55.4%
	Female	135	44.6%
Education	Secondary and less	11	3.6%
	Diploma	73	24.1%
	Bachelor	146	48.2%
	Higher education	73	24.1%
Online Shopping Experience	one year and less	43	14.2%
	1-3 years	77	25.4%
	more than 3 years	183	60.4%
Social Media Account	Account in social media	303	100.0%
Reading online reviews	yes	196	64.9%
	no	36	11.9%
	sometimes	71	23.2%

Source: Prepared by the authors (2023)

Instruments

All the measuring items used in this study were obtained from reliable instruments in previous research, with a Cronbach's alpha of 0.70. The measurement items for website quality were adapted from Rintho Rante Rerung et al. (2020), while Fang et al. (2011) and Shin et al. (2012) were used for developing satisfaction measurement items. The trust measurement items were provided by Boudhayan Ganguly et al. (2010), and eWOM was measured using a five-item scale by Bambauer-Sachse and Mangold (2011). Purchase intention was measured using a three-item scale by Celik (2016). This study's primary objective was to measure website quality, and it was done using three categories of measurement: usability quality, information quality, and service interaction quality, all measured using a five-point Likert scale..

Measurement Model

To ensure that the skewness and kurtosis condition of multivariate normality was met, normality tests were conducted. According to Chen (2012, as cited by Dandis and Wright, 2020), the skewness and kurtosis values should not exceed 3.0 and 8.0, respectively. As presented in Table 2, both the skewness and kurtosis values were found to be within acceptable limits, suggesting that multivariate normality was achieved.

Table 2: Skewness and kurtosis value of variables

No.	Statement	Skewness	Kurtosis
Usability Quality			
1.	The website is easy to learn to operate	-.495	.488
2.	The website provides clear user interaction and is easy to understand	-.710	.833
3.	The website is easy to navigate	-.323	.347
4.	The website is easy to use	-.347	.074
5.	The website has an attractive appearance	-.418	-.159
Information Quality			
6.	The website offers precise information	-.484	-.050
7.	The website offers dependable information	-.009	-.793
8.	The website presents information in a comprehensible manner	-.912	1.703
9.	The website displays information in an appropriate format	-.227	-.436
Service Interaction Quality			
10.	The website is reputable	-.521	.260
11.	The website instills a sense of transactional security	-.641	.589
12.	The website instills a sense of security for personal information	-.711	.247
Customer Satisfaction			
13.	I am content with my choice to shop online	-1.165	3.410
14.	I am pleased with the online shopping process prior to purchase	-1.202	2.668
15.	I am content with the online shopping process during purchase	-.651	1.021
16.	I am satisfied with the online shopping process after purchase	-.486	.083
Trust			
17.	I trust that my transactions through my online store are always secure.	-.013	-.892
18.	I trust that my transactions through my online store are always dependable.	.024	-.543
19.	I am confident that my transactions through my online store will not encounter any issues.	-.102	-.660
20.	I trust that my transactions through my online store will always be transparent.	-.036	-.670
21.	I trust that my online store always prioritizes my best interests.	-.080	-.513
eWOM			
22.	I frequently read online reviews from other consumers to assess which products/brands are well-regarded.	-.545	.174
23.	To ensure that I am making the right choice, I often read online reviews from other consumers regarding products/brands.	-.813	.412
24.	I often refer to online reviews written by other consumers to assist me in selecting the appropriate product/brand.	-.692	.473
25.	Before buying a specific product/brand, I often collect information from online consumer reviews.	-.763	.716
26.	Online consumer reviews give me confidence in my purchase of a product/brand.	-.659	.668
Intention			
27.	I have an intention to conduct future purchases through online shopping channels.	-1.164	1.368
28.	It is my prediction that I will make future purchases through online shopping channels.	-1.031	.983
29.	I have a plan to make future purchases through online shopping channels.	-.958	1.119

Source: Prepared by the authors (2023)

Factor analysis

Factor loadings refer to the proportion of variance in a variable explained by a factor, with values ranging from -1 to 1. Loadings near -1 or 1 indicate that the factor significantly affects the variable, while those near zero suggest a minor influence. A loading of 0.4 or higher is deemed satisfactory in this study. Kaiser-Meyer-Olkin (KMO) index and eigenvalue rule are

commonly used to assess data suitability, with a KMO value of 0.5 or higher recommended for effective factor analysis.

Based on the results presented in Table 3, all items had factor loadings greater than 0.4, ranging from 0.523 to 0.930, indicating significant factor influence on each variable. KMO statistics ranged from 0.686 to 0.834, demonstrating acceptable factor analysis. The Cronbach's alpha values for all variables were above 0.60, suggesting strong reliability of the questionnaire.

Table 3: Factor analysis and reliability analysis test

Measured variables	No. of item	Factor loading	Eigenvalue	% of variance explained	KMO	Cronbach's Alpha	
Website Quality	Usability Quality		3.043	60.856	.789	.818	
	1	.825					
	2	.717					
	3	.877					
	4	.897					
	Information Quality		2.998	74.961	.814	.888	
	5	.523					
	6	.870					
	Service Interaction Quality	7	.885	2.280	76.005	.686	.836
		8	.823				
		9	.883				
		10	.804				
11		.911					
12		.897					
13		.812					
Customer Satisfaction		2.847	71.186	.788	.859		
14	.921						
15	.867						
16	.767						
Trust	Trust		3.331	66.618	.834	.869	
	17	.888					
	18	.894					
	19	.602					
	20	.806					
eWOM	eWOM		3.283	65.669	.793	.870	
	21	.856					
	22	.828					
	23	.859					
	24	.886					
	25	.797					
Intention	Intention		2.532	84.407	.752	.907	
	26	.664					
	27	.908					
	28	.930					
	29	.918					

Source: Prepared by the authors (2023)

RESULTS AND DISCUSSION

Table 4 displays the correlations between the variables under investigation, which represents the initial step in testing the hypotheses. The results indicate that website quality is positively correlated with customer satisfaction and trust. Additionally, it is also correlated with eWOM and intention. Moreover, a significant positive correlation was found between customer

satisfaction and intention, with a coefficient of 0.697. The correlation coefficients provide support for the proposed hypotheses.

Table 4. Correlation Matrix

	Website Quality	Trust	Customer satisfaction	eWOM	Intention
Website Quality	1	.634**	.580**	.462**	.472**
Trust	.634**	1	.505**	.374**	.515**
Customer Satisfaction	.580**	.505**	1	.573**	.697**
eWOM	.462**	.374**	.573**	1	.543**
Intention	.472**	.515**	.697**	.543**	1

Note(s): *(**) “Indicates correlation is significant at the 0.05 (0.01) level (two-tailed, person)”

Source: Prepared by the authors (2023)

HYPOTHESES TESTING

Multiple regression analysis was utilized to assess the predictive ability of independent variables on a single dependent variable, as suggested by Hair et al. (2019), Sekaran and Bougie (2016), and Pallant (2020). The results displayed in Table 5 indicate that website quality has a significant and positive impact on predicting eWOM ($p= 0.000$). It also reveals a statistically significant and positive association between website quality and trust ($p= 0.000$), as well as customer satisfaction ($p= 0.000$). Additionally, a significant and positive relationship between eWOM and intention was observed ($p= 0.000$). Moreover, trust (beta: 0.634) was identified as the most influenced variable by website quality, followed by customer satisfaction (beta: 0.580) and eWOM (beta: 0.462).

Table 5: Multiple regressions between website quality and eWOM, trust, and customer satisfaction

Website quality	eWOM					Trust					Customer satisfaction				
	B	Std. Error	Beta	t	Sig	B	Std. Error	Beta	t	Sig	B	Std. Error	Beta	t	Sig
Model (1)	.532	.059	.462	9.04	.000										
Model (2)						.839	.059	.634	14.22	.000					
Model (3)											.663	.054	.580	12.3	.000
R-squares	0.214					0.402					0.336				
adjusted R2	0.211					0.400					0.334				

Source: Prepared by the authors (2023)

Table 6: Multiple regressions between eWOM and intention

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta		
eWOM	.698	.062	.543	11.224	.000

Note(s): *Dependent variable: Intention; R2: 0.295; adjusted R2: 0.293

Source: Prepared by the authors (2023)

The study also employed hierarchical multiple regression analysis to investigate the moderating effect of eWOM on the relationship between website quality and online shopping intention. Table 7 presents the results of this analysis, which found that eWOM acts as a mediator between website quality and online shopping intention. The effect of website quality on online shopping intention increased from beta 0.462 to beta 0.472 and remained significant ($p = 0.000$) according to Table 8. Therefore, it can be concluded that eWOM mediates the relationship between website quality and online shopping intention.

Table 7. Hierarchical regressions between Website quality, eWOM, and online shopping intention

Model		Unstandardized coefficients		Standardized coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.867	.226		8.244	.000
	WebQul	.532	.059	.462	9.049	.000
2	(Constant)	1.243	.290		4.292	.000
	WebQul	.698	.075	.472	9.285	.000
	eWOM	.532	.067	.413	7.917	.000
Mediator Variable eWOM	Beta	t	sig	Partial correlation		
	.413	7.917	0.000	0.281		

Source: Prepared by the authors (2023)

Table 8. Summary of the results of hypotheses testing

	Hypothesis			Beta	Sig. value	Results
H1	Website quality		Customer satisfaction.	0.580	0.000	Supported
H2	Website quality	→	Trust	0.634	0.000	Supported
H3	Website quality	→	eWOM.	0.462	0.000	Supported
H4	Trust	→	eWOM.	0.374	0.000	Supported
H5	Customer satisfaction	→	eWOM.	0.573	0.000	Supported
H6	eWOM	→	Online purchasing intention	0.543	0.000	Supported
H7	Website quality	→	online purchasing intention	0.413	0.000	Supported

Source: Prepared by the authors (2023)

Overall, the study's findings highlight the importance of website quality, customer satisfaction, trust, and eWOM in predicting online shopping intention in the Jordanian context. The results suggest that companies must focus on improving their website quality to increase

customer satisfaction, trust, and eWOM, which in turn will positively influence online shopping intention. Moreover, the study confirms the crucial role of eWOM as a mediator between website quality and online shopping intention. Companies should thus invest in developing strategies to encourage positive eWOM to influence potential customers' purchasing decisions positively.

The study's limitations include the use of a convenience sample, which may limit the generalizability of the findings. Additionally, the study only focused on three website quality factors, namely usability, information quality, and system interaction quality. Future research could include other website quality factors such as visual design, content, and security. Despite these limitations, the study contributes to the body of knowledge on e-commerce customer behavior in the Jordanian context, providing insights for companies to improve their online presence and positively influence customers' online shopping intention.

CONCLUSION

Overall, this study provides significant insights for Jordanian e-commerce companies and others in similar situations, emphasizing the relevance of website quality and the function of eWOM in affecting customer behavior and purchase intentions. Businesses can raise their intentions to buy online by enhancing website quality. This improves consumer satisfaction, trust, and eWOM. The findings also imply that firms might capitalize on the power of eWOM by encouraging good reviews and testimonials, especially on social media sites. Finally, this study adds to the literature on B2C e-commerce and provides a unique perspective on the role of website quality, eWOM, and customer behaviour in the context of Jordan.

The significance of eWOM in mediating the relationship between website quality, customer happiness, trust, and online purchase intention is highlighted in this study. Customers should be encouraged to submit positive experiences and reviews on e-commerce websites and social media channels. Offering incentives or rewards for posting reviews or sharing their experiences on social media could help achieve this. In addition, retailers should monitor and respond to negative eWOM, addressing customers' concerns and offering solutions to any issues they may have encountered. Finally, this study contributes to the understanding of e-commerce in the Jordanian context, where the adoption of e-commerce is still in its early stages. The conclusions of this study are useful for e-retailers and marketers working in Jordan and other Arab nations with similar cultural and economic contexts. The study's findings can help e-commerce enterprises in these locations improve their website quality, customer satisfaction,

trust, and eWOM, resulting in higher intention to buy online and revenue. Overall, this study highlights the importance of website quality, customer satisfaction, trust, and eWOM in the context of B2C e-commerce in Jordan and provides practical insights for e-retailers and marketers to improve their business strategies and increase their success. This study focused on the B2C e-commerce context, but future research could investigate the impact of website quality, customer satisfaction, trust, and eWOM in the B2B e-commerce context. Fourth, this study collected cross-sectional data, which cannot determine causal relationships between variables. Future research could employ longitudinal or experimental designs to explore causal relationships and verify the findings of this study. Finally, this study employed a quantitative research method, but future research could use qualitative methods such as interviews or focus groups to provide more in-depth insights into customers' online shopping behaviour. Overall, this study provides a foundation for future research to investigate the complex and multifaceted nature of online customer behaviour in the e-commerce context.

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