



## Convenience of Jordanian Online Purchases and Services

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**Abstract.** The research provides a substantial reference from a retail point of view, considering the significance of service promotion, to the impact of service comfort on consumer purchasing behavior. The research provides a substantial reference from a retail point of view, considering the significance of service promotion, to the impact of service comfort on consumer purchasing behavior. It is a primary data research where data was collected through questionnaire and for analysis purpose smart PLS and SPSS software has been used. A random sampling method was applied to select the convenience goods customers. This was done by randomly selecting respondents. The member's examples were taken from Amman, Ma'an, in Jordan. Different tools have been taken in this study. The study found that trust in e-retailing doesn't affect dependability aim, which is not at all like past investigations. The study concludes that consumer loyalty doesn't prompt the reliability aim of clients. The current examination has an extraordinary commitment in the arena of the post-buy conduct of the clients in the e-retailing division. The study is useful to e-commerce retailers who provide help in India. It helps to develop the administration and the strategies used to keep customers steady and productive.

**Keywords:** Consumer, Online behaviour, Service Convenience, Purchase, Customer Value, Trust, Loyalty.

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### INTRODUCTION

Internet retailers' demand has increased their responsibilities by efficiently selling the commodity to the market (Chen et al., 2014) to reduce costs and merge routes with consumers to tackle problems with home delivery (Persson and Virum, 2001; Chen et al., 2014). This suggests that it has become more difficult for internet sellers to physically sell the products directly at the customer's door, as the electronic or 'virtually' products cannot be used unless they are delivered in the right place at the right time, location, number and condition (Gattorna, 2005; Chen et al., 2014). As an efficient logistic process for any company, another successful means of winning competition over other companies and helping companies to exploit customers can be used. Via its successful logistics activities, the organisation can cut costs and increase efficiency (Nicholls and Watson, 2005). Mentzer and Williams (2001) & Kahn and Mentzer (1996) showed in their studies that the company's success is focused on superior logistical efficiency in customer service. Through cost and time savings, the business benefits from the best quality delivery process, which helps its share of the market and competitiveness to rise (Thompson et al. 1985; Chen et al. 2015; Khaled et al., 2020).

The e-commerce industry is growing rapidly in India. This is due to both the rapid expansion of the Global Network and the development of the infrastructure for information technology. Innovative marketing techniques such as cash-on-sale, consumer-friendly goods rebate programmes have increased faith and belief in the e-retail sector (The Economist, 2016). From e-shopping domains, consumers also get more help. Over the last decade, India's rapid growth in Internet use has motivated young shoppers to buy online. In young clients, this improvement in human behaviour is widely seen. E-commerce revenues in India amounted to approximately \$16 billion in 2015, which is expected to increase sevenfold by 2020 (The Economist, 2016). Depending on their own sense of protection, customers judge the quality of service. In-service comfort influences knowledge of interest and devotion. It is a major influence on the behaviour of internet users (Dai et al., 2014). Customer service has been a crucial challenge and needs to be tackled profitably and sustainably (Pansari & Kumar, 2018). Increased consumer focus is paid to subjective yet critical aspects of product quality. A important determinant of customer penetration in product satisfaction is energy and time saving (Roy et al., 2016). The paper should look at the comfort of e-shoppers and the effect of the post-purchase actions of e-shoppers on service comfort. A standard background is called operational comfort.

In the last ten years, Jordan has seen a rapid rise in the number of Internet users; this development gives a bright prospect to e-marketers. In 2018, the Arab Advisors Group completed a new survey of Internet users in Jordan. The survey showed that 24.4% of internet users used e-commerce to purchase goods or

services or pay their bills online in 2018; this figure grew from 15.4% in 2017. In 2019, the number of e-commerce customers was 514,000, which is around 8.2 percent of Jordan's total population. In 2019, those consumers of e-commerce spent an estimated \$370 million, a substantial increase from \$192 million spent in 2018. These findings suggest that Jordanians are prepared to spend money on the Internet to benefit from the use of e-commerce transactions. In addition, if e-marketers determine the factors that influence the online purchase decisions of customers and how customers make these choices, they can develop their strategies to attract customers to shop online.

There may therefore be a large study gap and also an increased opportunity to explore the e-tailing company's comfort of service as to the effect of comfort on consumer engagement, customer satisfaction, trust and loyalty. The primary objective of this analysis is to assess the behavioural impact on other variables related to consumer post-purchase behaviour of online retail service comfort. The layout of the research paper includes introductions, peer reviewed analysis, methods of study, factual explanation, and observations and conclusions. In the literature, prior research on service quality and other progress related to the thesis was discussed in detail. This article addressed the methodology of the analysis. Following a proper analysis and testing of knowledge, the results of the study were given. Ultimately, this article addresses the consequences and disadvantages of the present work with the main findings. The study offers a significant guide to the effect of service comfort on customer buying behaviour from a retail point of view, given the importance of service promotion. The study offers a significant guide to the effect of service comfort on customer buying behaviour from a retail point of view, given the value of service promotion.

When the client spends his time and attempts to decide which service to use or buy. In other words, the estimated time and energy of the client is used to assess whether to provide a service or not (Roy et al., 2016; Dai and Salam, 2014; Kaura et al., 2015). The decision will be made on the available data on the staff member's service, word of mouth, brand recognition and realistic facilities and style (Chang and Polonsky, 2012). In terms of ease of decision making, consumer loyalty is high (Bendall-Lyon and Powers, 2004). This is vital for home supply retailers, by providing adequate products and company information, that customers are aware of their unique services. Customer experiences are important and helpful to consumers, and e-shop goods should be promoted. The e-shopping platform's usability has a significant effect on customer e-satisfaction. Service delivery affects consumer productivity in the industrial period. It also affects consumer confidence and contact between WOMs (Dai and Salam, 2014; Amgad et al., 2020).

Convenience was measured using a particular cost-or effort-focused factor (Berry et al., 2002), and the measurement was expanded by Seiders et al. (2000) and four convenience types were added. "These were subsequently expanded into five types of convenience of service (Berry et al., 2002; Seiders et al., 2005), whereby convenience of service relates to "customers' time and energy requirements related to the use or purchase of a service" (Berry et al., 2002, p. 5). It is those five kinds of convenience that affect a service's customer satisfaction, namely preference, direct connexion, transaction, advantage and post-benefit. When consumers want to decide whether to offer a particular service, decision versatility is important since there are usually many suppliers and delivery options. As consumers invest time and energy generating service buying decisions that make pre-consumption judgments more difficult due to their comprehensive quality experience, the decision-making process is crucial (Nyer and Gopinath, 2005; Wirtz and Chew, 2002).

Consumers still need time and energy to carry out the entire purchasing process, particularly when customers join the platform after purchasing decisions are made (Jiang et al., 2013). For customers, transaction comfort is needed because their payment will be completed promptly and their effort will be saved (Roy et al., 2016; Dai et al., 2014). Company versatility influences both business performance and price equity for customer loyalty. Consumers would also be pleased if they are equipped with higher product quality, according to (Roy et al., 2016). The need for ease of operation is of great importance to service providers. This affects the selection of company start-ups for a fair representation of their companies to support their customer service goods (Benoit et al., 2017). Company versatility is associated with the organisation's special steps to make client operations more relaxed (Clulow and Reimers, 2009). The interest recognised by the client enables the different needs to be met (Tseng et al., 2018). A positive relationship with a business continues to be built by consumer perception of higher customer productivity (Dai et al., 2014). The perceived quality of service provided by consumer confidence by e-shopping platforms directly affects customer loyalty while studying electronic products (Marakanon et al., 2017). Indeed, inaccessibility and a lack of consistency make it easy for clients to turn to replacement service providers (Dai et al., 2014). Customer trust plays an important part in the satisfaction of consumers (Cheng et al., 2016). Digital ordering of e-shopping items is now considered a major function of customer loyalty (Oh & Kim, 2017). Consistent proof of goods is a requirement for the assessment of

purchase decisions for consumers (Mehmood and Najmi, 2017). Internationally, e-shopping web portal features (appearance, price, and website design perceptions) affect the millennial generation when they purchase from shopping portals (Matic et al., 2017).

Aagja et al. (2011) and Colwell et al. (2008) have stated that efficiency greatly affects customer loyalty. The fundamental benefit of customer loyalty in online shopping is the safe and timely delivery of the products. As shown by Aagja et al. (2011), customers are happier when variable delivery times are provided on demand. It refers to both the time and effort felt by customers during the benefit cycle when customers have purchased the service or nice, but for a particular reason they need to enter the business (Jiang et al., 2013). This convenience is largely dependent on the ability to return certain goods or get a repair service from the consumer (Roy et al, 2016; Kaura et al, 2015).

By using the five convenience types proposed by Berry et al. (2002), researchers have tried to combine the different forms of convenience in a number of ways, but not directly. For example, Hsu et al. (2010) examined the convenience of service with respect to businesses delivering goods for home delivery, but used a comparative convenience measure based on one factor that represents each of the five types of convenience. They found the correlation between customer satisfaction and convenience-moderated loyalty. Chang et al. (2010) explored the use of a hybrid convenience scale by fast-food clients, too. We find that comfort influenced happiness, and that happiness guided relationships of comfort-loyalty. Some of the studies which can be referred on similar issues. (Amgad et al., 2018; 2019) A key contribution of current research is that the assessment of the e- constructs of e- in India suggests a smaller, more sophisticated scale. The various dimensions of quality e-service and relationships with customers after purchase have been recognized by customers. This document also leads to linking e-commerce, e-satisfaction with other e-service buildings of quality such as comfort, protection and reactivity. It helps advertisers build a roadmap for enhancing consumer engagement and advocacy services provided by e-tailers. Now the era of information technology has changed, with the sensitivity that was very critical determinants of customer satisfaction (Amgad et al., 2020). A study conducted by Gsawneh et al., (2020) using a survey questionnaire, data was collected from prospective clients. Structural equation modelling of partial least squares (PLS-SEM) was used in the outcome analysis. The findings indicate a positive influence of social media on the function of online shopping. In addition, the relationship strengths between social media and online shopping intent were moderated by comprehensiveness.

Convenience is becoming a significant marketing advantage for moment-constrained customers and as such, advertisers are becoming highly involved (Farquhar and Rowley, 2009). Time-poor customers are looking for services that provide value that is easy for browsing, finding, purchasing and using (Seiders et al., 2000). It was recorded that 52 per cent of consumer's surveys would like to spend less time purchasing in the future (Seiders et al., 2000). The ease of the company affects consumer interaction with the e-shop. Comfort in operation makes a positive image for business enterprises. It often takes a significant role in the standard of service provision (Shainesh, 2012). Customer comfort influences customers' opinion of the efficiency of the company, which in effect affects consumer interest, retention and customer engagement. Accessibility of internet resources linked to the platform, which affects consumer loyalty (Szymanski & Hise, 2000). Time savings and commitment are two components of operation comfort (Anderson and Kulhavy, 1972). Business usability needs a view of the consumers' time and energy to use the company (Berry et al., 2002). Convenience has the simplicity of browsing, consuming and transacting resources on the Internet. User satisfaction and many other consumer post-buy activities are affected by ease of service (Srinivasan et al., 2002). Dissatisfaction with the company impacts sense of worth and devotion. It's a significant element in remote consumer behavior (Dai and Salam, 2014). In the modern era, quality of service reliability influence business easiness that influences loyalty and WOM communication (Dai et al., 2014). Simplicity impacts satisfaction by quality of service and justice of service. Therefore, if they are provided service comfort, the customer can become more pleased (Roy et al., 2016).

H1: there are a positive impact between Service convenience and customer Trust

H2: Service convenience has a significant impact on customer value.

H3: Service convenience has a positive effect on loyalty intention.

H4: Service convenience impacting customer satisfaction significantly.

Value has acquired a special significance in modern years (Gallarza et al., 2011, 2016) and was more widely conceived after Zeithaml (1988, p. 14) as a 'consumer' appreciation of the utility of a product dependent on the perception of what is obtained and provided. This approach takes an interest in the relation between advantages (what is accomplished) and losses (what is an investment made) in a trade as a global market evaluation. Quality, since the systems are different, can also easily be mistaken. Benefit for the consumer is a point where the cost is exceeded by the profit. A high quality service or product also does not have the highest level of cost, since it compares the benefit against the cost. The profit to the

customer in exchange for payments is market interest (Parasuraman et al., 1988). The value of the customer encompasses both the actual interest and the predicted significance. What customers expect (Expected Benefit) is the desired interest in either a product or service. The real advantage is the value that a client can feel after purchasing goods or services (Woodruff, 1997). Brand satisfaction is viewed by the consumer as a company's desired benefit when buying a lower level of goods or services, and as a sensitive reward and objective achievement at an advanced level (Woodruff, 1997). Maddox, (1981) described lower values as declining satisfaction but not leading to deception. Customer engagement (conscious involvement, anticipation, and social communication) is now a primary factor in customer satisfaction, and active participation, enthusiasm, and social communication are needed for further interaction with customers (Zhang et al., 2017).

H5: Customer value \effects customer satisfaction positively and significantly.

Three core elements (predictability, reliability and fairness) are included in the definition and are used as an economic calculation in which principles are examined by comparison with the actual cost of serving, generating and sustaining the relationship (Yuen et al. , 2018). Previous researchers indicated that e-retailers initially invest effort to reduce the degree of risk, which increases customer confidence and ultimately increases the intention to purchase online products / services. In exchange, customer trust has taken on the organisation's reputation as an underlying cause. Consumer loyalty is the willingness of customers to embrace an e-commerce website (Murphy et al. , 2003) in the case of e-shopping. To boost customer loyalty, confidence has been established in retail stores and salespeople (Sun et al., 2010). Clients are relaxed and provide a forum for product discussion and confidence building with the rapid growth in social networking activity (Lu et al., 2010). Customers are much more interested in customer reviews on product information than they are in internet retailers (Ridings and Gefen, 2014). The digital world makes it easier for customers to buy goods and access services over the Internet through the distribution of information (Mueller et al., 2010). Accountability draws online consumers and raises the incentive to purchase. The popular understanding of usability and unavailability is strengthened by benevolence (i.e. clear contact between seller and buyer) and reputation (i.e. faith in reliability). The central factor in making customer purchase decisions is accurate and reliable knowledge of quality (Mehmood and Najmi, 2017). The study by Qureshi et al ( 2009) also found a direct and indirect link between the efficacy of the platform, the reputation perceived, the ability to fulfil the order, trust and the intentions of repurchase, based on the purpose of e-commerce and customer repurchase. Jeon et al . ( 2017) believes the media effect between perceived interactivity of the website and the online travelling culture between online trust and utilities. Based on Oghazi et al . ( 2018) study, 730 fast-moving online consumer goods buyers in Sweden used consumer trust as a mediator between online purchasing return policy and purchase decision. Stouthuysen et al . ( 2018) also affirmed the role of institutional media and trust in jurisdiction between providers of clear guarantees, consumer reviews, and the customer's intention to buy online goods.

H6: Trust statistically and significantly impact loyalty intention.

H8: Trust has a positive impact on customer satisfaction.

Customer interaction is a component of product operations, e-cooperation, and e-security. A noteworthy main and cost-savvy focus has been client treatment (Pansari and Kumar, 2016). It will have a positive effect on customers for such offices at the stage where the e-shopping platform provides different offices, such as assurance and solace. Maintenance of the buyer is to ensure that the organisation's e-dependability and corresponding standard of assistance is reached (Yang et al., 2005; Ahmad et al., 2017). As a 2-D array, WOM is described. Zeithaml (2000) suggests that, in terms of behaviour or attitudes, loyalty to clients can be established. As per Reichheld (2003), an example of behavioural loyalty is a client endorsement of a consumer brand to friends and peers for its goods or services. On a proposal from clients, the credibility of the company is built (Griffin and Herres 2002; Oliver 1999). A drive to satisfy customers is to focus on improving the administrative nature of the company and these happy customers are referrals that influence the last choice of customers to purchase products (Abzari et al., 2014; Khaled, A. et al. 2019). Smith and Wright (2004) have developed a structural equation model in which they use the company's quality and knowledge of brands, goods and services as variables to help build brand loyalty. The results of Yoon (2014) also indicate the value of brand reputation and product consistency for the establishment of consumer loyalty. Utility E-communication nurtures the trust of consumers and their ability to shop on the internet (Hajli, 2014). As a consequence, reassuring consumer relations are crucial for the ideal customer (Frow et al., 2016).

H7: *Customer satisfaction by e-tailers has a significant impact on loyalty intention.*

According to Griffin and Herres 2002, the credibility of the company is focused on customer feedback. Focusing on enhancing the company's service quality is an attempt to please customers, and these happy customers are referrals that impact customers' final decision to buy items. Ball et al. , 2004 said, though,

as an attitude of loyalty, relationships with the organisation must be established. Customer loyalty is a dedication to the future use of products or services (Kotler and Keller, 2006; Khaled, A et al, 2020) and a desire to move to a variety of other places that offer better services (Flavián et al., 2006). In the presence of the Internet, consumer loyalty is becoming relevant because consumers can move easily by comparing goods in various e-shops (Lu et al., 2013; D. Khaled, A et al., 2021). People-to - people connexions over the Internet provide interactive assistance. These interactions both foster trust and the desire to buy (Hajli, 2014; Amgad et al., 2020). Customer loyalty, combined with the online convenience provided by the e-retailer, improves customer satisfaction with the product selection. For e-stores to succeed, growing customer loyalty is key as it leads to bulk deals (Pee et al . , 2018). For further study of the context of the literature review, the theoretical structure (Figure 1) was suggested.

## METHOD

In order to evaluate the hypothesised model and the mediating effect of trust in online shopping, this study used structural equation modelling of partial-least-squares (PLS-SEM) (Ringle et al . , 2015) to consider its widespread usage in business processes and organisational disciplines (Hair et al., 2012) and is considered to be the most thoroughly developed and systematic variance approach (McDonald, 1996). In this study, mediation and moderation analysis (Matthews et al . , 2018) were also used. Two steps were calculated for the second order constructs and a more parsimonious model was projected (Becker et al . , 2012). A two-step strategy was introduced. The research sample was randomly picked from Jordan. A self-managed questionnaire was used for data collection. Answers were promised to remain voluntary, confidential, and anonymous in their participation. For new research, an online survey is regarded as an efficient and authenticated method (Manfreda et al., 2008). The approach to data collection is also swift, simple and cheaper (Dutot and Bergeron, 2016). The time frame would also be shortened by this strategy and could be added if necessary. Online surveys have recently been carried out by Dillman (2006) to collect data from large-scale customers (Carlson et al . 2019). In the current study, 700 questionnaires have been circulated via social media. Platforms (e-mails, WhatsApp, Facebook) provide 356 appropriate responses to them. The research used five-point Likert scales to record responses (1= 'strongly disagree'; 5= 'strongly agree'). A total of 16 items were used [Customer Value (two items), Loyalty (three items), Satisfaction (three Service Convenience items (five items) and Trust (three items)], adapted from sabluh et al . ( 2017). Similar topics are taken up for the study in the context of systematic research, such as service ease, trust, loyalty intent, and consumer value and market quality. SC (Jiang et al. 2013), T (Marakanon et al . 2017), LI (Zeithmal et al . 1996), CS (Khan & Khan 2017) and CV (Khan & Khan 2017; Tseng et al. 2018) in terms of the e-retail industry.

## Study Group

Scientist assembled the appropriate responses on a 5-point likert scale figuring 1 for solid difference and 5 for solid understanding. The member's examples were taken from Amman, Ma'an in Jordan. They buy things from basic food item entryways rather than from customary e-retailers and are respected to be social agents of an alternate class (Abeler et al. 2014; Ahmad and Khan 2017; Güth et al. 2007). It was from practically all open and private foundation that the members were. The greater part of the respondents were from the gathering age of 20 - 25 46 respondents, and firmly followed by the gathering age of 25-30 of every 32 respondents. In this example, there were 83.1 % of male members and 16.9 % of female members.

## Data Analysis

In Jordan, because of different segment and buying conduct incongruities, guys are substantially more standard purchasers than females (Karnik 2016; Ahmad and Khan 2017). The profile of the respondents is presented in Table 1.

**Table (1) Respondents Profile**

Demographic		Frequency	Percent	Demographic		Frequency	Percent
Gender	Male	103	83.1	Frequency	Flipkart	60	48.4
	Female	21	16.9		Amazon	34	27.4
occupation	Student	103	83.1		Paytm	30	24.2
	In service	19	15.3	Website	UP TO 5	51	41.1

	house wife	2	1.6		05-10	49	39.5
Age	below 20	5	4		10-15	16	12.9
	20-25	46	37.1		MORE THAN 15	8	6.5
	25-30	32	25.8				
	above 30	41	33.1				

1. The maximum number of respondents were males (83.1%) followed by females (16.9%)
2. 83.1% of the respondents were students which were followed by in service (15.3%) and house wives (1.6%).
3. Most of the respondents were 20-25 years old (37.1%) followed by above 30 years old (33.1%), 25- 30 years old (25.8%) and below 20 years old (4%)
4. 48.4% respondents use Flipkart, 27.4% use Amazon and 24.2 % Paytm.
5. 41.1% of the respondents use up to 5 followed by 5-10 by 39.5%, 10-15 by 12.9% and more than 15 by 6.5%

## RESULTS

### Kaiser-Meyer-Olkin (KMO)

Data was obtained and analysed using version 25 of SPSS. The adequacy of the sampling was initially tested using Kaiser-Meyer-Olkin (KMO) to verify the adequacy of the sample size and evaluate the results to fulfil the assumptions of the factor analysis. The KMO adequacy test results were 0.796 and were considered to be successful (Table 2), and additional data were considered sufficient for factor analysis.

**Table2: KMO**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
	Approx. Chi-Square	878.228
Bartlett's Test of Sphericity	Df	20
	Sig.	.000

### Exploratory factor analysis

The relations between the variables observed are described by the loading factor. For a group of products, the loading factor means that the measures converge or are strongly convergent at some common point. An ideal loading value has been shown by numerous studies. In general, a load factor greater than 0.5 is appropriate and an optimum load factor greater than 0.7 or greater is ideal. The study of the PLS-SEM factor was accomplished by using the SmartPLS 3 software for this research. As shown in the following table, after scale purification, factor loads ranged from 0.521 to 0.957, which were well within acceptable limits.

Anderson & Gerbing (1988) should also be applicable to the factual loading of this data. Therefore, with the use of 500 sub-protocols to assess the significance of measured parameters at 5 percent, a bootstrapping study using SmartPLS3 was also carried out. The parenthesis values are the t values, which are approximately 5 percent significant in this case (t-value > 1.65, one-tailed test). Eight scales, which are Customer Value (CV), Loyalty Intention (LI), Customer Satisfaction (CS), Service Convenience (SC) and Confidence (T), are recommended for the analysis. Each measure, as suggested in Table 3 below, for its factor loading, element loading and fit indices, was evaluated separately.

**Table 3: Factor Loading**

NO.	Variables	Statement	Code	Factor Loading
1	Customer Value	Value for Money Compare to other	CV1	0.93
2		Value for Money which paid	CV2	0.818
3	Loyalty	Choice	LI1	0.672
4		continue to do purchase	LI2	0.868

5		Encourage friends	LI3	0.808
6	Satisfaction	Service	S1	0.867
7		Financial transaction	S2	0.837
8		Experience	S3	0.907
9	Service Convenience	Easy to access	SC1	0.695
10		Easy to Search	SC2	0.772
11		Easy to Compare	SC3	0.644
12		Easy to Evaluate	SC4	0.521
13		Easy to transact	SC5	0.736
14	Trust	Concerned about clients	T1	0.566
15		Trust Worthy	T2	0.852
16		Confidence	T3	0.841

### Reliability analysis

In order to measure the reliability, internal consistency, validity of information, convergent validity and discrimination, the measuring model proposed by Hensiller et al. (2008) is needed. The external loads of items linked to a specific dimension, for which values were between 0.40 and 0.70 (Hair et al . , 2016), evaluated the reliability of individual items; all the values for thatThe analysis surpassed 0.5 (Table4). The Cronbach alpha value should according to Nunnally (1978) be above 0.7; the construction threshold values in this study ranged from 0.844 to 0.935.

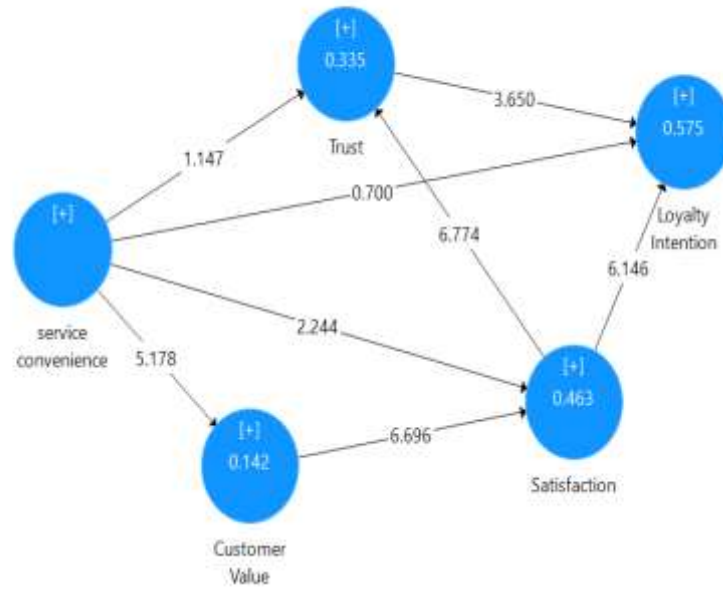
**Table4: Reliability**

NO.	Variables	No. of Items	Cronbach's Alpha	AVE
1	<b>Customer Value</b>	2 Items	0.710	0.768
2	<b>Loyalty Intention</b>	3 Items	0.695	0.620
3	<b>Satisfaction</b>	3 Items	0.840	0.758
4	<b>Trust</b>	3 Items	0.645	0.584
5	<b>Service convenience</b>	5 Items	0.705	0.461

Average Variance Extracted (AVE) is a measure of the variation quantity recorded by a framework with respect to the quantity of variance due to the error. It is a normal factor of all squared loads for a group of construction elements and is seen as a strong convergence predictor (Fronell and Larcker 1981).A value of 0.5 or more for AVE indicates adequate convergence, because its measured elements account for 50% of the variance of the structure. The AVE value below 0.5 indicates that the errors exist in the products more than halved the variance of the building removed.For the construction used in this analysis, the AVE values for the SmartPLS3 were determined and are shown under Table 4 above. The findings indicate that all the things corresponding to the eight buildings used in this study adequately converged as all the AVEs exceed 0.5. Customer attention and Data Protection respectively correspond to AVE values from 0.369 to 0.723.

### Path and analysis

To evaluate the outcomes, PLS-SEM was used. A two-step methodology has been used to assess many measures explicitly related to reliability, validity, and path coefficients and to ensure the data is free from multicollinearity and other data-related biases (Hair et al., 2010).Reliability, validity, and path-coefficient assumptions related to multicollinearity, normality, and bias were assessed using the two-step method suggested by (Barclay et al. 1995) to evaluate the model of measurement and the structural model before performing PLS-SEM tests.



**Figure1. SEM**

Six hypothesis out of eight presented in the analysis are confirmed by the results in Table 5. The standardized regression coefficient for relationship between Customer value and Satisfaction is 0.083, which implies positive impact of Customer value on Satisfaction. The t-value for the path is 7.183 and  $p=0.000$  which is less than 0.05 (at 95% level of significance). Therefore, the impact of Customer value Satisfaction is statistically significant. Hence, H1 is accepted. The standardized regression coefficient for relationship between **Satisfaction** and **Loyalty Intention** is 0.091, which implies positive impact of **Satisfaction** on **Loyalty Intention**. The t-value for the path is 5.953 and  $p=0.000$ . Hence, H2 is accepted. The standardized regression coefficient for relationship between Customer satisfaction and trust is 0.071, which implies positive impact of Customer value on Satisfaction. The t-value for the path is 7.347 and ( $p=0.000$ ). Hence, H3 is accepted.

The standardized regression coefficient for relationship between loyalty intention and trust is 0.082, which implies positive impact of trust on loyalty intention. The t-value for the path is 3.396 and ( $p=0.001$ ). Hence, H4 is accepted. The standardized regression coefficient for relationship between service convenience and customer value is 0.071, which implies positive impact of service convenience on customer value. The t-value for the path is 5.342 and ( $p=0.000$ ). Hence, H5 is accepted. The standardized regression coefficient for relationship service convenience and loyalty intention is 0.076, which indicates insignificant impact of service convenience on loyalty intention. The t-value for the path is 0.699 and ( $p=0.485$ ). Hence, H6 is rejected. The standardized regression coefficient for relationship between service convenience and customer satisfaction is 0.072, which implies positive impact of service convenience on customer satisfaction. The t-value for the path is 2.398 and ( $p=0.017$ ). Hence, H7 is accepted. The standardized regression coefficient for relationship service convenience and trust is 0.097, which indicates insignificant impact of service convenience on loyalty intention. The t-value for the path is 1.249 and ( $p=0.0212$ ). Hence, H8 is rejected.

**Table 5: Path coefficient and hypothesis testing**

			Standard Deviation	T Statistics	P Values	Decision
Customer Value	- >	Satisfaction	0.083	7.183	0.000	Supported
Satisfaction	- >	Loyalty Intention	0.091	5.953	0.000	Supported
Satisfaction	- >	Trust	0.071	7.347	0.000	Supported
Trust	- >	Loyalty Intention	0.082	3.396	0.001	Supported



service convenience	- >	Customer Value	0.071	5.342	<b>0.000</b>	<b>Supported</b>
service convenience	- >	Loyalty Intention	0.076	0.699	<b>0.485</b>	<b>Not supported</b>
service convenience	- >	Satisfaction	0.072	2.398	<b>0.017</b>	<b>Supported</b>
service convenience	- >	Trust	0.097	1.249	<b>0.212</b>	<b>Not supported</b>

## CONCLUSION & DISCUSSION

This research was conducted to define the impact of service convenience on the actions of the customer after purchase. In addition, the study assessed the importance of certain media systems, such as consumer value and confidence, to influence young Indian e-shoppers' consumer satisfaction and loyalty intentions. A model to assess the relationship between service convenience and other variables, such as confidence, customer satisfaction and deliberate loyalty was therefore proposed.

In order to understand the relation between service convenience and post-purchase behaviour, Structural Equation Modeling (SEM) was used for the path analysis of the proposed model. The study findings are consistent with previous research examined in the e-environment the relationship between service comfort and loyalty and word of mouth contact (Dai and Salam 2014; Mohd et al., 2018). In this analysis, customer satisfaction is influenced by service convenience. That's close to Roy et al., (2016) previous research. Convenience with service affects loyalty intent that is different from the previous research (Srinivasan et al., 2002).

In this research, service convenience in e-retailing doesn't affect loyalty intention and trust, which is like past investigations (Marakanonet al., 2017). Trust is in this way not a setting characteristic for shopper administration. This isn't perfect with the past report, in which trust was a risk penny to consumer loyalty. This could be ascribed to the counter to the shoppers by e-retailers in fitting assurance steps. In the current examination, the abstract enthusiasm of the buyer doesn't impact client reliability which is not normal for the discoveries of the past research (Tseng et al. 2018). It ought to have been viewed as the primary capacity of all utilities in the current monetary situation in light of the shopper intrigue.

Previous research on social media and the intention to shop online and focused on the effect of social media on the intention to shop online, and both of these research recorded a positive impact of social media on the intention to shop online. The same result was also recorded in the present research, whereby social media was found to have a major impact on behavioural motivation by creating a direct relationship with customers, reducing the perceived risk, and increasing consumer confidence, both of which would inspire them to purchase products using online platforms. First, since this research was performed in Jordan, similar studies should be carried out in other countries in the Middle East. Secondly, apart from using comprehensiveness as a moderator of the social media relationship and the intention to shop online, other structures such as characters of power can also be used as a moderator of the same relationship. For example, confidence and customer loyalty and steadfastness target, it appears to be assumed that administration comfort effect sly affects post-buy actions. The roundabout effect of management comfort on customer loyalty and engagement is not measurably critical. Consumer loyalty does not allow consumers to strive for reliability. In the arena of the post-buy actions of customers in the e-retailing division, the present review has an exceptional dedication. The research is useful for Jordanian e-commerce retailers who provide support. This helps to improve the administration and the methods used to keep clients healthy and profitable. It also expands the writing as well as the one-dimensional model of the investigation's administrative accommodation and other post-buy social variables.

The constraint of the examination is that specialist has taken just help accommodation for estimating the post-buy conduct. The work on the comment yesterday-buy conduct in northern Jordanian was also carried out. The implications of the study are subsequently speculative for different locations in the world, but the findings in e-commerce are still rapid. The scientist has also taken assistance to calculate the post-buy actions of customers as a predecessor indicator. For the prevision of the post buy behavior, the future specialist can consider different factors. The current inquiry can also be duplicated by other branches, such as e-basics, online clothes shops, etc.

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