

MOTIVATIONAL FACTORS INFLUENCING POST MCO  
CONTINUOUS ONLINE PURCHASE: A STUDY ON  
KLANG VALLEY CONSUMERS

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# Motivational Factors Influencing Post MCO Continuous Online Purchase: A Study on Klang Valley Consumers

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## LIST OF ABBREVIATION

PEOU	Perceived Ease of Use
PU	Perceived Usefulness
PV	Perceived Value
SAP	Safety and Privacy
S	Satisfaction
COPI	Continuance Online Purchase Intention
MCO	Movement Control Order
CMCO	Conditional Movement Control Order
RMCO	Recovery Movement Control Order
EMCO	Enhanced Movement Control Order
FMCO	Full Movement Control Order
NRP	National Recovery Plan
TAM	Technology Acceptance Model
ECM	Expectation Confirmation Model

## PREFACE

The research is conducted as a part of the course requirement for Master of Business Administration (MBA) programme in Universiti Tunku Abdul Rahman (UTAR), under the subject MKMA25106 – Research Project.

The research is conducted as a part of the course requirement for Master of Business Administration (MBA) programme in Universiti Tunku Abdul Rahman (UTAR), under the subject MKMA25106 – Research Project. The main title of the research project is Motivational Factors Influencing Post MCO Continuous Online Purchase: A Study on Klang Valley Consumer.

Consumer behaviour has always been an important topic for researchers to study. Nowadays, it is a crucial to understand the new consumer behaviour when the pandemic recedes. Therefore, this research will provide a more insight to the concept of online shopping and the motivational factor's influence on customer satisfaction toward continuance online shopping intention. This research believed to be able to benefit the organization in e-commerce through allowing researchers and business to understand continuance purchase intention in the post MCO.

\

## ABSTRACT

The COVID-19 epidemic has presented the world with unprecedented problems and resulted to a new normal way of living. The government of Malaysia has implemented a policy known as the Movement Control Order (MCO), which has resulted in the closure of commercial and industrial establishments as well as government and educational facilities in an effort to reduce the spread of the virus. E-commerce online shopping platforms are seen as a route for the community to meet demands without leaving their homes, which has led to a significant increase in online buying as a result of constraints on freedom of movement.

MCO has altered the purchasing habits of consumers. This study aims to evaluate the motivational factor and satisfaction associated with online purchase intention continuation. The Technology Acceptance Model (TAM) and the Expectation Confirmation Model (ECM) were combined to investigate the motivational factors that influence the desire to continue online buying. Klang Valley was surveyed to acquire representative samples of data. Using SPSS and Smart PLS 4.0, empirical data from 301 customers was tested against the suggested model. The results indicate that all hypotheses have a substantial impact on the relationship between satisfaction and intention to continue online purchasing. The perceived ease of use is the most influential motivating factor in this study. Continuance online shopping satisfaction depends heavily on customer satisfaction. This study concludes with recommendations derived from the implications of the findings.



# **Chapter 1**

## **Research Overview**

### **1.0 Introduction**

This chapter provides an introduction of the motivational factors which influence the satisfaction toward the continuance online shopping intention. The chapter presents an outline of the research in several sections, including research background, problem statement, research objectives, research questions, hypotheses of the study, research layout, significance of the research, and scope of the study.

## 1.1 Research Background

On 25 January 2020, the first case of COVID-19 had found, and a subsequent outbreak occurred in Malaysia. On 18 March 2020, Malaysia government implement Movement Control Order (MCO) and mandatory guideline of wearing mask and social distancing to curb the pandemic (Tang, 2020). As the limitation of the MCO, the shops and service industries are restricted or conditional with closure. Additionally, in order to curb the transmission and better managed the clusters, offline shopping is also conditional restricted. Due to this restrictive policy, consumers are altering their purchasing habits and turning to internet shopping to meet their daily necessities (Vasudevan & Arokiasamy, 2021).

E-commerce has been around since the 1950s, but the internet's invention in the 1990s caused its popularity to soar (Khaw et al., 2022). Online shopping, as described by Daroch, Nagrath, and Gupta (2021), is the act of making a purchase from an online retailer utilising a website or mobile application. The COVID-19 outbreak has caused the globe to face previously unheard-of issues and given rise to a brand-new standard of existence. Researchers and consumer behaviourists are starting to look at how COVID-19 may alter consumers' buying habits. Moon et al., 2021). (Gu et al., 2021; Sharma and Jhamb, 2020). Online buying has grown significantly as a result of the COVID-19 mobility control regulations. By adopting internet purchasing, consumers can now satiate their needs without breaking any limitations. The group is seen as using the e-commerce online shopping platform as a way to get what they want without having to leave their homes. Therefore, the introduction of Covid-19 has changed people's life and unwittingly changed how they shop for items, channels, and reasons (Vázquez-Martínez et al., 2021).

Malaysia had a 3 million rise in digital consumers from the start of the epidemic in 2020 and the first quarter of 2021, according to the economy SEA 2021 (Baijal et al., 2021). Amongst all Malaysia's internet users, more than eight out of ten internet users are now digital consumers who have shopped online at least once. During the epidemic, customers' online purchasing behaviour has grown. COVID-19 is expected to have long-lasting effects on

people's tendency to shop online because it has accelerated the shift toward a more digital society.

The acknowledgment of government policy was shown to have a favourable impact on the desire to utilise online purchasing channels, according to Moon et al. (2021). Amid the COVID-19 outbreak, the Malaysia government has also encouraged individuals to shop online in an effort to lessen social isolation and limit the spread of the virus through cash handling and physical store visits. Some of the programmes including the Shop Malaysia Online campaigns and Go-eCommerce Onboarding to supported SME digital growth ("MDEC KICKS OFF,"2021). In addition, Vasudevan and Arokiasamy (2021) found that the administration that released the economic stimulus package during Covid-19 will enhance internet purchases during MCO. Under the SMO programme, the government offers discounts, rebates, and shipping vouchers to the Rakyat in an effort to increase online purchases from local merchants. This can directly contribute to the growth of e-commerce in Malaysia.

According to e-economy SEA 2021, 43% of firms feel they would not have survived COVID-19 without selling through digital platforms (Baijal et al., 2021). Through the Go-eCommerce Onboarding programme, the Malaysia Digital Economy Corporation (MDEC) will assist Malaysian organization from a variety of industries to transformation into online and apply e-payment platforms, thereby enhancing their eCommerce capabilities and contributing to sales growth. Through e-commerce, the business not only can expand to international but also gain a competitive advantage in supply chain management, hence reducing inventory and overhead expenses (Khaw et al., 2022).

## 1.2 Problem Statement

Figure 1.0 Overview of Consumer Goods Ecommerce



Source: DataReportal (2021)

According to Statista Research Department (2022), The Malaysian e-commerce industry's 2021 GDP was RM201.1 billion, an increase of RM37.2 billion with a growth rate of 22.7%. Furthermore, Malaysia had a 47% annual growth in the number of online buyers, who numbered 14.43 million at the start of 2022. DataReportal (2021) estimates that there has been a 10.2% rise in the proportion of Malaysians making online consumer purchases. It demonstrates a trend whereby online consumer spending increased by 40.4% as more Malaysians made purchases. Malaysians spent \$8.17 billion in total in 2021, an increase of \$2.4 billion from the year before. As the estimation between 2022 and 2026, e-commerce sales in Malaysia will increase at a CAGR of 16.1%, reaching MYR 69.3 billion. (GlobalData ,2022),

According to the e-economy SEA 2021 research, 94% of customers affected by the pandemic will still use services in 2021, and 98% of them will do so in the future (Bajjal et al., 2021). It is projected that the growth of the online retail sector in Malaysia would continue and increase the country's GDP over time. Therefore, finding the driving factors for continued online purchasing will be able to sustain the trend over time.

Numerous extant literatures have shown studies on the online shopping associated with the COVID-19 pandemic. For example, Ru et al.(2021) have examine the factor of online purchase of shopee consumer in the Malaysia . Al-Hattami (2021) indicates that throughout the pandemic, consumers acknowledged the significance of perceived task technology fit, perceived usefulness, trust, and satisfaction beyond shopping; these factors influence their desire to continue using online shopping under COVID-19.Additionally,Shaw et al.(2022) comparing online activity previous to the pandemic with predicted behaviour after the pandemic to study the elements that explain the potential for continued online buying in Canada, Germany, and the United States .

Although past studies have evaluated the continuance online purchases intention, little research has examined the motivational factors that would influence this likelihood once the COVID-19 pandemic recedes in the Malaysia. Recognizing that the shift from offline to online buying is another form of the new normal, it is crucial to examine the motivational factors affect customers' desire to continue online shopping. Therefore, the aim of our research is to address this gap in the literature by studying continuance online shopping intention.

Throughout this research, it proposed to examine the motivational factors which affect user satisfaction in the prior online purchase experiences during COVID-19 that may affect the consumer continuous online purchase intention. The research was carried out to investigate the perceived ease of use, perceived usefulness, perceived value, safety and privacy that may influence the satisfaction of online purchase during COVID-19 and directly affect the repurchase in the post MCO.

## **1.3 Research Objective**

### **1.3.1 General Objective**

This study's objective is to investigate the motivational factors influencing post MCO continuous online purchase for Klang Valley consumers

### **1.3.2 Specific Objective**

- i. To examine the relationship between the perceived ease of use impact on consumers' satisfaction toward the continuous online purchase intention
- ii. To examine the relationship between the perceived usefulness impact on consumers' satisfaction toward the continuous online purchase intention
- iii. To examine the relationship between the perceived value impact on consumers' satisfaction toward the continuous online purchase intention
- iv. To examine the relationship between the safety and privacy impact on consumers' satisfaction toward the continuous online purchase intention
- v. To examine the relationship between the consumers' satisfaction and the continuous online purchase intention

## **1.4 Research Question**

Based on the research objective, the argument, and questions will be answered upon the completion of our research is of below:

- i. Does perceived ease of use impact on consumers' satisfaction toward the continuous online purchase intention?
- ii. Does perceived usefulness impact on consumers' satisfaction toward the continuous online purchase intention?
- iii. Does perceived value impact on consumers' satisfaction toward the continuous online purchase intention?
- iv. Does safety and privacy impact on consumers' satisfaction toward the continuous online purchase intention?
- v. Does consumers' satisfaction and the continuous online purchase intention?

## **1.5 Hypothesis of study**

This research project aims to examine the following hypotheses:

H1: There is a significant positive relationship between perceived ease of use impact on consumers' satisfaction toward the continuous online purchase intention

H2: There is a significant positive relationship between the perceived usefulness impact on consumers' satisfaction toward the continuous online purchase intention

H3: There is a significant positive relationship between the perceived value impact on consumers' satisfaction toward the continuous online purchase intention

H4: There is a significant positive relationship between safety and privacy impact on consumers' satisfaction toward the continuous online purchase intention

H5: There is a significant positive relationship between consumers' satisfaction and the continuous online purchase intention

## 1.6 Significance of Study

This study could provide an overview of e-commerce in an effort to enhance the continuance online shopping intention of consumers. The research will highlight the implications of COVID-19 on consumer purchasing patterns as well as the issues customers will be increasingly concerned about in online shopping. In accordance with current trends, it is anticipated that the majority of consumers will continue to using online shopping due to the value and convenience it offers.

Clearly, the continuance online purchase intention may vary among the individual in accordance with their online shopping experiences. Thus, the satisfaction of consumers' is one of the key components that led to repurchase in the future. Business organisations could enhance consumer satisfaction in the online shopping experience by providing a user-friendly interface, useful services and product information, and additional customer benefits, as well as by enhancing the online security function that safeguards personal and financial data. It is anticipated that catering to the diverse characteristics of consumers will increase their satisfaction with online purchasing, hence increasing their likelihood to repurchase.

Aside from that, the findings provide organisations with an in-depth understanding of the shifting purchasing behaviours of Klang valley customers and the aspects that influence their satisfaction with online shopping. In addition, the outcomes of this study present organisations with a good guidance for motivating online consumers. Last but not least, organization could base on the consumer' concern that implement the strategies to motivate the consumer repurchase in the future.

In fact, the abrupt change in the business environment has led many individuals to experience bankrupt or losses, especially during the first phase of movement restrictions when business are stopping due to the movement restrictions. According to the Malaysian Department of Insolvency (Mdi), more than 10,000 individuals declared bankrupt during MCO period. Apart from that, a total of 1,246 businesses had closed down during the same period ("PM: 10,317 individuals,"2021). Thus, the findings could serve as a guideline for the government to address



consumers' concerns by providing organisations with infrastructure for information technology support, and training programmes to enhance consumers' shopping experiences and motivation to engage in online shopping. In addition, empowering the Malaysia Digital Economy Corporation (MDEC) to advance the nation along the route to digital transformation, thereby helping Malaysia's aim to become a high-income and digital nation.

Lastly, motivational factors, consumers' satisfaction, and intent to continue online buying could be useful for future research. Other academics with an interest in the topic are encouraged to adapt and cite this publication in future research. To increase the study's precision, additional information or variables can be incorporated.

## **1.7 Scope of study**

The research will be studying the motivational factors which include the perceived ease of use, perceived usefulness, perceived value, safety and privacy with the linkage to the consumers' satisfaction towards continuance online shopping purchase intention among Klang valley consumer in the post MCO.

In an effort to combat the COVID-19 pandemic, the government of Malaysia enacted the Movement Control Order (MCO) on 18 March 2020 in an effort to increase social distance and reduce the virus' transmission rate. The MCO has been extended numerous times and has transitioned to different phase such as CMCO, RMCO, EMCO, and FMCO. On 1 April 2022, Malaysia enter to the endemic phase and reopen its borders. After the various phase of MCO, the National Recovery Plan (NRP) was implemented on 15 June 2021, in order to help the nation recover from the COVID-19 outbreak and the economic harm it inflicted ("PM to deliver, " 2021).

The research covers on Klang valley consumers who involved in online shopping during COVID-19 in various phases of MCO. There are multiple motivational factors that influence satisfaction toward continuance online shopping intention, however this research only focuses on the motivational factors which include perceived ease of use, perceived usefulness, perceived value, and safety and privacy that influence on consumers' satisfaction toward continuance online purchase intention. The most significant motivational factors influence consumers' satisfaction towards continuous online purchasing intention will be discovered and analysed.

## **1.8 Conclusion**

The research is summarized in this chapter. We'll talk about the issue statement and the research background. The next step is to perform the study using the research's goals, questions, and hypotheses. After that, go through the study's parameters and its importance. Continuous online purchase intention is the independent variable that is being investigated to see how it may impact the dependent variables such as perceived utility, perceived value, perceived ease of use, and safety and privacy. The research's auxiliary variable is customer satisfaction. The following chapter will go into further detail on the literature study of the variables and the suggested conceptual framework.

## **Chapter 2**

### **Literature Review**

#### **2.0 Introduction**

This chapter examines the pertinent literature regarding motivating factors, satisfaction, and online purchase intent persistence. The chapter will commence a review of all variables. Next, explain the relevant underlying theory and model. In addition, a proposed conceptual framework will be constructed. Finally, the chapter will conclude with a hypothesis development of the relationship between the variable.

## **2.1 Review of Variable**

### **2.1.1 Continuance Online purchase intention**

According to Valaskova et.al (2021), people start to online shopping due to COVID-19 and the consumers' purchasing behaviour has been change from offline to offline. Online purchase intention is described as the concept which provides the forte of a consumer to buy online. According to Wahab and Daud, (2020) observed that online purchase intention to be a more suitable degree of intention to utilize a web site when evaluating online customer conduct. An example of a purchase intention is when a consumer can identify that their sofa is out-of-date or no more fits in their ideal room design, or it can be dented. The consumer identifies the requirement to purchase at this level, though they cannot essentially be prepared to interpret this requirement into determined since primary research requires to be directed. Predicting customer behaviour requires understanding the beliefs, evaluations, and motivations that drive actual purchases. (Fishbein and Ajzen, 1977).

Customer retention has become an important problem in both IT and marketing. Researchers have explored consumer retention in a variety of contexts, including "online repurchase intention" (Nofrialdi, 2021) and "continued online shopping" (Omotayo & Omotope, 2018). According to the ECM model utilised in this investigation, the initial use/purchase experience influences both IT continuance and repurchase intentions. IT continuation intent differs from online repurchase intent in the case of online purchasing. IT continuity emphasises the continued usage of online commerce websites rather than physical stores. Rodriguez and Fernández (2017) discovered that online purchasing intentions may differ significantly from offline sales channels, such as physical shops. Repeated online transactions, however, indicate customer behaviour. The concept of online repurchase intent integrates IS theory with marketing theory. In this sense, the customer is both a user and a consumer of an e-commerce website. In order to achieve the goal of this study, it is necessary to assess customers' ongoing purchase intentions in e-commerce contexts.

### **2.1.2 Satisfaction**

Satisfaction indicates the degree to which the practice of utilizing online shopping website is satisfying in its peculiar right, past the instrument value. Also, the extent to which online purchasing appears to be enjoyable and gratifying. According to self-determination theory, customers are self-determined and intrinsically driven when they are attentive or like online buying. Since online shopping is mostly intended, and searching and purchasing are imprudent conducts, it appears probably that shoppers' intention emerge robust when they observe high satisfaction from the online shopping.

Experimental research shows that the overall features of satisfaction and fun narrate to inventiveness and an investigative form of conduct in the communication with computers. Study shows people who experience preference as well as delight from utilising a computer and remark any practice including utilization of online shopping as innately pleasing separately from any expected enhancement in performance, are discovered that meanwhile remarked practicality emerged as the key element of computer taking in the office, satisfaction and enjoyable had a crucial influence past remarked usefulness. Satisfaction in using online shopping importantly influences intentions to utilize. As by Tedjo et al., (2022) proposed that optimistic consumption, associated to emotions in a hedonic setting, is probably to forefront to a higher phase of promise and repurchase intention. Additionally, the results also support the notion that (Wang et al., 2022).

### **2.1.3 Perceived usefulness**

Perceived usefulness is the degree to which a consumer believes that employing a particular product or service would enhance performance, minimise effort, or increase enjoyment (Tedjo et al., 2022). It is one of the key components of the Technology Acceptance Model (TAM) and has a significant relationship with the consumer's intent to purchase and utilise a product. The notion of perceived usefulness is strongly tied to the user's perceived ease of use, which is the extent to which a consumer believes employing a product will be simple (Wong and Mohamed, 2021). Perceived usefulness and perceived usability are usually recognised as the two most significant predictors of consumer intent to acquire and utilise a product.

The concept of perceived usefulness has been widely studied in the context of consumer behavior and technology acceptance. Prior research has demonstrated that perceived usefulness is a significant influence in consumer buying behaviour, as customers are more inclined to purchase and utilise a product if they believe it will benefit them. (Tedjo et al., 2022). Previous research has shown that in the post-MCO era, consumers are more willing to purchase a product if they believe it will be beneficial to them. For example, studies have found that perceived usefulness is a major factor in consumer purchase intention of online food delivery services and online health and fitness services (Tedjo et al., 2022).

In summary, perceived usefulness is an important factor in consumer purchase behaviour and technology acceptance. It is strongly tied to the customer's perceptions of the product's usefulness and is a significant element in consumer intent to acquire and use a product. Prior research has demonstrated that in the post-MCO era, perceived usefulness is a crucial determinant of consumers' desire to acquire online services. This shows that the perceived usefulness of a product is likely to be a significant motivator for consumers to acquire and use a product in the post-MCO era.

#### **2.1.4 Perceived ease of use**

Perceived ease of use is a significant determinant of consumer attitudes and behaviour about online purchase (Shahrom et al., 2022). It is an individual's perception of the ease of use of a certain product or service. It is frequently defined as the subjective evaluation of a product or service's usability. In the context of online purchasing, perceived ease of use relates to the simplicity with which consumers can navigate and utilise the website, identify the products they seek, and complete their transactions (Nuharini and Purwanegara, 2022).

The design and layout, navigation structure, and checkout procedure all contribute to the perceived ease of use of the website (Shahrom et al., 2022). It has been demonstrated that perceived simplicity of use is a significant factor in the adoption of technology and the choice to purchase things online. It has been observed that the greater the perceived ease of use, the more likely individuals are to utilise the technology and conduct online transactions. It is believed that perceived ease of use, along with other considerations such as trust, security, and cost, influences the decision to make online transactions (Nuharini and Purwanegara, 2022). Previous study has demonstrated that a user-friendly and navigable website can boost customer satisfaction, client loyalty, and sales. Additionally, websites with a high perception of usability are more likely to be utilised by potential clients and to result in successful sales.



## 2.15 Perceived value

Since its creation, the concept of perceived value has been an essential aspect in consumer behavior theory and study (Nuharini and Purwanegara, 2022). It has been used to explain and forecast customer purchasing behavior, satisfaction, and decision-making. Perceived value is a concept that defines a person's assessment of the overall utility of a product or service. It is a subjective assessment based on a person's prior knowledge, expectations, and experiences. It is a complex system with both tangible and intangible components (Shahrom et al., 2022). Product characteristics, quality, and pricing are physical elements, whereas service, experience, and trust are intangible.

Customer happiness is inextricably tied to the concept of perceived value (Misbah, 2022). The perceived value of a product or service influences customer satisfaction. It refers to how well the customer's expectations are met or exceeded (Ling and Vui, 2021). Customers that perceive a higher value in a product or service are more likely to be satisfied and loyal to the brand (Misbah, 2022). Customer happiness and loyalty are heavily influenced by perceived value (Muthuraman and Wong Abdullah, 2022). According to Ling and Vui, (2021), there are several antecedents of perceived value. The most common ones are quality, price, service, brand, and customer experience. Quality is an important antecedent of perceived value, as it affects the customer's perception of the product's value. Quality is generally associated with the product's performance, features, design, and durability.

Price is another significant factor in determining perceived value. The monetary value of the product or service influences the customer's impression of the product's worth. The third antecedent of perceived value is service (Latiff and Kamal, 2021). It comprises all interactions between the client and the business, such as customer service, technical support, etc. The fourth antecedent of perceived worth is brand. It influences the customer's impression of the product's worth. Lastly, customer experience is a crucial factor in determining perceived value. It is the customer's experience with the product or service as a whole, and it influences the customer's impression of the product's worth. Perceived value is an essential concept in consumer behaviour theory and research. It is a multidimensional construct, which includes both tangible

and intangible elements. Quality, pricing, service, brand, and customer experience are the most common antecedents of perceived value. Customers who perceive better value in a product or service are more likely to be satisfied with their purchase and to remain loyal to the brand.

### **2.1.6 Safety and Privacy**

When it comes to online transactions, safety and privacy are just two of the numerous factors that impact consumers' decisions (Ghazalle and Lasi 2021). Several research will be examined in this chapter to acquire a better understanding of the numerous safety and privacy issues related with online transactions. First and foremost, consumers must feel safe when making online purchases, since this affects their faith in the online platform and willingness to purchase things. This is especially true for people who are new to online shopping and are unfamiliar with the security safeguards and processes in place to secure their personal information.

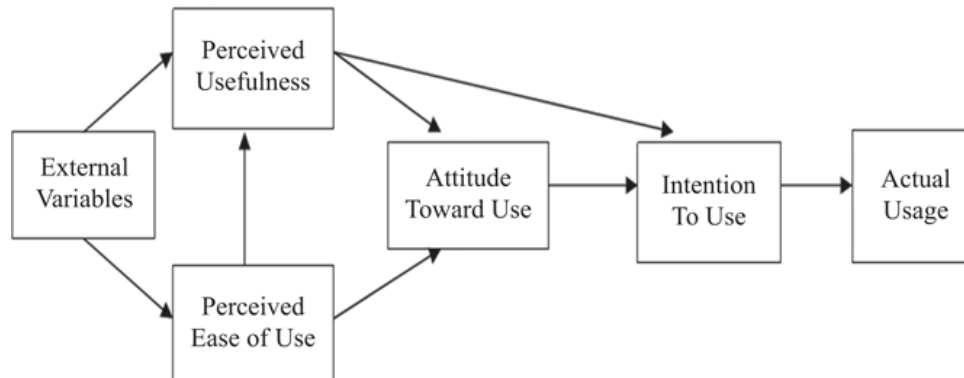
According to studies, consumer safety is linked to trust in the online platform, which can be influenced by the security measures in place, the availability of customer support options, and the seller's level of transparency. Second, when making online purchases, user data privacy is critical. Consumers are concerned about the safety of their private data, as well as the possibility that it will be misused or revealed (Ghazali and Amin, 2022). As a result, it is critical that online platforms have the required security mechanisms in place to protect consumer data. This includes data encryption, the use of two-factor authentication, and the availability of customer service options. Furthermore, it is critical that the seller be upfront about their data collecting and usage policies so that customers can make informed purchasing decisions. Finally, this portion will go into consumer confidence in the internet platform (Ghazali and Amin, 2022). Trust is a crucial component in online purchases since it influences the consumer's willingness to make the buy.

According to studies, the availability of customer support choices, the security measures in place, and the seller's level of openness all influence consumer trust. Furthermore, trust can be increased by providing product reviews and ratings, as this serves to convince consumers that the product is of high quality. Finally, when it comes to online transactions, safety and privacy are two of the most important considerations that affect consumers' decisions. It is critical that online platforms have adequate security mechanisms in place to protect consumer data, and that the seller be open about their data collecting and usage policies. Furthermore, providing product reviews and ratings, as well as customer care alternatives, can boost consumer trust in the online platform.

## 2.2 Underlying Theory

### 2.2.1 Technology Acceptance Model (TAM)

Figure 2.0 TAM Model



**Source:** Davis et al. (1989)

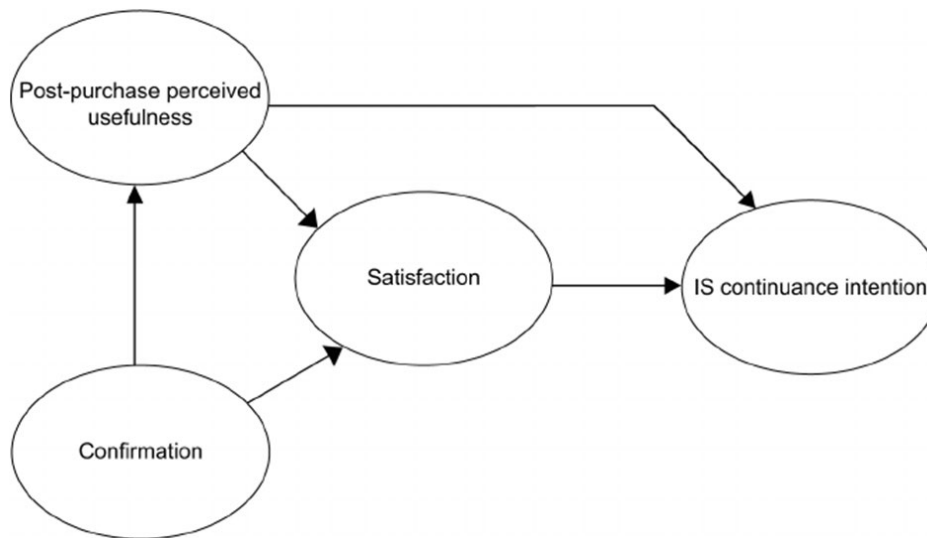
The Technology Acceptability Model (TAM) was established by Davis et al. in 1989 to study user acceptability of technology. This is one of the theories of reasoned action's most influential expansions (TRA). Numerous factors may influence their decision regarding when and how they will utilize the technology. These include behavioral intentions, attitude and perceived usefulness, perceived ease of use, perception, and behavior, leading to the coherent use of the technology (Davis et al., 1989).

Intention to use is affected by both perceived usefulness and perceived ease of use. This two external variable in this model was often utilised to forecast online purchasing consumer behaviour. These two external elements are the most influential indicators of customer intent to adopt the technology, according to the TAM model. The consumer's intention to engage in a given behaviour is directly influenced by their attitude toward the technology. (Gefen et al., 2000). Similarities exist between the acceptance of new methods or the purchase of new products and the adoption of new technology for decision making. As with new technologies, a new purchase method must possess PEOU and PU for its intended consumers. These antecedents shape users' attitudes and intentions about the adoption of the new purchase techniques.

Prior research reveals that a system's usability and utility have a substantial effect on its likelihood of adoption. Websites and mobile applications that are user-friendly and give valuable information can enhance the buying intent of consumers (Chen & Ching, 2013). A prior study focused on these two variables during COVID-19 while analysing online purchase decisions (Iriani et.al,2020). The study demonstrates that the online buying experience will alter the attitude and behaviour of the consumers. Consequently, the two variables might be used to further explain the relationship between their online purchasing mindset and their behaviour. In conclusion, the TAM model could be used to explain how consumers embrace online purchasing and their behavioural intentions regarding online shopping.

### 2.2.2 Expectation confirmation Model (ECM)

Figure 2.1 ECM Model



**Source:** Bhattachetjee ,et.al (2001)

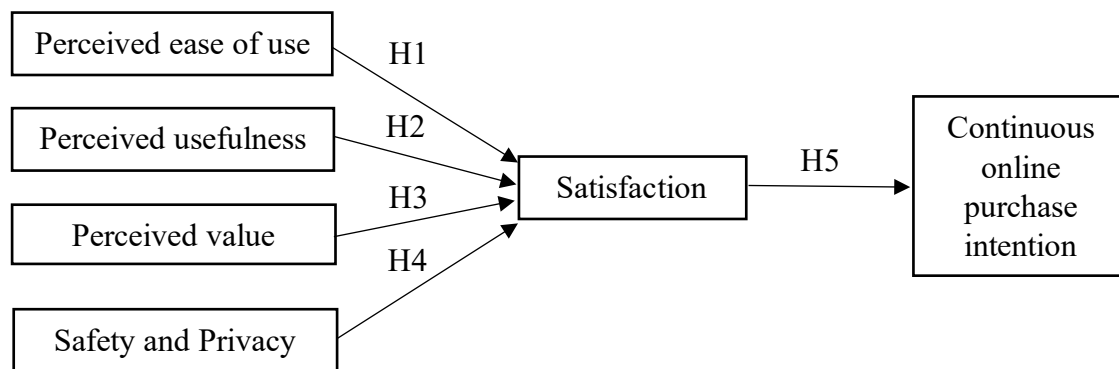
**Bhattacharjee (2001)** presented an ECM based on expectation confirmation theory. ECM is considered the first model to describe what motivates customers to continue utilising an IT system. It has been extensively tested in e-commerce and customer desire to repurchase (Hsu et al., 2015). This model explores IT continuation intent as an endogenous construct and validates it as a direct result of two exogenous constructs: satisfaction and perceived usefulness. In addition, the model demonstrates that the confirmation component influences the continuation intention indirectly through satisfaction.

In addition, the literature on IT adoption has repeatedly demonstrated that users' judgments of a technology's usefulness are the single most influential factor in determining their decision to adopt. (Venkatesh, 2000). According to the ECM, the extent to which consumers regard IT as valuable determines their motivation to continue using it. Finally, the ECM contends that user satisfaction with expectations met will increase their opinion of the value of IT. Confirmation experience can assist strengthen users' expectations about the IT's usefulness and alter their perceptions of that usefulness (Bhatt-acherjee, 2001). Therefore, this study contributes to the body of knowledge by employing TAM and ECM to analyse the motivational factors that affect consumer satisfaction with respect to the desire to continue online purchasing.

## 2.3 Conceptual Framework

Based on existing literature reviews, models, and theoretical frameworks, this study constructs a conceptual framework. Motivational components of the conceptual framework include perceived ease of, perceived utility, perceived worth, as well as safety and privacy. Additionally, assess the connection between consumer satisfaction and the intention to continue online purchasing.

Figure 2.2 Research Framework



## **2.4 Hypotheses Development**

### **2.4.1 Perceived ease of use and Satisfaction**

Perceived ease of use relates to how simple or difficult it is for an individual to interact with a specific online system. The concept is that if a system is simple to use and comprehend, individuals will be more likely to use it (Misbah, 2022). This term is frequently employed in the context of technology, as people are more inclined to use a system that is simple to use and comprehend. In the context of this study, perceived ease of use can be used to assess how easy it is for consumers in the Klang Valley after the MCO to purchase online.

Satisfaction is a concept that refers to the level of pleasure or contentment that an individual feels after participating in a specific activity or using a specific product or service. This notion is frequently employed in the context of customer satisfaction, as satisfied customers are more likely to purchase a product or use a service (Misbah, 2022). In the context of this study, satisfaction can be utilized to assess the level of satisfaction that Klang Valley consumers have when purchasing online after the MCO.

The relationship between perceived ease of use and satisfaction is an integral factor in the success of online purchasing (Misbah, 2022). It is well established that ease of use is a major determinant in the overall satisfaction of online shopping. Perceived ease of use is related to the user's perception of the level of difficulty of learning how to use the platform, the amount of time needed to complete a task, and the overall user-friendliness of the interface. Satisfaction, on the other hand, is largely determined by the quality of the product, the price, and the overall customer service experience. Perceived ease of use and satisfaction are closely linked, as they both have an impact on the overall user experience (Fateh and zamri, 2022).

A high level of perceived ease of use promotes satisfaction since consumers can browse the web platform fast and easily. Similarly, a high level of satisfaction boosts the perception of the platform's usefulness, as satisfied consumers are more inclined to utilise it in the future. (Christy and Tan, 2021). Thus, it can be hypothesized that there exists a positive correlation



between perceived ease of use and satisfaction when it comes to post MCO continuous online purchase in Klang Valley consumers. This hypothesis can be tested through a research study that surveys Klang Valley consumers in order to measure their perceived ease of use and satisfaction with post MCO continuous online purchase.

#### **2.4.2 Perceived usefulness and Satisfaction**

Perceived usefulness is the degree to which a buyer believes that internet buying will enhance the performance of their business. According to Chew and Kim, (2021) perceived usefulness is the key precondition for mass market technology taking. This be subject to customers' prospects of the way technology may enhance their lives. A website is useful if it provides services to a consumer, though not if the consumer's distribution prospects are not encountered. The significance perceived usefulness as a major inspiring aspect originates from TRA and TAM replicas, that suggest that perceived usefulness influences user acceptance because of re-strengthening values of results. In a strong TAM, perceived usefulness forecasts information technology utilization as well as intention to use and e-commerce acceptance as well as exhibits a robust and more reliable association with custom compared to other variables stated in the literature. As by Fateh and zamri, (2022) specifies that people shape interactive intentions to online shopping founded mainly on a mental assessment of the way it will enhance their online shopping routine. According to Fateh and zamri, (2022) a person is most probably to assume sustained or rebuying intentions during such usage is perceived to be helpful. Customers are mostly to assess and reflect product-associated information preceding to buying, and perceived usefulness can, thus, be very significant compared to the satisfaction of the online shopping involvement. Moreover, identified a positive relationship among perceived usefulness and satisfaction. In addition, the hypothesis that a valuable online product will make customers more likely to experience greater satisfaction at online retailers, thereby establishing a high level of marketing and information-related quality, suggests that customers will be more likely to use and recommend the product to their peers. Perceived usefulness is likely to encourage peers to distribute recommendations by word-of-mouth, hence increasing continuation intentions, but it has little effect on the significance of friends.

### **2.4.3 Perceived value and Satisfaction**

Perceived value and satisfaction are two significant motivator elements that influence post-MCO continued online purchasing (Christy and Tan, 2021). They are linked ideas since satisfaction is felt as a result of perceived worth. The customer's assessment of the benefits they obtain from a product or service in comparison to the cost connected with it is referred to as perceived value. It is formed when a consumer assesses the worth of a product or service in terms of the cost associated with it and the respective advantages received by the client. In contrast, satisfaction is the customer's reaction to the perceived value. It is the joy or delight that a buyer feels after purchasing a product or service.

Because contentment is a direct effect of perceived value, the link between perceived value and satisfaction is critical (Chung et al., 2022). Customers who believe a product or service is valuable are more likely to be pleased with their purchase. This is due to the fact that the cost of the product or service is seen reasonable in contrast to the advantages received. Customers who believe a product or service is of little value, on the other hand, are less likely to be satisfied with their purchase. This is because the cost of the product or service is seen excessive in comparison to the benefits received. Based on this relationship between perceived value and satisfaction, the following hypothesis can be formulated.

#### **2.4.4 Safety and Privacy and Satisfaction**

The relationship between online purchase safety and satisfaction has received a lot of attention. As the number of online purchases grows, so does the need to assess customer happiness and the factors that drive it (Azman, 2020). According to studies, safety and privacy are two of the most important elements that determine consumer satisfaction while making an online transaction. The guarantee that the consumer is transacting with a legitimate vendor and that their data is secure and safeguarded is described as safety. When making an online purchase, consumers must feel confident that their personal information and financial transactions are kept private and safe.

The right of the consumer to control their personal information and prevent it from being shared with third parties without their consent is defined as privacy (Azman, 2020). Consumers must feel confident that their personal information is protected online and will not be shared with anybody else. Consumer happiness with online transactions is greatly influenced by their views of safety and privacy, according to studies. Consumers who are confident in their online purchases are more likely to be satisfied and return to the same seller for future transactions.

Consumers who believe their safety and privacy are not adequately secured, on the other hand, are more likely to be unsatisfied with their online purchasing experience and unlikely to make subsequent purchases (Azman, 2020). The following hypothesis can be constructed based on the preceding discussion: Consumers who sense a high level of safety and privacy in their online purchases are more likely to be happy and to purchase again. Consumers who perceive a low level of safety and privacy in their online transactions, on the other hand, are more likely to be unsatisfied and unwilling to make repeat purchases.

#### **2.4.5 Satisfaction and Continuance Online purchase intention**

Satisfaction and Continuance Online Purchase Intention are two important motivational factors that influence post MCO (Movement Control Order) continuous online purchase. Satisfaction is defined as a measure of how much a person's expectations are met or exceeded by a service or product. Continuance Online Purchase Intention is defined as the intention of the customer to continue using online services or buying online products. The two factors are related in the sense that satisfaction is the precursor to a customer's intention to continue using or buying online. The level of satisfaction is dependent on the quality of the product or service and the expectations of the customer (Bahrin et al., 2022).

Satisfaction is a cognitive evaluation of a service or product based on the customer's expectations (Azman, 2020). The higher the customer's satisfaction with an online product or service, the more likely it is for them to have a higher intention to continue using or buying online. Continuance Online Purchase Intention, on the other hand, is an attitude or behavior that is based on the customer's satisfaction. It is driven by the customer's view of the product or service's value, their entire experience with the firm, and their confidence in the company. The higher the customer's satisfaction with an online product or service, the more likely they are to have a higher intention to continue using or buying online.

Based on the above discussion, a hypothesis can be developed that states: "The higher the customer's satisfaction with an online product or service, the higher their intention to continue using or buying online." This hypothesis can be tested by collecting and analyzing data from Klang Valley consumers regarding their satisfaction with an online product or service and their intention to continue using or buying online. The results of this study can be used to gain insights into the motivational factors that influence post MCO continuous online purchase.

In conclusion, Satisfaction and Continuance Online Purchase Intention are two important motivational factors that influence post MCO continuous online purchase. Satisfaction is a cognitive evaluation of a service or product based on the customer's expectations, while

Continuance Online Purchase Intention is an attitude or behavior that is based on the customer's satisfaction. Based on this, a hypothesis can be developed that states: "The higher the customer's satisfaction with an online product or service, the higher their intention to continue using or buying online."

## **2.5 Conclusion**

This chapter analyzed and discussed the literature review of previous research findings that are associated with motivational elements impacting satisfaction with online buy continuation intent. Based on the journal articles and previous study findings, the proposed conceptual framework and produced hypotheses were determined. The following chapter will discuss the research methodology utilized in this study, including data collection methods, questionnaire design, data analysis techniques, etc.

## **Chapter 3**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter will describe the methods utilised to investigate the problem under investigation. There is a suitable path for the researcher's exploratory strategy, which must be followed precisely to prevent making errors. This chapter will cover research design, data collection method, sample design, research instrument, construct measurement, data processing, and data analysis.



## **3.1 Research Design**

### **3.1.1 Quantitative Research**

Quantitative research involves data collection and analysis based on numerical criteria. (Bhandari, 2021). This may involve identifying patterns, computing averages, generating forecasts, and identifying the causal relationship. Using a quantitative research approach, the information gathered for the study objective is examined for hypotheses. Typically, this data gathering approach entails sending questionnaires to the intended respondents (Sekaran & Bougie, 2013). To create and apply various numerical models to quantitative data obtained in the form of percentages, rates, etc., is the goal of selecting quantitative research. Quantitative research is often used in business since it is simple to analyse data. The qualitative study, which is provided as text, audio, or video, is the exact opposite (Zikmund, Babin, Carr & Griffin, 2010).

Online questionnaires are used to collect information for this investigation. The results of the computations will then be tallied and analysed statistically. Self-designed surveys are frequently employed since responders can save time by completing them online . In addition, the majority of respondents will be hesitant to provide lengthy feedback responses or participate in individual interviews because they are typically time-consuming. By employing surveys, this can be prevented. In addition, the strategy encourages involvement from respondents because it ensures the privacy of their information and can produce more precise findings from respondents (Creswell, 2013).

### **3.1.2 Descriptive Study**

Researchers frequently employ descriptive studies to accurately represent a population or environment. What, Where, When, and How may all be answered via descriptive research. But it can't be used to respond to "why" queries. Descriptive research may contribute to the development of a more complete picture of the results about customer happiness, motivating factors, and the desire to continue making purchases online. Descriptive study designs permit the examination of a vast array of factors and research methods. Participants' gender, age, marital status, education level, and other details are questioned throughout the research. These difficulties may be examined in the research in more detail, for example, by comparing the results by gender.

## **3.2 Data Collection Methods**

### **3.2.1 Primary Data**

Ajayi (2017) asserts that primary data is obtained from primary sources directly using procedures including questionnaires, experimentation, and interviews. The information collected directly from the source is primary data. In this scenario, many people will get survey questionnaires for research reasons. Typically, the target audience is established prior to data collection, and the primary data sources are selected and modified to meet the project's objectives and requirements. Through the dissemination of self-administered questionnaires, this research gathers primary data. A questionnaire is used to get the most current data and to speed up the answer process. Primary data for research objectives will be gathered using specially created questionnaires.

### **3.2.2 Secondary Data**

Information that has already been collected but is frequently still accessible in written or electronic form is referred to as secondary data. (Ajayi, 2017). Secondary data consists of information collected by a third party who was not involved in the research, did it for a different reason, and did so at a different time in the past. This research draws on writings from a variety of sources, including Google scholar, Emerald, and ScienceDirect. The utilised information is derived from previous literature evaluations, journals, publications, and other pertinent sources. To guarantee the authenticity and validity of the surveys, they will be based on reputable journals. In addition, secondary research appears to be more cost-effective than primary research since it utilises previously collected data. (Parveen & Showkat, 2017). Using secondary data for market analysis has several advantages, including time and cost savings (Curtis, 2008).

### **3.3 Sampling Design**

#### **3.3.1 Target Population**

A survey's target population refers to the entire collection of units from which conclusions will be drawn using survey data. Thus, the specification of the target group will directly determine the eligibility of survey respondents (Lavrakas, 2008). This study's target audience consisted mostly of Klang valley consumers with online buying experience during COVID-19. This is owing to the fact that they would have perceived different levels of satisfaction, which would have influenced their decision to continue purchasing online post-MCO. Moreover, due to their different characteristics and origins, this group may have differing perspectives and feelings regarding the satisfaction they obtain from online purchasing and influence the repurchase intention.

#### **3.3.2 Sample Size and Sampling Location**

According to Delice (2010), a sample size of more than 250 respondents is sufficient for statistical data analysis, and doing so increases the reliability and precision of the findings. A significant sample size is required for extrapolating without introducing bias or error from a random sample. In a similar vein, Taherdoost (2016) claimed that a larger sample size decreases the risk of incorrect findings. In order to offer valuable data for achieving the study's objectives, a minimum sample size of 300 respondents is estimated to be representative.

The sampling location could be characterised as the place where this study is being done. In this study, respondents who are Klang valley residents that engaged in online purchasing during COVID-19 will be selected. In addition, Microsoft Form will be used to electronically distribute surveys to respondents. By delivering an online questionnaire, it is considerably simpler for respondents from the Klang valley states in Malaysia to access and complete the questionnaire using any available electronic device.

### 3.3.3 Sampling Technique

Probability sampling and non-probability sampling are the two subcategories of the sampling technique. Every member of the target population has an equal chance of being chosen from the data collection thanks to probability sampling. Non-probability sampling techniques also raise the issue of whether the idea of probability is followed when choosing items from a sample population. The non-probability technique was employed in this investigation. Non-probability sampling techniques include quota sampling, convenience sampling, snowball sampling, and judgement sampling.

The non-probability approach is better appropriate for this inquiry. As it is normally fast and simple to gather completed questionnaires, convenience sampling and snowball sampling were used in the technique of data collection for our study. Convenience sampling is a non-probability sampling approach that allows samples to be taken from a group of people who are conveniently located (Saunders, Lewis & Thornhill, 2012).

The researcher will send the survey/questionnaire to participants in this study using online platforms including Facebook, WhatsApp, Telegram, and others. Additionally, the virtual snowball sampling sub-method of snowball sampling will be used. Another non-probability sampling technique is called "snowball sampling," in which respondents ask their friends or acquaintances to do the poll (Goodman, 1961). Because of how internet surveys work, participants may share the survey with their connections.

### **3.4 Research Instrument**

#### **3.4.1 Questionnaire Design**

A questionnaire's design should be straightforward and easy for responders to understand. This is so that respondents may choose the most relevant answer depending on their own preferences in a well-designed questionnaire. The collection of information and the computation of findings may both be facilitated by a well-designed questionnaire. Sections A, B, and C are present on the questionnaires used for this research.

General demographic inquiries are included in Section A. The main goal is to gather responder data so that the findings may be analysed. There are seven questions in this section, including ones on gender, age, marital status, degree of education, and monthly income, Klang valley resident, and internet purchasing experience during COVID-19. Respondents must select the most pertinent predetermined answer for each inquiry. Only responders who answer "YES" to Section A Questions 6 and 7 will continue the survey.

Section B focuses on the motivational factors that influence continuous online purchase after the MCO. The independent variables consist of perceived ease of use, perceived usefulness, perceived value, Safety and privacy. Section C includes questions regarding consumers' satisfaction and continuance online shopping intention. In Sections B and C, five-point Likert scale questions are used to assess the significance of the respondent-identified issues. Through the use of Likert scale questions in the survey, respondents can express or rank the relevance of statements.

### 3.4.2 Pilot Test

In advance of a bigger study, researchers might evaluate their research methods using a pilot test (Hassan, Schattner & Mazza, 2006). It is a measure of how well a representative sample of the population's intended respondents react to the survey questions as defined. This is done to ensure that participants can react and comprehend the questions, allowing researchers to get accurate and trustworthy data (Hair, Money, Samouel & Page, 2007). Typically, 10% of the actual sample size is used for the pilot test. In this instance, 30 respondents were polled in this study. After collecting and compiling all questionnaire responses, the SPSS programme will be utilised to assess the questionnaires' dependability and validity. Analysts utilise Cronbach's Coefficient Alpha to quantify the consistency of the inner factors. Using SPSS, the pilot test's reliability is evaluated, with the following results:

Table 3.1 Pilot Test

Variables	Cronbach's Alpha
Perceived ease of use	0.906
Perceived usefulness	0.863
Perceived value	0.878
Safety and Privacy	0.938
Satisfaction	0.895
Continuous Online Purchase Intention	0.835

The summary of pilot test findings for this research is shown in the table above. As demonstrated in the table above, Cronbach's Coefficient Alpha values for all variables are reliable. Cronbach (1971) determined a sufficient reliability coefficient alpha as 0.7, hence all variables in the table are more than 0.7, indicating that the data is trustworthy. Briefly, it is possible to continue the examination with a wider range of respondents throughout the study.

### 3.5 Construct Measurement

#### 3.5.1 Scale Measurement

A questionnaire is used in this research to gather data from respondents. There are categories for nominal scale, ordinal scale, interval scale, and percentage scale in a metric scale. This study makes use of the nominal, ordinal, and interval scales. Both nominal and ordinal scales will be used for the demographic inquiries. Ordinal scales may be classed and ordered, although nominal scales don't need to have a numerical value and can simply be categorised.

A five-point Likert scale interval scale will be used for Sections B and C. It is possible to numerically label, group, and organise interval scale. It provides a specific range of possibilities for the variable. Section C is based on satisfaction and the desire to make more online purchases, whereas Section B is based on motivating reasons. Respondents may express how much they agree or disagree with the statement in the question by using a Likert scale. The 5-point Likert scale used in the study is shown in the table below:

Table 3.2 Likert Scale

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
1	2	3	4	5



### 3.5.2 Origin of Construct

Table 3.3 Origin of construct

Section	Information	Items	Adopt from
A	Demographic Profile	7	
B	Perceive ease of use	5	Aisyah et al.,2020
	Perceived usefulness	4	
	Perceived value	4	Ali & Bhasin, 2019
	Security and privacy	5	Rita et al., 2019
C	Satisfaction	4	Ali & Bhasin, 2019
	Continuous online purchase intention	4	Aren et al.,2013; Li et al.,2019

The publications from which the queries were taken are properly cited with regard to the construct's original source. Self-developed using ideas from earlier journals, Section A. Section B was adopted from Aisyah et al. (2020), Ali & Bhasin (2019), Rita et al. (2019). Section C include satisfaction and continuous online purchase intention. Satisfaction was adopted from Ali & Bhasin (2019) while Continuous online purchase intention was adopted from Aren et al.(2013) and Li et al. (2019).

## **3.6 Data Processing**

The process of transforming questionnaire-collected input data into relevant information is known as data processing (Sharma, 2018). The completion of data processing correctly is vital. It entails examining, modifying, and encoding research data.

### **3.6.1 Questionnaire Checking**

The first step in data processing is to examine questionnaires for errors such as misspellings, grammatical mistakes, and misreading of questions (Zikmund et al., 2010). During the phase of data collection, questions are examined to ensure they are clear and comprehensible and to prevent errors. In addition, to ensure that the desired responses are collected. Therefore, the completeness and accuracy of the data are crucial for ensuring the quality of the investigation.

### **3.6.2 Data Editing**

To verify the acquired data, researchers must edit the collected data. During the measurement procedure, errors may arise. For instance, the respondent misread or misunderstood a question, a typing error caused a disparity between the claimed amount and the actual value, and the respondent failed to answer the response question. Adjusting data can increase the questionnaire's precision and consistency. Before the data is entered into the system, this stage modifies the output to enhance its readability, so resolving a problem that was detected during the earlier questionnaire review (Zikmund et al., 2010). The handling of incomplete and inconsistent questionnaires. To verify the authenticity and veracity of the data, incorrect information provided by respondents will also be deleted. Specific settings have been implemented within the online survey form to prevent respondents from bypassing any questions before continuing.

### 3.6.3 Data Coding

Encoding of data is the subsequent step. Coding is the assignment of numbers or symbols that indicate a respondent's response. (Kothari, 1990). The following table displays the Section B and Section C coding samples that will be used in this investigation.

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
1	2	3	4	5

### 3.6.4 Data Testing

The data and outcomes will be examined using computational tools. Since the numbers make sense, they will be approved upon verification. Incorrect data and excessive sums will be eliminated from the software. Identifying unnecessary variables is part of this procedure.

### 3.6.5 Data Cleaning

Removal of unnecessary information is the primary goal of the data cleaning process. (Sharma, 2020). It is straightforward to spot incorrect data and outliers using either SPSS or Microsoft Excel. As a result, it would be straightforward to spot mistakes in the surveys that were programmed and to add or change any missing information. Data cleaning may deal with missing entries, irrelevant values, duplicate values, errors, and checking for mistakes (Sharma, 2020). Eliminating the missing value or altering it using mean or median may do this. The study's data will undergo a thorough inspection before being removed or modified.

### 3.6.6 Data Transcription

Data transcription is the process of turning raw data into printed or electronic text publications. The transcriptions are saved for later use, and Smart PLS 4 is used to analyse them.

## **3.7 Data Analysis**

### **3.7.1 Descriptive Analysis**

The purpose of descriptive analysis is to define the underlying characteristics of the data (Zikmund, 2010). In order to generate descriptive information, it summarises and arranges the data so that it is simple to comprehend and analyse. Descriptive statistics provide qualitative data for analysis, including the respondent's gender, age, marital status, education status, monthly income, Klang valley resident, and online purchase experience during COVID-19. After data collection, it classifies the demographic profile data in several graphical formats, such as bar charts and pie charts.

#### **3.7.1.1 Distribution of Frequency**

The data received from the demographic's questions will be described using descriptive analysis. In addition, a frequency table is utilised to tabulate the data. In a frequency distribution table, a typical method of presenting demographic data, the most prevalent result stood out prominently.

### 3.7.2 Scale Measurement – Reliability Test

For researchers to get accurate and reliable information, data dependability is essential. A testing indication called reliability shows how objective the questionnaire is. One of the most often used tests in a scale survey to determine the dependability of the instrument is Cronbach's alpha reliability (Bonett & Wright, 2014). A coefficient alpha of less than 0.6 is considered to have poor dependability, while values between 0.60 and 0.70 are considered to have good reliability, according to Sekaran and Bougie (2016). A reliable system has an alpha coefficient between 0.7 and 0.8. Additionally, it is thought that a coefficient alpha value of 0.80 or above denotes exceptional dependability. The values of the coefficient's alpha are summarised in the table below.

Table 3.4 The Cronbach Alpha Strength Association

<b>Coefficient Alpha(<math>\alpha</math>)</b>	<b>Level of Reliability</b>
<0.60	Poor Reliability
0.60 to 0.70	Fair Reliability
0.70 to 0.80	Good Reliability
0.80 to 0.95	Very Good Reliability

### 3.7.3 Internal Consistency Reliability

The reliability of the indicators was assessed and validated using composite reliability and Cronbach's alpha. They are used to evaluate the dependability of internal consistency. To be considered reliable, a Cronbach's alpha value of at least 0.7 is required. In general, the dependability level will be higher when Cronbach's alpha is higher (Wong, 2013).

### **3.7.4 Convergent Validity**

Convergent validity is acknowledged as a technique for determining the converged construct's variance and interpreting it. It is required to look at the indicator's outer loadings and the average variance retrieved to understand convergent validity (AVE). The convergent validity requires an outer loading of 0.70 or higher. The AVE must have a minimum value of 0.50 in order to guarantee convergent validity (Hair, Risher, Sarstedt & Ringle, 2019).

### **3.7.5 Discriminant Validity**

Discriminant validity describes the degree of distinction between an idea and other experimental constructs. There are three methods for assessing discriminant validity (Hair et al. 2016). To establish discriminant validity, the Fornell-Larcker criteria are used first. A technique for assessing discriminant validity, according to Fornell and Larcker (1981), involves using the square root of AVE in each latent variable. The square root of AVE must be bigger than the other correlation values among the latent variables in order to satisfy discriminant validity.

The second method for figuring out the discriminant validity is by looking at the cross loadings of the indicators. Hair, Ringle, and Sarstedt (2019) assert that this strategy is typically more forgiving. The indicator loadings on their respective constructs must be higher than their cross loadings on other constructs in order for the discriminant validity test to be passed.

Lastly, another method for assessing discriminant validity is the heterotrait-monotrait ratio (HTMT). According to Hamid, Sami, and Sidek (2017), HTMT enables the accomplishment of higher sensitivity and specificity rates. If the HTMT ratio is more than 1, the test's discriminant validity is deemed to be insufficient. The HTMT ratio must be less than 1 in order to prove discriminant validity.

### 3.7.6 Inferential Analysis

#### 3.7.6.1 Pearson Correlation

Pearson's correlation coefficient is a statistical tool for assessing the magnitude and direction of a linear relationship between two variables. It is a basic tool for demonstrating the degree to which one variable is dependent on another (Belkhiri et al, 2010). The correlation coefficient's value spectrum ranges from +1 to -1. If the value is +1.0, the correlation between the variables might be complete positivity. In the absence of 1.0, the correlation between two variables would be completely negative. A correlation close to 0 does not always indicate a linear relationship between the variables. The correlation coefficient rule of thumb is presented in the table below.

Table 3.5 Rule of Thumb for Pearson's correlation coefficient

<b>Size of Correlation</b>	<b>Interpretation</b>
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Little if any correlation

### **3.7.6.2 Partially Least Square (PLS)**

Inference analysis is also conducted using PLS. PLS is one of the structural equation models (SEM) families of variance-based approaches (Henseler, Ringle & Sinkovics, 2009). In addition, PLS is a method for creating predictive models, and the path coefficient must be greater than 0.1. (Hair et al., 2011). In the meanwhile, the T-statistics must exceed 1.96 in order to justify the path coefficient (Nascimento & Macedo, 2016). In addition, it is suggested that the variance inflation factor (VIF) be smaller than 5.0 to eliminate the multicollinearity problem. In addition, the R<sup>2</sup> coefficient is used as a predictive precision criterion to evaluate the ability of latent variables to predict outcomes. Additionally, R<sup>2</sup> values of 0.75, 0.50, and 0.25 for latent variables are respectively substantial, moderate, and inconsequential (Hair et al., 2011)

## **3.8 Conclusion**

In summary, we can say that research approaches were used in this study to collect, analyse, and make sense of the respondents' data. We also used multiple regression analysis and the Pearson coefficient of correlation to analyse the data. In next chapter, will presented the compiled data and discussed the findings.



## **Chapter 4**

### **DATA ANALYSIS**

#### **4.0 Introduction**

This study's main goal is to investigate the connection between satisfaction, motivating factors, and the desire to make more online purchases in the future. This chapter analyses the questionnaire-collected data introduced in the previous chapter. 348 questionnaires were completed remotely online through Microsoft Form. Tables and graphs representing the frequency analysis and descriptive analysis will be shown. Data analysis was then performed using SPSS and Smart PLS 4.0. The results of the study will be presented in this chapter.

## **4.1 Response Rate**

This study targeted 300 respondents, and a total of 348 survey questionnaires were received. Nevertheless, only 301 survey questionnaires met the criteria. The survey questionnaire was collected entirely through Microsoft Form. The reasons for eliminating 47 responders from consideration is because their responses are unqualified. This study has set a minimum eligibility requirement for respondents to be Klang valley residents; consequently, respondents from other areas will not be considered. This research will also automatically exclude respondents who did not engage in online shopping during COVID-19, as their opinions are irrelevant to this study.

## 4.2 Descriptive Analysis

This study's major purpose is to explore the relationship between customer satisfaction, motivational factors, and the intention to continue online shopping in the post MCO. In this chapter, we will analyse the responses to the questionnaire that developed. Microsoft Form was used to remotely complete 348 questions. The frequency analysis and descriptive analysis will be represented via tables and graphs. Smart PLS 4.0 was then used for data analysis. This chapter will provide the study's findings.

### 4.2.1 Gender

Table 4.1 Frequency Table for Gender

Gender	Frequency	Percentage (%)
Male	152	43.68
Female	196	56.32
Total	348	100.00

Figure 4.1 Pie Chart for Gender

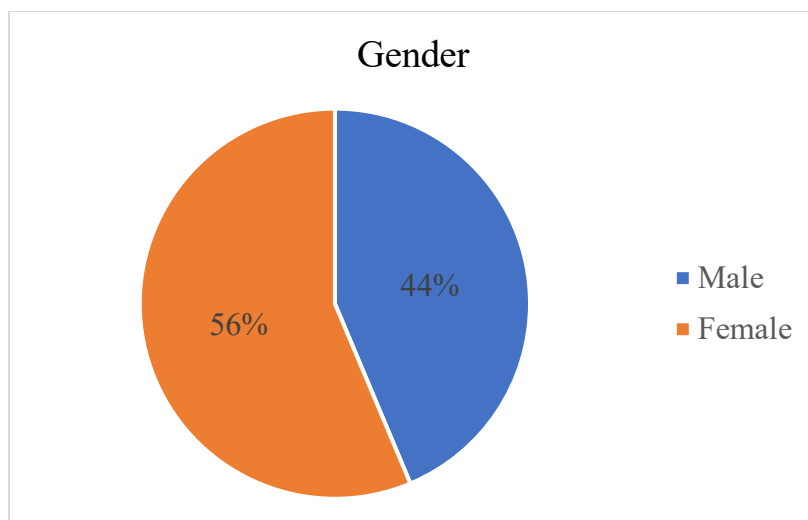


Figure 4.1 depicts the gender distribution of survey respondents. Clearly, there are more female respondents than male respondents in this study. 196 females make for 56.32 % of the population, while 152 males account for 43.68%. Females outnumber male respondents by 44 individuals, or 12.64% of the total.

## 4.2.2 Age

Table 4.2 Frequency Table for Age

Age	Frequency	Percentage (%)
< 21 years old and below	33	9.48
21-25 years old	195	56.03
26-35 years old	74	21.26
36-45 years old	29	8.33
45 years old and above	17	4.89
Total	348	100.00

Figure 4.2 Bar Chart for Gender

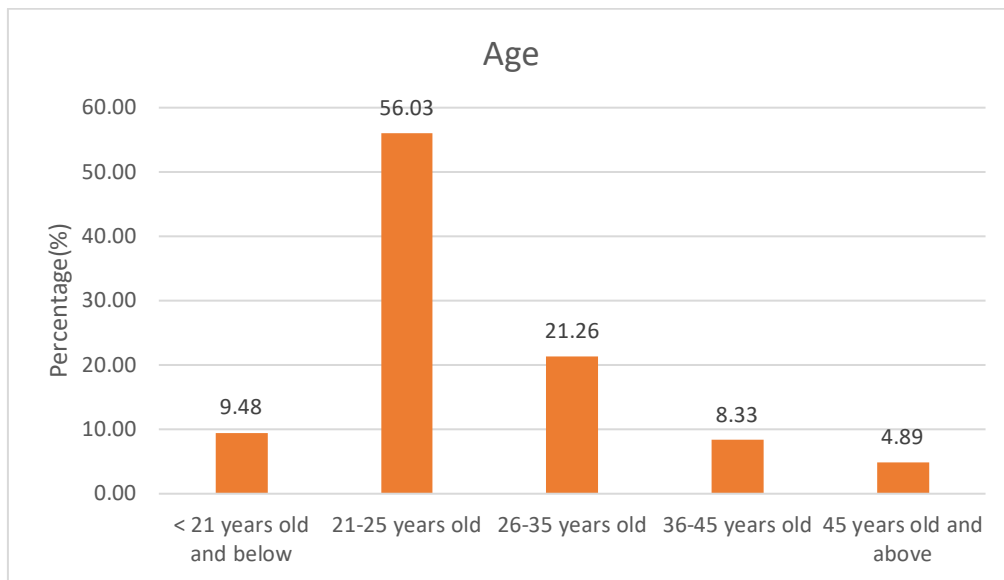


Figure 4.2 categorises the age of survey respondents. According to the graph, the majority of respondents are under 26 years of age, with a rapid fall thereafter. Most of the respondents (56%) are between the ages of 21 and 25. There are 195 people in this age group. 9.48% of the population consists of individuals under the age of 21. The age range between 26 and 35 comprises 74 people and accounts for 21.2% of the total population. The remaining age groups represented a minor number of respondents, the 36-45 and 45+ age groups accounted for 8.33% and 4.89% of the total respectively.

### 4.2.3 Marital Status

Table 4.3 Frequency Table for Marital Status

Marital status	Frequency	Percentage (%)
Single	281	80.75
Married	59	16.95
Others	8	2.30
Total	348	100.00

Figure 4.3 Bar Chart for Marital Status

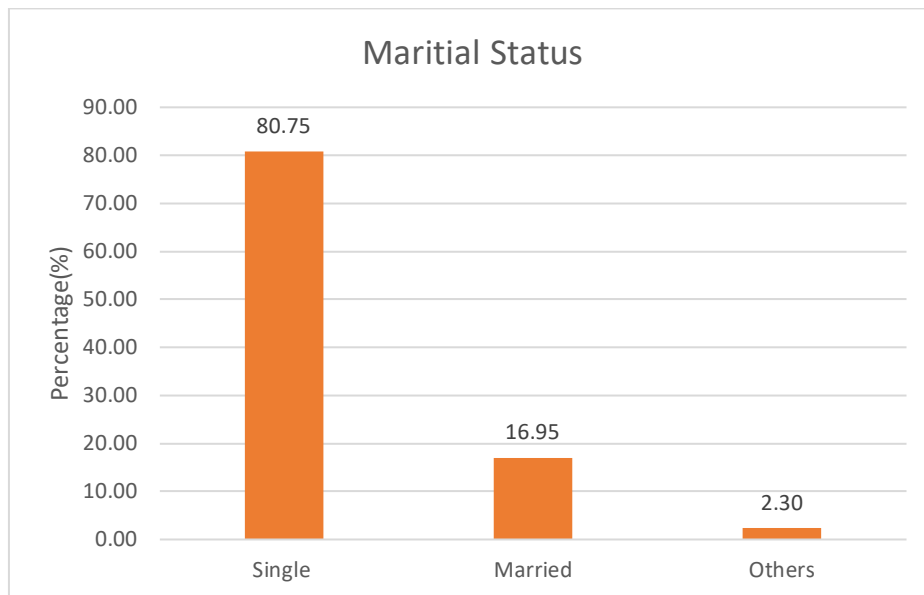


Figure 4.3 illustrates the marital status of respondents. Most respondents are single, which have 281 respondents accounting for 80.75% of all respondents. Presently, 59 respondents (16.95%) are married. In this study, 8 respondents (0.98%) selected other option.

#### 4.2.4 Education Status

Table 4.4 Frequency Table for Education Status

Education Status	Frequency	Percentage (%)
SPM or lower	42	12.07
Diploma	59	16.95
Degree	231	66.38
Postgraduate and above	16	4.60
Total	348	100.00

Figure 4.4 Bar Chart for Education Status

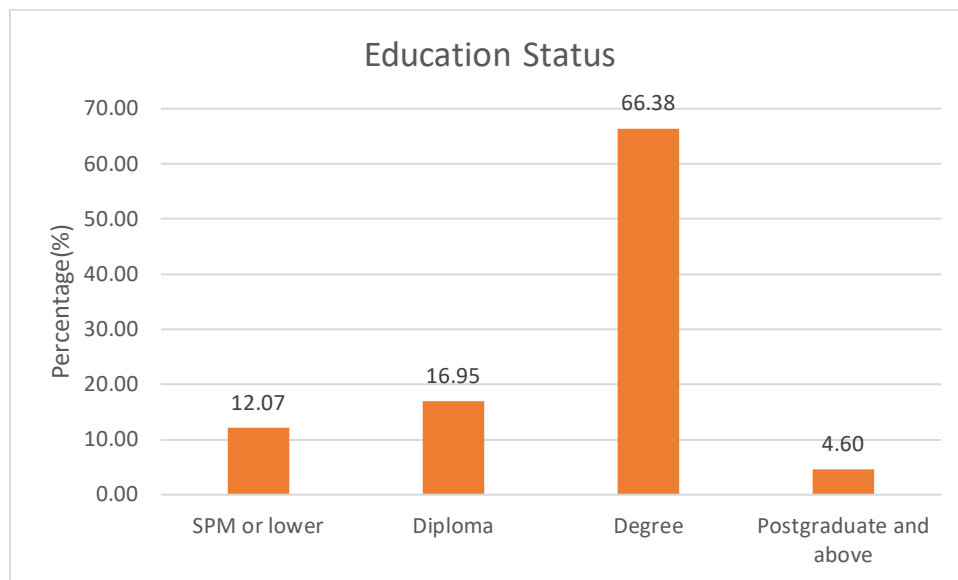


Figure 4.4 indicate the respondents' highest level of education status. Most of the respondents of this survey currently possess a bachelor's degree with a frequency of 231 respondents or 66.38%. This is followed by SPM or less with 42 respondents (12.07%), Diploma with 59 respondents (16.95%), and Postgraduate and above with 16 respondents (4.6%).

## 4.2.5 Monthly Income

Table 4.5 Frequency Table for Monthly Income

Monthly Income	Frequency	Percentage (%)
RM3000 and below	213	61.21
RM3001-RM6000	74	21.26
RM6001-RM9000	37	10.63
RM9001-RM12000	18	5.17
RM12001 and above	6	1.72
Total	348	100.00

Figure 4.5 Bar Chart for Monthly Income

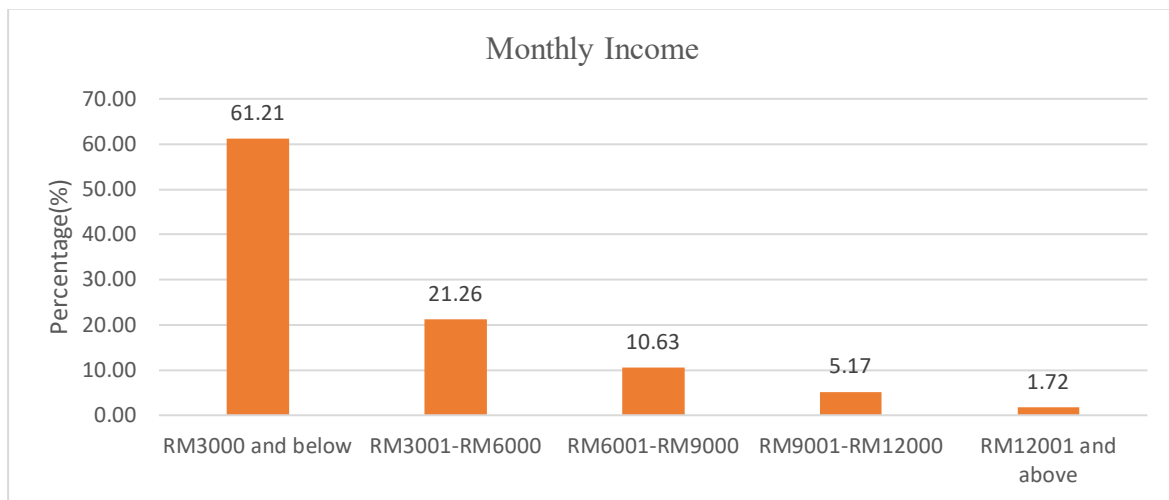


Figure 4.5 depicts the monthly income of survey respondents. In the monthly income range RM3000 and below has 213 people, which accounts for 61.21%, RM3001-6000 has 74 people, which accounts for 21.26%, RM6001-9000 has 37 people, which accounts for 10.63%, and RM9001 and above has only 18 people, which accounts for 5.17%. Lastly, 6 individuals, or 1.71% of the population, had a monthly income of RM12001 or more.

#### 4.2.6 Klang Valley Residents

Table 4.6 Frequency Table for Klang Valley Residents

Klang valley Residents	Frequency	Percentage (%)
Yes	309	88.79
No	39	11.21
Total	348	100.00

Figure 4.6 Pie Chart for Klang Valley Residents

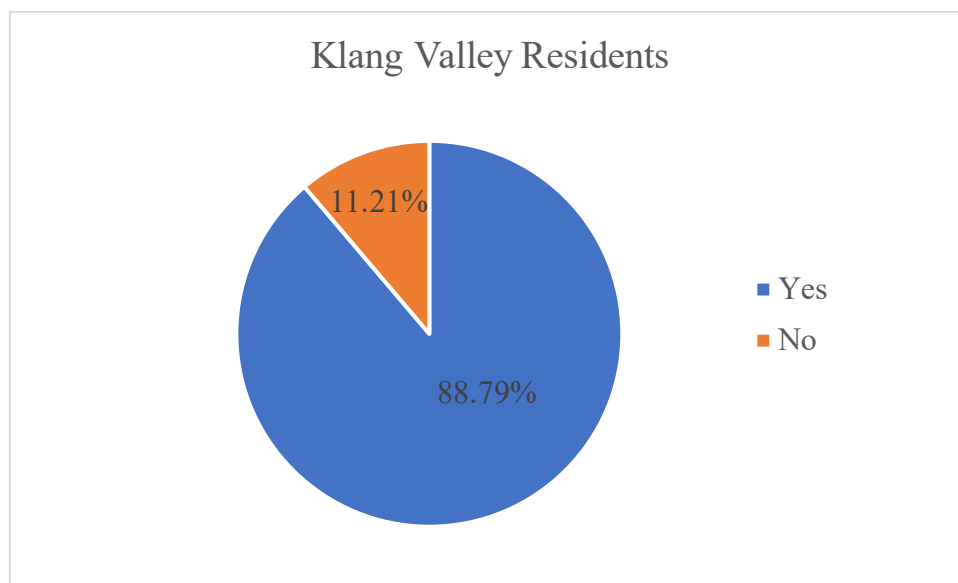


Figure 4.6 shows the Klang valley residents in this survey. As the survey was limited to the Klang valley consumers', only valid respondents will be included in this study. 309 respondents (88.79%) are Klang Valley residents, whereas 39 respondents (11.21%) are not from the Klang Valley.



#### 4.2.7 Online shopping during COVID-19

Table 4.7 Frequency Table for Online shopping during COVID-19

Online shopping during COVID-19	Frequency	Percentage (%)
Yes	301	97.41
No	8	2.59
Total	309	100.00

Figure 4.7 Pie Chart for Online shopping during COVID-19

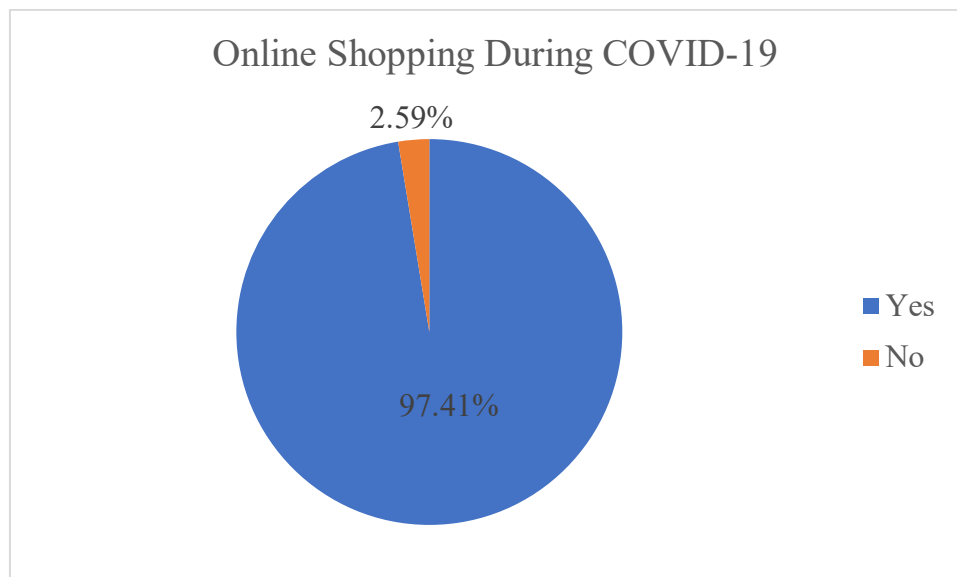


Figure 4.7 revealed that 301 respondents (97.41%) had engaged in online shopping during COVID-19. However, 8 respondents, or 2.59%, reported having no experience purchasing online during COVID-19.

### 4.3 Measurement Model Analysis

Numerous social science research often uses PLS-SEM. Many academics utilise PLS-SEM because it enables them to assess complicated models and analyse their linkages at the same time (Hair, Risher, Sarstedt & Ringle, 2019). The PLS-SEM findings will be thoroughly assessed and analysed in this chapter.

#### 4.3.1 Internal Consistency Reliability and Convergent Validity

Table 4.8 Cronbach's Alpha, rho\_A, composite reliability and average variance extracted (AVE)

	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
Perceived ease of use (PEOU)	0.825	0.828	0.877	0.589
Perceived Usefulness (PU)	0.812	0.815	0.876	0.639
Perceived value (PV)	0.817	0.817	0.879	0.646
Satisfaction(S)	0.799	0.801	0.869	0.624
Safety and Privacy (SAP)	0.889	0.891	0.918	0.692
Continuous Online Purchase Intention (COPI)	0.824	0.828	0.884	0.655

The constructions and measurements of the investigation will be shown in Table 4.8. We shall discuss extracted average variance, Cronbach's Alpha, rho A, composite reliability, and (AVE). Lee Cronbach created Cronbach's alpha, also known as coefficient alpha, in 1951. Multiple Likert Scale questions are used to assess the reliability and validity of a survey's responses. (Salkind, 2015). The research's internal consistency and reliability may be assessed using Cronbach Alpha, rho A, and composite reliability. It verifies the internal coherence of study

using the data from the sources. Cronbach's alpha has a standard cut-off of 0.7, and values higher than 0.7 are preferable. S has a value of 0.799 in the previous table, which is considered acceptable. All the variables have Cronbach's alpha values greater than 0.8, which is acceptable.

The Raykov's rho A also called reliability rho is quite similar to the Cronbach's Alpha that used to analyse the reliability of a given construct (Raykov, 1997). According to Cicchetti (1994), if the rho value is more than 0.80, then internal consistency can be anticipated quite accurately. All of the constructs had rho A values greater than 0.8, indicating strong internal consistency.

An alternate way for assessing internal consistency is composite reliability. Any value higher than 0.6 may serve as a reasonable threshold. The amount of dependability increases with the number of elements on a scale (Fornell & Larcker, 1981). The minimum criterion is set at 0.80 for constructs with four or more components. The constructs are exceptionally reliable and consistent in describing the internal consistency since all values are larger than 0.8.

Alternative way for assessing internal consistency is composite reliability. According to the Fornell & Larcker (1981), a reasonable threshold is any number greater than 0.6. The higher the reliability, the bigger the number of variables on a scale. A minimal threshold of 0.80 is found for a construct with four or more variables. All values are greater than 0.8, indicating that the explanations for internal consistency are exceptionally reliable and consistent.

The constructs' convergent validity may be evaluated using the average variance extracted (AVE) value. According to Hair et al. (2019), if the AVE value is more than 0.500, it is accepted. Any result that is less than 0.5 indicates an error in the variance measurement. A convergent validity value larger than 0.70 is preferred based on the Low & Bu (2021), while values greater than 0.5 are also acceptable. All AVE values in this research are higher than the permissible threshold of 0.5, with perceived ease of use having the lowest value of 0.589 and safety and privacy having the highest value of 0.692.

### 4.3.2 Discriminat Validity

Three methods can be used to test discrimination validity: the Fornell and Larcker criterion, cross-loading of the indicator, and HTMT. Cross-loading of indicators, a Fornell and Larcker criterion, is being employed in this study to assess discriminant validity.

Table 4.9 Fornell and Larcker Criterion Table

	COPI	PEOU	PU	PV	S	SAP
COPI	<b>0.81</b>					
PEOU	0.77	<b>0.768</b>				
PU	0.823	0.797	<b>0.799</b>			
PV	0.783	0.687	0.756	<b>0.803</b>		
S	0.873	0.827	0.82	0.81	<b>0.79</b>	
SAP	0.719	0.652	0.669	0.647	0.717	<b>0.832</b>

According to Fornell and Larcker (1981), the Fornell and Larcker Criterion was designed to assess the discriminant validity of structural models.. Making sure there aren't any significant variances between the variables is the aim. Table 4.9 displays the findings of discriminant validity using the Fornell-Larcker criteria. As illustrated by the numbers in bold, the square root of the AVEs on the diagonals is greater than the correlations between constructs (corresponding row and column values). This shows that the components are much more discriminantly valid than the other constructs of the model when compared to their corresponding indicators (Hair et al., 2017). As a result, each concept has gained discriminant validity.

The cross loading of each build is shown in Table 4.10. Henseler, Hubona, and Ray (2015) claim that discriminant validity is shown when one latent variable's load exceeds that of the other latent variable. In contrast to other loading levels, the numbers in bold represent the value with the maximum cross-loading. Each concept thus has the maximum cross loading in its latent variables, proving discriminant validity.

Table 4.10: Factor Loadings (Bold) and Cross Loadings

Variables	COPI	PEOU	PU	PV	S	SAP
COPI1	<b>0.799</b>	0.561	0.67	0.645	0.674	0.641
COPI2	<b>0.752</b>	0.6	0.633	0.592	0.655	0.473
COPI3	<b>0.836</b>	0.666	0.706	0.678	0.762	0.604
COPI4	<b>0.848</b>	0.662	0.654	0.618	0.728	0.605
PEOU1	0.619	<b>0.786</b>	0.637	0.525	0.629	0.527
PEOU2	0.611	<b>0.757</b>	0.625	0.564	0.658	0.547
PEOU3	0.57	<b>0.74</b>	0.591	0.517	0.639	0.469
PEOU4	0.541	<b>0.737</b>	0.526	0.487	0.562	0.421
PEOU5	0.611	<b>0.814</b>	0.668	0.537	0.674	0.528
PU1	0.666	0.607	<b>0.806</b>	0.642	0.653	0.535
PU2	0.59	0.572	<b>0.753</b>	0.531	0.586	0.506
PU3	0.691	0.669	<b>0.831</b>	0.613	0.688	0.563
PU4	0.68	0.694	<b>0.805</b>	0.625	0.689	0.536
PV1	0.643	0.558	0.582	<b>0.805</b>	0.66	0.579
PV2	0.617	0.532	0.577	<b>0.804</b>	0.625	0.477
PV3	0.638	0.515	0.598	<b>0.818</b>	0.644	0.505
PV4	0.617	0.598	0.668	<b>0.786</b>	0.671	0.514
S1	0.702	0.704	0.676	0.654	<b>0.796</b>	0.582
S2	0.693	0.632	0.613	0.686	<b>0.794</b>	0.618
S3	0.647	0.626	0.625	0.575	<b>0.76</b>	0.521
S4	0.715	0.649	0.677	0.64	<b>0.81</b>	0.542
SAP1	0.625	0.555	0.581	0.575	0.624	<b>0.836</b>
SAP2	0.629	0.584	0.601	0.563	0.65	<b>0.821</b>
SAP3	0.577	0.521	0.507	0.477	0.553	<b>0.831</b>
SAP4	0.585	0.542	0.547	0.542	0.588	<b>0.824</b>
SAP5	0.564	0.502	0.537	0.524	0.554	<b>0.849</b>

## 4.4 Structural Model and Hypothesis Testing

### 4.4.1 Pearson Correlation Matrix

All of the independent variables have a significant effect on the dependent variable, as evidenced by p values less than 0.05. In accordance with the Table 3.5 Rule of Thumb for Pearson's correlation coefficient, Table 4.9 reveals a strong positive correlation between consumers' satisfaction and four other independent variables, namely perceived ease of use (0.822), perceived usefulness (0.814), perceived value (0.807), and safety and privacy (0.714). In addition, the satisfaction has the highest correlation value is between continuance online shopping intention at 0.868.

Table 4.11 Pearson Correlation Coefficient

		Satisfaction	COPI
PEOU	Pearson Correlation	.822**	.763**
	Sig. (2-tailed)	0.00	0.00
PU	Pearson Correlation	.814**	.821**
	Sig. (2-tailed)	0.00	0.00
PV	Pearson Correlation	.807**	.783**
	Sig. (2-tailed)	0.00	0.00
SAP	Pearson Correlation	.714**	.720**
	Sig. (2-tailed)	0.00	0.00
Satisfaction	Pearson Correlation	1.00	.868**
	Sig. (2-tailed)		0.00
COPI	Pearson Correlation	.868**	1.00
	Sig. (2-tailed)	0.00	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 4.4.2 Partial Least Square

Figure 4.8 Path Diagram of Smart PLS Results

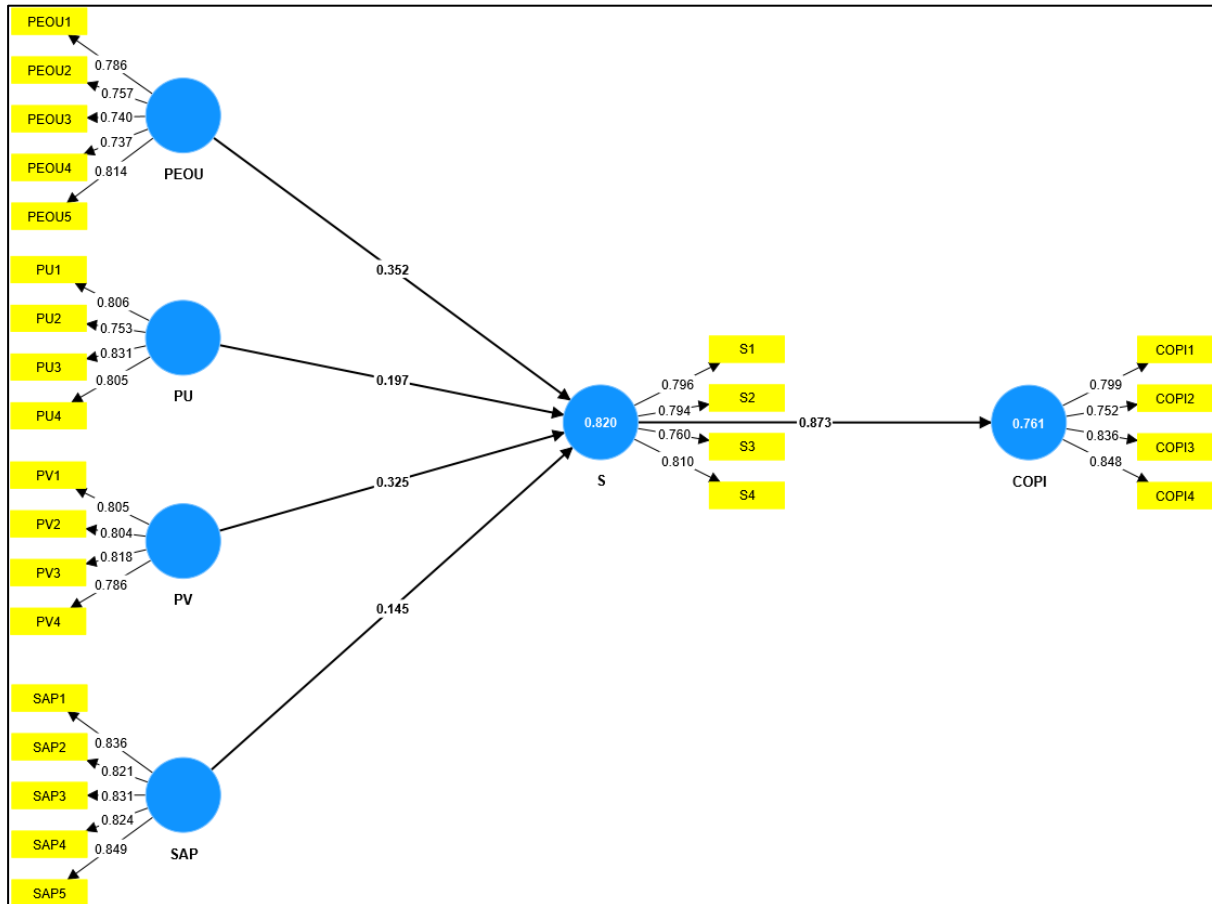


Table 4.12 VIF Table

	COPI	PEOU	PU	PV	S	SAP
COPI						
PEOU					3.014	
PU					3.671	
PV					2.602	
S	1					
SAP					2.076	

Table 4.13 Square of Table

	R-square	R-square adjusted
Satisfaction (S)	0.82	0.817
(COPI)	0.761	0.761

Table 4.14 Summary of Structural Model

Hypothesis	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
H1	PEOU -> S	0.352	0.352	0.046	7.674	0	<b>Supported</b>
H2	PU -> S	0.197	0.195	0.057	3.477	0.001	<b>Supported</b>
H3	PV -> S	0.325	0.324	0.048	6.76	0	<b>Supported</b>
H4	SAP -> S	0.145	0.149	0.042	3.432	0.001	<b>Supported</b>
H5	S -> COPI	0.873	0.872	0.022	40.144	0	<b>Supported</b>

Table 4.12 showed VIF values of perceived ease of use, perceived usefulness, perceived value, satisfaction and privacy are between 1.000 to 3.671. It is safe to infer that multicollinearity haven't occurs based on the fact that all of these VIF values are less than 5.0. All five hypotheses were supported, as evidenced by Table 4.14 and Figure 4.8. It is possible to anticipate the effect of motivational factors on satisfaction toward the continuance online purchase intention. PEOU ( $\beta = 0.352$ ,  $p < 0.001$ ), PU ( $\beta = 0.195$ ,  $p < 0.001$ ), PV ( $\beta = 0.324$ ,  $p < 0.001$ ), SAP ( $\beta = 0.149$ ,  $p < 0.001$ ) had a significant relationship with consumers' satisfaction. Additionally, Satisfaction ( $\beta = 0.872$ ,  $p < 0.001$ ) revealed a strong relationship toward the continuance online purchase intention.

According to Table 4.13, the adjusted R<sup>2</sup> for Satisfaction (S) is 0.817, indicating a substantial relationship. This indicates that PEOU, PU, PV and SAP can account for 81.7% of the variance in satisfaction. In addition, the corrected R<sup>2</sup> for COPI is 0.761, which indicates that Satisfaction accounts for 71.6% of variance. This demonstrates a substantial relationship between S and COPI.



## **4.8 Conclusion**

SPSS and SMART PLS 4 was used to analyse the data collected from the respondents to produce the findings. The charts that were created are intended to display the demographic data in summary. The PLS-SEM does data analysis and determines the validity and reliability of the variable. The research's discussion, implications, and conclusion are covered in the next chapter, Chapter 5.

## **Chapter 5**

### **DISCUSSION, RECOMMENDATION AND CONCLUSION**

#### **5.0 Introduction**

In this chapter, we will go deeper into the discussion of the findings and provide a thorough analysis of the data. In this section, the most significant findings will be summarised and analysed, along with their implications, limits, and suggestions for further research. This chapter will conclude with a summary of the relationship between the various components and outcomes.

## **5.1 Discussion on Findings**

### **5.1.1 Perceived ease of use and satisfaction**

H1: There is a significant positive relationship between the Perceived ease of use and consumers' satisfaction toward the continuous online purchase intention

A p-value of 0.000 indicates that PEOU has a significant positive relationship with consumers' satisfaction and their intention to continue online shopping. This study's findings and the prior literature analysis support the notion that perceived usefulness has a substantial impact on consumer satisfaction and their intention to continue purchasing online. (Tandon et al., 2016; Thi et al., 2022; Amalia, 2018) Perceived ease of use of a technology or system is regarded as a crucial factor in determining a user's willingness to accept or adopt it (Davis, 1989). People are more likely to adopt a technology if it is simple to employ. Typically, people accept a technology based primarily on its usefulness and secondarily on how simple or difficult it is to use the system to execute the desired tasks. However, a system's adoption can be discouraged if it is difficult to use. In COVID-19, the direct influence of PEOU on usage intention was also seen (Al-Hattami, 2021).

### **5.1.2 Perceived Usefulness and Satisfaction**

H2: There is a significant positive relationship between the Perceived usefulness and consumers' satisfaction toward the continuous online purchase intention

A p-value of 0.001 indicates that PU has a significant positive relationship with consumers' satisfaction and their intention to continue online shopping. Continuance Purchase Intentions is described as a person's tendency to continue engaging in specific behaviours. A user's attitude toward a technology, such as the existence of a desire, support, or incentive to use the technology, and the encouragement or motivation to influence other users, can be used to forecast whether or not an individual has a need or interest in the technology. Therefore, if perceived easiness generates a favourable or optimistic mindset, online shopping repurchase intentions will grow. Online shopping offers the convenience of shopping from any location and at any time. The more the perception of convenience via the attitude toward utilising a

product, the greater the purchasing intent (Jokar et al., 2017). Online buying is distinguished from traditional shopping by its convenience, which has been identified as the primary motivation for people to shop online (Gunawan et al., 2021). It is not surprising that this element was identified as a motivational factor influencing post-MCO internet shopping continuation intentions.

### **5.1.3 Perceived Value and Satisfaction**

H3: There is a significant positive relationship between the Perceived value and consumers' satisfaction toward the continuous online purchase intention

A p-value of 0.000 indicates that PV has a statistically significant positive link with consumers' satisfaction and their intention to continue online buying. Perceived value was found to significantly influence online purchasing satisfaction and intention to continue using the service, which is consistent with previous findings (Sharma et.al ,2020). These findings indicate that the more value a client feels, the greater their degree of satisfaction and their intention to continue using the post-online mco's buying services. Consumer happiness was highly influenced by perceived value, and both were significant indicators of customer purchase intention (Pham et al., 2018). The concept of convenience is important to the notion of value, which encompasses not just monetary expenses but also time and effort. If a company can supply consumers with a convenient, high-quality product and excellent service, this will inspire them to establish a desire for continued online purchasing.

### **5.1.4 Safety and Privacy and Satisfaction**

H4: There is a significant positive relationship between the Safety and privacy and consumers' satisfaction toward the continuous online purchase intention

A p-value of 0.000 indicates that SAP has a statistically significant positive link with consumers' satisfaction and their intention to continue online buying. Safety and privacy have

been identified as one of the elements influencing the intention to purchase things online in this and many prior research (Ariffin et.al,2018). According to Tran (2020), the threat of fraud, theft, credit card unauthorized transaction, scammers, and untrustworthy organization prevents customers from transacting online. Protection is of the biggest significance for attracting new customers, and online retailers should strive more to increase the level of security. In addition, a large number of customers were hesitant to acquire services and products online or to provide personal information or intelligence online due to the fear of practicability and privacy absent that online merchants in Malaysia are not exploiting their personal information. To ensure a functional and user-friendly website, as well as the security and privacy of clients, it is essential for businesses to comprehend their needs. This is necessary to ensure that customers are pleased with their online shopping experiences and the products they purchase.

#### **5.1.5 Satisfaction and continuance online shopping intention**

H5: There is a significant positive relationship between the consumers' satisfaction toward the continuous online purchase intention

A p-value of 0.001 indicates that there is a strong positive link between satisfaction and the intention to continue online purchasing. This is consistent with the findings of previous research conducted under COVID-19 (Al-Hattami, 2021;Rao et al., 2021; Ifinedo,2018). When consumers are pleased, they will form a favourable opinion that will influence their decision to repurchase in the future (Blackweell et al., 2006). According to Geraldine and Laurent (2019), there is a considerable correlation between satisfaction and repurchase intent. Consumers can experience satisfaction when they see that their intended expectations are met by the e-commerce service. In the future, the action to continue online shopping will occur. Therefore, it is essential for businesses to address client concerns. This can contribute to an increase in customer satisfaction, which in turn will encourage continued online shopping.

## **5.2 Implications of the Study**

### **Theoretical Implication**

The research findings have numerous implications for the existing body of knowledge. First, it contributes to the existing literature on online shopping by using the ECM model and TAM model as a theoretical foundation to explain how perceived ease of use, perceived usefulness, perceived value, and safety and privacy influence consumers' satisfaction in recommendation, which in turn increases consumers' intention to continue using online shopping. The findings contribute to the literature on online purchasing and shed light on the motivational elements that influence consumers' intent to continue shopping online.

Since the COVID-19 has altered the Malaysian way of life, Therefore, the study contributes significantly to the literature on IS/IT continued use in the post-MCO situation. This study proposes an extended model integrating TAM (Davis, 1985) and ECM (Bhattacharjee, 2001) to explain motivational factors impacting the intention to continue online purchasing. Extending or merging ECM with other relevant models offers improved IS continuity forecasting (Hidayat-ur-Rehman et al., 2016). Integrating the TAM model with ECM can interpret the technology adoption acceptance.

This research contributes to the literature on technology acceptability and post-adoption behaviour by validating indirect determinants of continued usage and intention. Motivators for IT/IS usage, such as PEOU, PU, PV, and SAP, have received growing attention in the ECM literature. In short, the model of this study suggests that PEOU may also be a significant component in online purchasing, favourably influencing Continuous online purchase intention through satisfaction. Therefore, this study provides a more thorough explanation of the origins of internet buying.

### **Practical Implication**

This study's findings have a number of implications for government and organisations seeking to better comprehend consumer purchasing behaviour. This study promotes the MCO's intention to continue purchasing. This study identified four motivating factors that increase consumer satisfaction. According to the findings of the study, when a consumer is satisfied, repurchase intent is generated.

First, the design of the website or system should be considered. It is encouraged to utilise simple, user-friendly design so that customers can quickly discover the information they need. Consumers' intentions may be attracted by personalised recommendations, popular recommendation streams, and the most recent recommendation reminders. In addition, the company should consider showing just pertinent information with proper fonts (including size) and colour combinations on their platform. The effective management of technology is required to make Internet buying simple and intuitive. The organisation can develop a website with an intuitive UI. For instance, a website that integrates search tools can facilitate customer navigation, product comparison, and the selection of the product that best matches their needs.

Furthermore, it is suggested that the government should be focus with the internet environment. From January 1 to July 31, 2022, the Domestic Trade and Consumer Affairs Ministry (MDTCA) of Malaysia received 15,957 complaints regarding fraudulent online purchases (BERNAMA, 2022). In order for Malaysia to become a digital nation, it is essential that a secure online environment be established. When the online environment is secure and protects the privacy of each user, consumers are more likely to make purchases online.

According to Rao et al. (2021), consumers feel more satisfied while shopping through direct e-stores as opposed to indirect e-stores, despite the fact that their perception and real experience differ. Therefore, organisations who are developing their own website for their customers may wish to purchase a relevant certificate to increase the site's credibility. When a company has a certificate, the address bar in the browser turns green and the URL starts with "https://," signalling to customers that they can feel safe transacting business with the company. This will boost the website's security, which will increase consumer satisfaction and thus revenue.

Moreover, this study indicated that perceived value has a substantial effect on consumer satisfaction. For instance, an organisation can give excellent service and high-quality products, as well as engage in promotional initiatives. These factors would boost the user's happiness and perceived value, allowing the individual to respond positively to online buying. This study was able to give prospective organisations with the knowledge necessary to accomplish their unique online purchasing objectives.

### **5.3 Limitations and Recommendation for Further Researchers**

This paragraph addresses the research limitations observed in this study or the contradictions that need to be resolved. It also offers suggestions for improvement in the hope that future research will produce more accurate results.

First, the survey sample size is relatively small. To provide an accurate link between independent factors and dependent variable, a lower sample size may have an effect on the correctness and reliability of the research study. Therefore, high-quality research should devote a longer time frame and more effort to seek a larger sample size that can appropriately represent the entire population and contribute to more accurate conclusions.

Secondly , this study's questionnaire is distributed online. This study's questionnaires were obtained mostly using convenience sampling and snowball sampling. As a result of the technique of distribution, it cannot be assured that respondents will answer questions truthfully. For example, the respondents may save time and misunderstanding the question to choose the answer.

Next, the range of the collected samples was limited, especially as the sample may not be selected from each area of Klang Valley. In addition, the study focuses on a particular region that may not be representative of Malaysia as a whole in order to serve as a benchmark for comparison with other nations. Aside from that, this study does not imply that foreign countries will reach the same conclusion; hence, it cannot be determined whether cultural variations will influence the outcomes.

Lastly, among the acquired valid samples, the age distribution is uneven and the research objects are insufficiently broad. In this study, the age range between 21 and 25 has the highest response rate which accounted 56.03%. However, the elder category has a small number of respondents. Future study can target a particular demographic category, such as an age group, to increase the precision of the data to better comprehend the elderly. In addition, qualitative methodologies can be used to unearth other core components of continuation intent, and the results may explain gaps in quantitative studies.



## 5.4 Conclusion

This study's objective is to examine the motivational factors that influence satisfaction with online shopping continuation intent. All hypotheses H1, H2, H3, and H4, K5 are supported by the data ( $p < 0.05$ ). The results reveal that all of the independent variables (perceived ease of use, perceived usefulness, perceived value, safety, and privacy) had a substantial effect on the dependent variable (satisfaction toward continuance online purchase intention). In addition, it was determined that satisfaction is the most important element influencing continuance online purchasing intention. Therefore, when a firm creates a website or platform for customers, they should place greater emphasis on client satisfaction.

This study has demonstrated that all of the independent variables could have contributed to the satisfaction of online shopping, including the satisfaction to investigate the intention to repurchase in the post Mco. In addition, additional study might be conducted to evaluate other motivational factors of continued use of online shopping intention. In addition to the questionnaire, other data gathering techniques, such as focus group discussions and interviews, could be employed to obtain more rigorous and illuminating information. Therefore, the outcomes of this study could serve as a future reference for comparable topics connected to online shopping.

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