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THE IMPACT OF WEBSITE QUALITY ON USER SATISFACTION WITH E-COMMERCE SERVICES IN SERBIA

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Abstract: The Internet, as we know it today, has significantly pushed the boundaries of traditional understandings and approaches in the study of information technologies. The rapid growth and development of the Internet caused changes in the way many business systems function. The role of the Internet has changed from one-way communication to two-way communication, which further led to an increase in the efficiency and effectiveness of the business systems of companies that increasingly apply modern information systems for electronic business in their operations. The subject of research in this paper will be the development of a structural model for examining the impact of site quality on electronic commerce services based on the attitudes and opinions of the selected sample. The software application smart PLS will be used to analyze the obtained results. The results of the research can be used as feedback in order to examine consumers' intention to use e-shopping services again.

Keywords: Internet, e-commerce, website quality, user satisfaction, smart PLS

1. INTRODUCTION

The trend of online shopping closely followed the development of the Internet and web technologies. The transition from static websites to dynamic ones marked the end of traditional business. One-way communication was replaced by two-way communication, which led to an increase in the efficiency and effectiveness of the business systems of companies that increasingly apply modern information systems for electronic business in their operations. This is about the trend of using modern programs, techniques, tools and methods to create interoperability of business based on the principles of the Internet. As such, the Internet has changed the outlook and ways in which today's business systems operate.

However, e-commerce, as an integral part of e-business, has brought with it many advantages, primarily the breaking of geographical barriers and access to the world market. This phenomenon gives the following results: lower business costs, the possibility of personalizing content, the time barrier for availability has been broken, etc. Although it sounds tempting at first glance, e-commerce carries with it certain risks. At the end of the day, however, customers are the most important link in business. They are the ones who buy our product or service, evaluate it and decide whether they will buy a product or service again through our online shopping platform. The quality of our e-commerce website plays a big role here. For this purpose, the subject of research in this paper will be the development of a structural model for examining the impact of site quality on electronic commerce services

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based on the attitudes and opinions of the selected sample, where the smart PLS software application will be used to analyze the results. The obtained results will be useful to researchers for further analysis and creation of a general picture of the state of consumers in Serbia who use e-commerce. In addition, companies that want to start e-commerce in this country, through the proposed website quality criteria that influence customers' intention to repurchase, can recognize key guidelines for the further development of their business.

2. E-COMMERCE

Most business models today are based on the principles of online commerce. There is an increasing number of companies that integrate their entire business into the online environment by applying the methods and techniques of web technologies. Here, first of all, we are talking about the transition from the traditional exchange of goods and services, face to face, to the exchange that is carried out through the presence of the Internet. Of course, we are talking about electronic commerce, which occupies an increasingly important place in society as a whole.

One of the first definitions of electronic business (e-business) was given by IBM in 1997. According to that definition, e-business represents the process of transformation of business processes in a company using Internet technologies (Radenković et al., 2015). Electronic business includes a wide range of possibilities and tools that today have significantly gone beyond the general framework of the given definition. With the dynamic development of technologies, it was clear that these boundaries would move significantly. One such definition builds on the previous one and describes e-commerce as "any form of business transaction in which both parties communicate electronically rather than through physical exchanges or direct physical contact" (Yu et al., 2011). The following definition is expanded to refer to e-business as a modern business tool that uses computers, the Internet, and common software technologies to exchange descriptions and illustrations of goods, offers, and procurement details, as well as other information that needs to be communicated to consumers, suppliers, staff, or the community. (Taher, 2021).

Today, electronic business in the broadest sense can be defined as an internal or external business process that is realized through a computer network (Radenković et al., 2015). The process of electronic commerce is closely related to electronic business, so it is important to note the difference between them. At first glance, these two terms can be identified by the fact that they both imply the mediation of the Internet, but in practice, this difference is more significant. In the past, the concept of e-business referred primarily to e-commerce, i.e. sale and purchase of products and services, providing services to customers, and cooperation with business partners (Radenković et al., 2015). Today, there is a somewhat clearer difference, because electronic commerce (e-commerce) is defined as a transaction over a computer network, and it includes the transfer of ownership or the right to use goods or services (Radenković et al., 2015), and is one of the constituent parts of electronic business. On the other hand, e-business includes numerous other business factors that are mutually interoperable and form a single business entity. This does not mean only buying and selling through other functions of the company, but the organization of the entire business of the company in a network environment.

When we talk about the advantages and disadvantages of electronic business, it is certainly clear that the number of advantages it provides for modern business is greater. This is supported by the fact that today there is a very large number of websites around the world that use this technology for their business. Namely, today it is not possible to trade without the presence of an online community that will buy those products or services en masse all

over the world. In this way, companies realize a significant potential for penetration into the world market in a relatively short period, because there are no geographical restrictions. In addition, they achieve significantly lower business costs, because they do not have to have a physical facility to serve their customers. Of course, there are significant other benefits such as laser market targeting, higher returns from advertising, ease to start and manage a company, etc. (Taher, 2021). From the buyer's point of view, these advantages are: ease and reliability of purchase, lower consumption of energy and time, expanded range of available products and services, as well as alternatives for those products or services, etc. However, not everything is so perfect. Online shopping entails significant risks such as the inability to test items firsthand before purchase, delivery delays, worse customer service, security of purchase and protection of personal data, and many others.

3. WEBSITE QUALITY INDICATORS & HYPOTHESIS

Each individual perceives a website in a unique way. For some, the most important criterion is the appearance of the website itself, while for others the security of purchase and protection of personal data is the most important thing. After all, it is impossible to satisfy the needs of each person individually. Theoretically speaking, with the development of technologies, it is artificial intelligence that has given us the possibility of personalizing content for each user according to his personal requirements, wishes and needs. However, in practice, it is not possible to achieve this. Also, brand loyalty is losing, while price and quality are the main attributes of value.

For this purpose, many serious companies continuously perform a detailed analysis of their past, current and future consumers. The most common method for this is surveying, which, with further statistical processing of the obtained data, can approximately determine the profile of the most likely type of consumer who will use our services or buy our products.

However, one of the main questions is being asked more and more often here, namely how and which criteria to choose for evaluating the quality of a website, in order to get good feedback from our users during the projection of our website on what should be paid the most attention to. The first official definition of website service quality was offered by Ananthanarayanan Parasuraman, Valarie A. Zeithaml, and Arvind Malhotra in 2002, who defined e-SERVQUAL as the degree to which a website facilitates the effective and efficient search, purchase, and delivery of products and services. (Demir et al., 2021). From this definition, six basic criteria for assessing the quality of a website emerged: availability of information and content, ease of use and usefulness, privacy, graphic style, up-to-dateness, and other criteria.

Analyzing the works of other authors, one of the studies on which this paper is based proposed the following criteria (groups) for assessing the quality of a website to examine consumers' intention to repurchase:

- Shopping convenience - Simplicity in terms of purchase has a very important effect on consumers, because it allows them to make a quick purchase.
- Site design - Represents the physical appearance of a website, and for some it is a crucial criterion for making a purchase decision.
- Availability of information - The volume of available information about the company, the product and the services that the website contains, can influence the consumer's perception of the seriousness of the company, and thus determine his decision to buy.

- Information Security - Every customer wants their personal information to be protected, and their purchase to be legal and safe without worrying about the possibility of data or money being stolen.
- Payment system - Today, one of the most important criteria that determines the quality of online shopping is the availability of a wide range of options for online payment.
- Communication with users - Leaving comments about the company and its products and services can contribute to the creation of a community of consumers who share their personal experiences and the experiences of others, while the company can use that for personal improvement and improvement.

On the basis of the set quality assessment criteria of the website, the following hypotheses were defined:

- H1:** Purchase convenience positively affects consumers' repurchase intention.
- H2:** Website design has a positive effect on consumers' intention to repurchase.
- H3:** The availability of information about products and services has a positive effect on consumers' repurchase intention.
- H4:** Information security has a positive effect on consumers' repurchase intention.
- H5:** Online payment systems on a website have a positive effect on consumers' intention to repurchase.
- H6:** Communication with users has a positive effect on consumers' intention to repurchase.

4. METHODOLOGY

The subject of research in this paper is the impact of website quality indicators on consumers' intention to repurchase. As the basic basis for this research, a survey questionnaire taken from the scientific work of Shin et al. (2013), was used. Based on a survey of final year students and master's students of the Technical Faculty in Bor, University of Belgrade, a survey was produced based on the previous one consisting of 46 questions, with a representative sample consisting of 205 respondents from the Republic of Serbia, of different genders, ages and educational backgrounds. structure, level of knowledge of computer work, etc. The questionnaire is made up of two parts. The first part contains 8 demographic questions, and the second part consists of 38 questions divided into 10 groups.

For this research, respondents' answers to the first 6 groups of questions were taken into account (respectively: Purchase practicality, Site design, Usability of information, Transaction security, Payment system, and Communication with users), which directly examines their influence on consumers' intention to repurchase shopping.

The main goal of this research is to examine how, and to what extent, the basic quality indicators of a website influence consumers to visit the website again, make online purchases and use the services it provides again.

Respondents' responses were recorded using a five-point Likert scale. The number 1 indicates "completely false" or "strongly disagree" and 5 "completely true" or "strongly disagree".

The results of the questionnaire for demographic data are given in Table 1, where it can be seen that the majority of respondents were male, 52.2%, while the rest of the respondents were female, only 47.8%.

Table 1. Demographic data of the sample

Demographic variables	Sample composition	
	Categories	Percentage (%)
Gender	Male	52,2
	Female	47,8
Age	18-30	69,8
	31-40	20,0
	41-50	8,3
	51 and more	2,0
Education	Incomplete or uncompleted elementary school	3,9
	Three-year vocational school or secondary vocational education	41,0
	Higher vocational education	22,0
	Higher professional qualification	33,2
Workplace	Private sector	20,5
	Public sector	11,2
	Unemployed	68,3
Computer skills	Weak	16,6
	Good	45,4
	Strong	38,0
Which site do you use most often for shopping?	limundo.com	22,4
	kupujemprodajem.com	16,1
	kupindo.com	10,7
	amazon.com	7,3
	sportsdirect.com	5,9
	sportvision.rs	4,4
	ebay.com	3,4
Some other	29,8	
Are you using the site for private or business purposes?	Private purposes	85,4
	Business purposes	14,6
What types of products do you buy?	Equipment	24,4
	Machines and tools	11,7
	Clothes	31,7
	Shoes	17,1
	Sports equipment	15,1

In addition to the above, it can be concluded that the majority of the sample consisted of a very young population of Serbia aged 18-30, with 41% having completed secondary vocational education, who are mostly unemployed or actively looking for work, know how to work on a computer, use online shopping services mostly for private purposes, and in as many as 31.7% of cases he buys clothes.

5. RESEARCH RESULT

SmartPLS is one of the prominent partial least squares structural equation modeling (PLS-SEM) software applications (Wong, 2013). It is often used in combination with other statistical tools and programs to evaluate the results of research conducted on a sample. One of the tools with which it is more often used is IBM's software package SPSS, which serves to additionally statistically process the data obtained by sampling.

In the program itself, there are two basic submodels in the structural equation model. The first is an internal model that specifies the relationships between the independent and dependent latent variables, while the second, the external model, specifies the relationships between the latent variables and their observed indicators. Also, it is important to note that in SEM, the variable is either exogenous or endogenous. An exogenous variable has path arrows pointing outward and none leading to it. Meanwhile, an endogenous variable has at least one path leading to it and represents the effects of another variable on it (Wong, 2013). It is a very useful tool for working with smaller samples, where there are no assumptions about the distribution of the data. In Figure 1, an example of such a model can be seen.

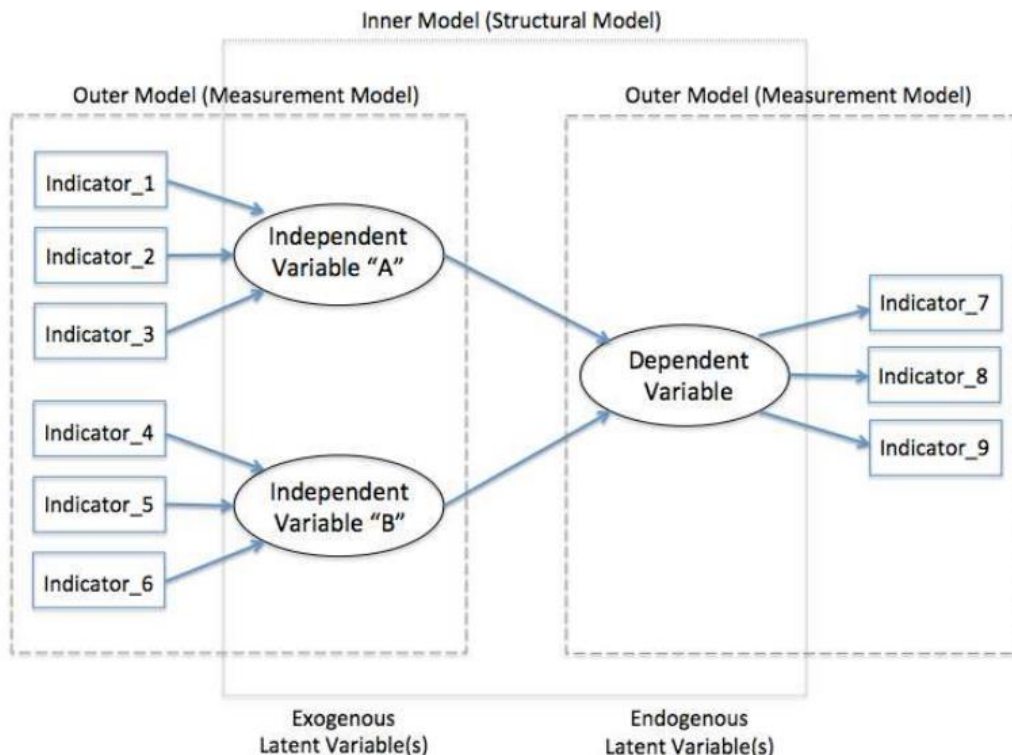


Figure 1. An example of a structural model (Wong, 2013)

Based on the defined research model, a structural model (Figure 2) was designed to test the set hypotheses about the impact of each of the website quality factors on consumers' intention to repurchase. The values in the circles represent the results of the Krombach Alpha test, while the values on the paths are as follows: the value of the standardized path for each criterion (t), and the p-value in parentheses.

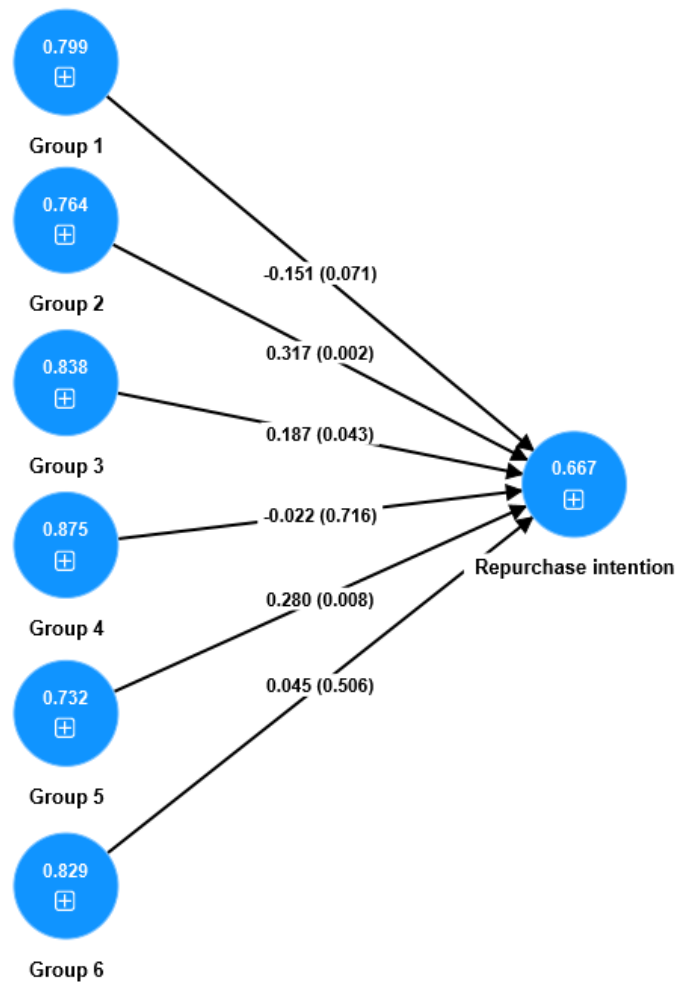


Figure 2. A Structural model for examining consumer repurchase intention

Conclusions on the acceptance or rejection of hypotheses using the PLS-SEM methodology are made in the following ways (Ramayah et al., 2018; Hair et al., 2019):

- The t-value must be greater than 1.96 for the hypothesis to be accepted.
- The p-value must be greater than the $\alpha/2$ or α value, depending on whether a simple or multiple t-test is used.
- The standardized path coefficient must be greater than 0.1, for the hypothesis to be statistically significant, unless we use the Bootstrapping option.

Based on detailed analysis and data processing using the PLS-SEM method, the following data were obtained, for the significance level $\alpha=0.05$, shown in Table 2.

Table 2. Standardized path coefficient of groups and repurchase intentions

Groups to Repurchase intention	Path coefficients
Group 1 -> Repurchase intention	-0.151
Group 1 -> Group 2	0.650
Group 1 -> Group 3	0.191
Group 1 -> Group 4	0.215
Group 1 -> Group 5	0.459
Group 1 -> Group 6	0.273
Group 2 -> Repurchase intention	0.317
Group 2 -> Group 3	0.477
Group 2 -> Group 4	0.314
Group 2 -> Group 5	0.228
Group 2 -> Group 6	0.058
Group 3 -> Repurchase intention	0.187
Group 3 -> Group 4	0.079
Group 3 -> Group 5	0.129
Group 3 -> Group 6	0.124
Group 4 -> Repurchase intention	-0.022
Group 4 -> Group 5	0.134
Group 4 -> Group 6	0.063
Group 5 -> Repurchase intention	0.28
Group 5 -> Group 6	-0.087
Group 6 -> Repurchase intention	0.045

These data indicate the relationship between the defined quality criteria of websites and the intention to repurchase. As it was already mentioned earlier, based on the given values of the path coefficient, we can immediately conclude that the values of the first ("Shopping convenience"), fourth ("Buying security"), and sixth ("User communication") groups of questions the same as the proposed reference value of 0.1. Based on that, hypotheses H1, H4 and H6 are not statistically significant, i.e. the practicality of the purchase, the security of the transaction and the communication with the users are not extremely important for the users during the purchase, and therefore, will not significantly affect their intention to buy again.

In addition to the above, if we go into a deeper analysis of the obtained results and apply the PLS-SEM model with the Bootstrapping option for several sub-samples, the following results are obtained (Table 3):

Table 3. Path coefficient using Bootstrapping option

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
-0.151	-0.148	0.083	1.807	0.071
0.317	0.317	0.101	3.153	0.002
0.187	0.185	0.092	2.028	0.043
-0.022	-0.017	0.062	0.364	0.716
0.28	0.276	0.106	2.657	0.008
0.045	0.062	0.068	0.666	0.506

Based on the data of the analysis carried out by this method, it is seen that, as in the previous case, the hypotheses about the influence of the practicality of the purchase, the security of the transaction and communication with the users on the intention to buy again are rejected. We concluded this based on the values found in the column for the T statistic. Namely, the t-values for H1 (1.807), H2 (0.364) and H3 (0.666) are less than the reference

value t (1.96), so we conclude that the given criteria are not statistically significant, and the hypotheses are rejected.

In the very end, hypotheses H1, H4, and H6 are not statistically significant for consumers' intention to repurchase. Other hypotheses H2, H3, and H5 are accepted and statistically significant. This indicates to us the fact that the intention to repurchase is significantly affected by website quality criteria such as site design, the usability of information, and payment systems. This study gives us a broader picture of the habits and customs of customers in Serbia, mainly in the region of Eastern Serbia. However, this is not the only country where this is the case. Namely, according to Nicholas et al. (2019), customers from North and South America also pay a lot of attention to the quality of website design, while for customers from Europe, Asia and Australia, online service (communication, payment systems) is the most important, and design quality is less important. This further confirms hypothesis H1 and shows that site design is a predominantly universal quality criterion and has a positive impact on customers' desire to use e-commerce again. In addition, the research of the authors Pham & Nguyen (2019) showed that people who use the services of travel agencies in Vietnam express the intention of repeat purchases on sites that are mostly easy to use and provide information of relevant importance in terms of prices (price comparison). That is, the criterion of the practicality of purchase has a direct influence on the intention to buy again, which contradicts this study (H1), while other quality factors such as design, security, service quality, price, etc., indirectly influence the evaluation of the quality of the website. And the intention to repurchase.

6. CONCLUSION

This study shows us the situation of the average consumer in Serbia who engage in online shopping. Based on the data collected through the survey and the structural model, it can be seen how the criteria for assessing the quality of the website (respectively: Practicality of purchase, Site design, Usability of information, Transaction security, Payment system, Communication with users) can significantly influence the intention of consumers to make online purchases again. shopping. However, even though e-commerce in Serbia has progressed a lot in the last few years, there is still a lot of room for improvement, as indicated by the research results accompanied by the defined hypotheses.

A greater number of respondents use domestic websites to make their purchases because the relationship between the average purchasing power of an individual and the availability of certain products and services for personal needs, can be purchased on the domestic market. However, it should not be overlooked that customers return the most to shopping sites that have a good design. This indicates to us that the criteria of practicality of purchase, transaction security and communication with users are largely neglected by consumers from Serbia. The reason for the emergence of this trend is the increasing need of people in Serbia to make purchases on websites that, with their innovative design, create a general feeling of security and trust for making purchases. Websites that are beautifully designed are more attractive because they are easy to use, the functions are precisely and clearly defined, each relevant element of the purchase is clearly indicated and users can easily access the desired content. This data is not surprising, which was confirmed by the second hypothesis. Of course, hypothesis H3, which states that the availability of information about products and services positively affects consumers' intention to repurchase, is confirmed by this study, because the lack of information about products and services arouses great doubt and uncertainty among consumers, which can directly distract them from purchasing. Also, hypothesis H5 states that lower standards condition the need of people in Serbia to access a

wider range of payment methods for their purchased goods, because goods on the Internet often have to be paid for by card or some other virtual payment order, which is not suitable for all people, mostly older age. Communication is not imperative for consumers. It happens every day that they are ignored by the support team, which creates a negative trend of avoiding direct communication with them. These problems can be solved by applying more modern Internet technologies accompanied by the development of artificial intelligence (Chat Bot, VPN security, Cloud services, ESET,...).

The conducted research also has some limitations. Namely, the study was conducted in a short period of time and was not focused on a particular type of e-commerce site, which means that the generalization of the obtained results can be taken with a grain of salt. Also, focusing on recent research, another set of criteria can be taken for analysis, which would expand the literature in this scientific field. Although conceived in this way, the study can be further improved by taking into account a larger number of respondents at the national level, which would provide a realistic picture of how far e-commerce in Serbia has actually progressed, as well as how important the mentioned indicators of website quality are really when shopping online.

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