Marketplaces: The Post-Purchase Stage of The E-Commerce Consumer Concerning Satisfaction and Its Impact on The Intention to Repurchase*

Fernando LOAYZA
Universidad peruana de ciencias aplicadas, Lima, Perú

Mía RODRÍGUEZ
Universidad peruana de ciencias aplicadas, Lima, Perú

Manuel Luis LODEIROS-ZUBIRIA
Universidad peruana de ciencias aplicadas, Lima, Perú

Correspondence should be addressed to: Manuel Luis LODEIROS-ZUBIRIA; Pccmmlod@upc.edu.pe

Abstract

Electronic commerce has become a necessary tool for companies to cover new segments, in addition to creating new organizations dedicated only to this type of commerce, reducing costs and generating a higher profit margin. Marketplaces are web showcases that exhibit different products from different areas. These have developed various post-purchase activities more relevant to consumers to generate satisfaction. Likewise, the generation of satisfaction generates the intention to repurchase in the customers of the marketplaces. A PLS-SEM analysis was used to respond to the hypothesis. The results showed a direct relationship between post-purchase actions and satisfaction; likewise, post-purchase actions influence the intention to repurchase; and satisfaction is highly related to repurchase intention.

Keywords: Marketplaces, Post-Purchase, Satisfaction, Repurchase, Shipping, Tracking, Return, Customer Service