



## ANTECEDENTS AND OUTCOME OF SATISFACTION ON CONTINUANCE INTENTION IN ONLINE SHOPPING

BY

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### Abstract

*With the rapid growth of digital commerce, identifying the factors that drive consumer satisfaction and continuance intention in online shopping has become increasingly important. This study investigates the antecedents of satisfaction, namely information quality, system quality, perceived usefulness, and social influence, and examines how satisfaction influences continuance intention within the context of online shopping in Malaysia. A quantitative approach was employed, with data collected from 230 respondents through an online survey and analyzed using the Statistical Package for the Social Sciences (SPSS) version 26. The findings indicate that all four independent variables significantly influenced satisfaction, with perceived usefulness emerging as the strongest predictor, while social influence had the weakest but still significant effect. Satisfaction was further identified as the critical determinant of continuance intention, underscoring its central role in sustaining online consumer behavior. The study offers both theoretical and practical implications, demonstrating that technical system attributes and user perceptions must be prioritized to enhance satisfaction and strengthen consumer loyalty. For practitioners, the results suggest that improving system performance, ensuring accurate and reliable information, and enhancing perceived usefulness are vital strategies for building trust and encouraging repeated online purchases. Overall, this research contributes to a deeper understanding of the drivers of satisfaction and continuance intention in Malaysia's online shopping context, providing actionable insights for digital marketers and platform providers to sustain long-term growth in the digital marketplace.*

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## 1. INTRODUCTION

The rapid expansion of internet infrastructure and broadband connectivity has transformed the global business landscape, with digital marketing emerging as a dominant force in commercial activities (Kotler & Keller, 2022). E-commerce, encompassing business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C) models, has revolutionized traditional purchasing and selling processes by offering consumers convenience, wider product access, and multiple payment options (Lupiyoadi, 2016; Tri Rachmadi, 2020). Social media platforms such as Facebook, Instagram, YouTube, and TikTok now serve as critical marketing channels, enabling businesses to reach targeted

audiences more effectively (Rahim et al., 2021). In Malaysia, online shopping has experienced significant adoption, driven by factors such as time efficiency, competitive pricing, product variety, and convenient payment systems (Othman et al., 2024; Mansori et al., 2012). Market reports indicate that Malaysian consumers increasingly evaluate information quality, compare product specifications, and review prior customer feedback before making purchasing decisions (Othman & Sudarmin, 2022). These developments reflect a shift towards technology-enabled purchasing behavior, where digital platforms play a central role in shaping consumer satisfaction and purchase intentions.

Despite the rapid growth of e-commerce in Malaysia, several persistent challenges threaten long-term consumer engagement and continuance intention to purchase online. Common consumer concerns include product quality inconsistencies, logistical inefficiencies, ambiguous return policies, hidden costs, and technical issues such as payment failures and internet connectivity interruptions (Arif et al., 2021; Osman et al., 2024). Prior studies have underscored the importance of information quality, system quality, perceived usefulness, and social influence in determining customer satisfaction and continuance intentions (Masrani et al., 2023; Othman et al., 2024; Rethina et al., 2023). However, there remains limited empirical research within the Malaysian context that integrates these determinants into a unified framework to explain continuance intention in online shopping. Existing literature often addresses these variables in isolation, without adequately exploring their interrelationships or their collective impact on consumer satisfaction (Mansori et al., 2012; Zhang et al., 2017). Furthermore, most prior research has focused on initial adoption rather than post-adoption behaviors, leaving a significant knowledge gap in understanding the factors sustaining consumer loyalty in a highly competitive digital marketplace.

Grounded in the updated DeLone and McLean IS Success Model and extended to include perceived usefulness and social influence, this study aims to examine how information quality, system quality, perceived usefulness, and social influence serve as antecedents of consumer satisfaction, and how satisfaction functions as an outcome influencing continuance intention in online shopping. By focusing on post-adoption behaviors, the research addresses a critical gap in understanding the determinants of sustained engagement in Malaysia's e-commerce sector. The findings will contribute to theory by validating an extended IS Success framework in an online retail context, thereby offering a more comprehensive explanation of continuance intention. Practically, the results will assist e-commerce businesses, digital marketers, and policymakers in designing strategies to enhance website functionality, improve information accuracy, leverage social influence, and ultimately strengthen customer retention in a competitive digital marketplace.

## 2. LITERATURE REVIEW

### 2.1 THEORETICAL UNDERPINNINGS

The updated DeLone and McLean Information Systems (IS) Success Model (DeLone & McLean, 2003) is adopted in this study as the theoretical foundation, positing that system quality and information quality are critical determinants of user satisfaction and subsequent behavioral intentions. In the context of e-commerce, information quality refers to the accuracy, timeliness, and completeness of product or service information available on digital platforms, while system quality encompasses the reliability, usability, and responsiveness of the online platform (Al-Debei et al., 2014; Lee & Lin, 2005). Building upon this framework, the model is extended to include Perceived Usefulness (PU), reflecting the extent to which consumers believe that online shopping improves purchasing effectiveness and convenience (Chen,

2012; Davis, 1989; Zhang et al., 2017), and Social Influence (SI), representing the perceived impact of peers, family, and social networks on consumer decisions (Venkatesh et al., 2003; Tri Rachmadi, 2020). Within this integrated framework, satisfaction is conceptualized as the affective evaluation arising from the congruence between consumer expectations and actual online experiences (Florence et al., 2006; Istanbuluoglu, 2017), serving as a key mediator that links system quality, information quality, PU, and SI to continuance intention, defined as the willingness to repeatedly engage in online purchasing behavior (Bhattacharjee, 2001; Zhang et al., 2017).

### 2.2 CONTINUANCE INTENTION

Continuance intention (CI) represents users' willingness to continue utilizing a system or technology after initial adoption, reflecting sustained engagement and satisfaction (Rethina et al., 2023). Bhattacharjee (2001) posited that individuals are more likely to persist in using a system if they perceive it as beneficial. Recent studies have further elucidated the factors influencing CI. For instance, a study by Kuo and Hsu (2022) demonstrated that system quality, information quality, and service quality significantly impact user satisfaction, which in turn affects CI. Similarly, Masrani et al. (2024) and Amin et al. (2020) found that perceived usefulness and satisfaction are pivotal in determining CI toward virtual classrooms. Additionally, Jung and Jo (2025) explore the factors influencing CI towards generative AI in education, highlighting the roles of perceived usefulness, satisfaction, and social influence. These studies underscore the dynamic nature of CI and the importance of multidimensional models in capturing the complexities of users' post-adoption behaviors.

### 2.3 INFORMATION QUALITY

Information quality has been consistently recognised as a critical determinant of system success (DeLone & McLean, 2003). In the context of online shopping, consumers are constantly exposed to diverse information sources, particularly on social media, and are more likely to be influenced by clear, reliable, and well-presented product information (Rana et al., 2015). Moreover, information quality is closely linked to perceived system effectiveness, as high-quality content enhances the usability and relevance of the shopping platform, ultimately shaping customer satisfaction (Hosseini et al., 2016). Similarly, McKinney et al. (2002) found that information system quality influences consumer satisfaction through both technical and functional aspects of website performance. Effective product descriptions, accurate photos, and user-friendly features such as easy navigation, fast response times, and systematic categorisation of items have been shown to improve customer perceptions and reduce search costs (Dickinger & Stangl, 2013; Overby & Lee, 2006). Therefore, this study proposes:

**H1:** Information quality has a positive impact on consumers' satisfaction with online shopping platforms.

### 2.4 SYSTEM QUALITY

System quality in online shopping refers to the technical performance and functionality of a website, which influences

how effectively users can access, navigate, and complete online transactions (McKinney et al., 2002; Kim et al., 2012). High-quality systems are characterised by features such as reliability, fast response times, ease of navigation, and efficient information delivery, all of which enhance consumers' ability to evaluate and purchase products (Dickinger & Stangl, 2013; Overby & Lee, 2006). Recent studies further emphasise system adaptability, website availability, and design elements that not only improve usability but also foster consumer trust and satisfaction (Hsu et al., 2017; Wang et al., 2015). Additionally, elements such as clear layouts, accurate product descriptions, and seamless website performance reduce search costs and enrich the overall shopping experience, ultimately driving satisfaction and loyalty (Filiari, 2015). Based on these insights, the following hypothesis is formulated:

**H2.** System quality has a positive impact on consumers' satisfaction with online shopping platforms.

### 2.5 PERCEIVED USEFULNESS

Perceived usefulness (PU) refers to the degree to which consumers believe that using an online shopping platform enhances their shopping effectiveness, convenience, and overall performance (Davis, 1989; Hu et al., 2009). In the e-commerce context, consumers perceive a website as useful when it enables them to make better purchase decisions, save time, and achieve greater value from their transactions (Heng et al., 2024; Liang et al., 2014). Recent studies confirm that PU plays a significant role in shaping consumer satisfaction and behavioural outcomes, as users are more likely to feel satisfied and develop loyalty when they experience tangible benefits from online shopping (Tahar et al., 2020; Islam et al., 2013). Moreover, perceived usefulness influences not only initial adoption but also continuance intention, as past positive experiences reinforce consumers' belief that the platform improves performance and shopping outcomes (Sung, 2013). Grounded in these arguments, the following hypothesis is formulated:

**H3.** Perceived usefulness has a positive impact on consumers' satisfaction with online shopping platforms.

### 2.6 SOCIAL INFLUENCE

Social influence (SI) refers to the extent to which individuals perceive that important social referents, such as family, friends, or peers, expect them to engage in online shopping (Ajzen & Fishbein, 1977; Venkatesh et al., 2012). In the digital marketplace, recommendations, reviews, and word-of-mouth shared via social networks strongly shape consumer attitudes, satisfaction, and purchasing behaviour (Chaouali et al., 2016). The rapid diffusion of Web 2.0 and social commerce platforms has further amplified the role of SI, as consumers often rely on others' shopping experiences and product endorsements before making purchase decisions (Lee et al., 2011; Kadir, 2022). Recent research emphasises that positive social reinforcement enhances consumer confidence, leading to higher satisfaction with online platforms (Lai & Pires, 2010). When individuals believe their social circle approves of or encourages their online shopping, they are

more likely to experience satisfaction due to a sense of social validation and belonging (Chaouali et al., 2016). Based on these insights, the following hypothesis is proposed:

**H4.** Social influence has a positive impact on consumers' satisfaction with online shopping platforms.

### 2.7 SATISFACTION

Customer satisfaction, defined as the extent to which online shopping experiences meet or exceed consumer expectations, has been widely recognised as a critical predictor of continuance intention (Hashemi et al., 2019; Trivedi & Yadav, 2020). Recent studies highlight that satisfaction is influenced not only by service quality and website functionality but also by factors such as security, privacy protection, and convenience, which enhance trust and perceived value (Jin & Park, 2006; Chung & Shin, 2010). Positive past shopping experiences and emotional fulfilment from online purchases strengthen satisfaction, which in turn motivates consumers to continue engaging with the platform (Antika et al., 2017; Adwan et al., 2020). Moreover, satisfaction has been found to play a mediating role between online shopping experiences and loyalty, as satisfied consumers are more inclined to maintain long-term relationships with e-commerce sites (Hashemi et al., 2019; Trivedi & Yadav, 2020). Thus, satisfaction not only drives repeat purchases but also fosters consumer loyalty and strengthens future behavioural intentions. Accordingly, the following hypothesis is formulated:

**H5.** Satisfaction has a positive impact on continuance intention with online shopping platforms.

### 2.8 CONCEPTUAL FRAMEWORK

The conceptual framework of this study is grounded in the updated DeLone and McLean Information Systems Success Model, incorporating system quality and information quality as key predictors of consumer satisfaction, and extended with the constructs of perceived usefulness and social influence. In this framework, satisfaction is conceptualized as the outcome of these antecedents and, in turn, serves as a direct predictor of continuance intention in online shopping. This model highlights the direct relationships between system-related factors, individual perceptions, and social influences, providing a comprehensive view of the determinants of satisfaction and its role in sustaining continuance intention, as presented in Figure 1.

**FIGURE 1**

**Conceptual Framework**



### 3. METHODOLOGY

#### 3.1 PROCEDURES AND PARTICIPANTS

The population of this study consisted of Malaysian residents aged 18 years and above with prior experience in online shopping. To capture diverse perspectives, respondents were drawn from various demographic groups, including differences in gender, age, ethnicity, education level, and income. Given the practical limitations of time and resources, a non-probability convenience sampling approach was adopted, which has been widely applied in e-commerce research for exploratory and explanatory purposes. Data were collected through a structured, self-administered questionnaire distributed electronically via Google Forms. The survey link was disseminated across multiple channels, including email, WhatsApp, LinkedIn, and social media platforms, to maximise reach and improve response rates. Participation was strictly voluntary, and ethical protocols were observed through informed consent and assurances of respondent confidentiality provided in the cover letter accompanying the survey.

#### 3.2 MEASURES AND MEASUREMENT

The research instrument comprised two main sections: demographic information and measurement items for the study's constructs, namely information quality, system quality, perceived usefulness, social influence, satisfaction, and continuance intention. All measurement items were adapted from validated scales in prior studies to ensure reliability and content validity: information quality and system quality (Rai et al., 2002; Schaupp, 2010), perceived usefulness (Van et al., 2003; Schaupp, 2010), social influence (Venkatesh et al., 2003; Schaupp, 2010), satisfaction (Bhattacharjee, 2001; Schaupp, 2010), and continuance intention (Bhattacharjee, 2001; Schaupp, 2010). A five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree") was employed to capture respondents' level of agreement with each statement. The questionnaire was administered in English, as it is commonly used for academic and business communication in Malaysia, ensuring clarity and accessibility for the targeted respondents. This structured design provided a standardised and quantifiable assessment of consumer perceptions, thereby enabling rigorous statistical testing of the proposed research hypotheses.

#### 3.3 RESPONDENT DEMOGRAPHIC PROFILE

A total of 230 valid responses were collected, consisting of 60.0% male and 40.0% female respondents, aged between 18 and 55 years. In terms of ethnicity, Malays constituted the largest group (43.0%), followed by Indians (28.3%), Chinese (27.4%), and other ethnic groups (1.3%). Employment status indicated that 58.3% were engaged in the private sector, and income distribution revealed that 30.9% earned between RM4,000 and RM5,999 per month. Regarding online shopping experience, 53.5% had shopped online for one to three years, 23.5% for more than five years, 13.9% for three to five years, and 9.1% for less than one year. Shopee (49.1%) and Lazada (42.6%) were identified as the most frequently used platforms, while smaller shares of respondents used eBay (3.9%), Zalora (3.0%), Mudah.com (0.9%), and Amazon

(0.4%). In terms of product categories, 33.9% purchased electrical and electronic goods, 30.9% fashion and beauty products, 17.0% food and personal care, 11.3% furniture and home decor, and 5.7% toys, DIY, and hobby-related items. Purchase frequency showed that 44.8% shopped several times a month, 22.6% only when necessary, 16.1% several times a week, 13.9% several times a year, and 2.6% daily. Payment preferences revealed that 46.5% favoured credit or debit cards, followed by e-wallets (18.7%), internet banking (17.4%), cash on delivery (16.5%), and less than 1% using alternative methods such as payments through convenience stores.

### 4. DATA ANALYSIS

Data analysis was performed using the Statistical Package for Social Sciences (SPSS) version 26 to evaluate the hypothesized relationships in the conceptual framework illustrated in Figure 1. The analysis comprised reliability testing, correlation analysis, and multiple regression to assess the strength and significance of the proposed relationships. Reliability analysis confirmed the internal consistency of the constructs, while correlation analysis examined the direction and magnitude of associations between variables. Multiple regression was then applied to determine the relative contribution of information quality, system quality, perceived usefulness, and social influence in explaining satisfaction (H1–H4), as well as the effect of satisfaction on continuance intention (H5). This approach ensured a systematic evaluation of the model, consistent with the study's objectives.

#### 4.1 RELIABILITY ANALYSIS

The internal consistency of the constructs was assessed using Cronbach's alpha coefficients, as presented in Table 1. All constructs demonstrated acceptable reliability, with values ranging from 0.616 to 0.824. Specifically, satisfaction achieved the highest reliability ( $\alpha = 0.824$ ), followed by continuance intention ( $\alpha = 0.771$ ), perceived usefulness ( $\alpha = 0.747$ ), social influence ( $\alpha = 0.727$ ), and information quality ( $\alpha = 0.715$ ), all exceeding the recommended threshold of 0.70 for established constructs (Hair et al., 2017). Although system quality recorded a lower alpha of 0.616, it remains within the acceptable range for exploratory studies (Ursachi et al., 2015), indicating adequate internal consistency. Overall, the results confirm that the measurement scales used in this study are reliable for further statistical analysis.

**TABLE 1**  
Cronbach's Alpha for Construct Reliability

Construct	Number of Items	Cronbach's Alpha ( $\alpha$ )
Continuance Intention	4	0.771
Information Quality	7	0.715
System Quality	3	0.616
Perceived Usefulness	6	0.747

Social Influence	4	0.727
Satisfaction	7	0.824

**4.2 CORRELATION ANALYSIS**

Table 2 presents the Pearson correlation coefficients and descriptive statistics for the study variables. Following the Guildford Rule of Thumb (Hair, 2003; Hair et al., 2017), the results indicate varying strengths of association. Satisfaction exhibited a high positive correlation with continuance intention ( $r = 0.803, p < 0.001$ ), highlighting its central role in predicting consumers' intention to continue online shopping. Perceived usefulness also showed a high correlation with satisfaction ( $r = 0.754, p < 0.001$ ), confirming its importance in shaping consumer experiences. Information quality ( $r = 0.654, p < 0.001$ ) and system quality ( $r = 0.607, p < 0.001$ ) demonstrated moderate-to-high correlations with satisfaction, suggesting that accurate, reliable, and well-performing platforms significantly enhance user satisfaction. Social influence, while significant ( $r = 0.513, p < 0.001$ ), showed a moderate correlation, indicating a relatively weaker impact compared to technical and utilitarian factors. Importantly, all correlations were below the 0.85 threshold, suggesting no serious multicollinearity concerns among the constructs (Kline, 2011).

**TABLE 2**  
**Pearson Correlations and Descriptive Statistics**

Variables	M (SD)	1	2	3	4	5	6
1. Continuance Intention	3.824 (0.606)	-					
2. Information Quality	3.664 (0.468)	0.548*	-				
3. System Quality	3.942 (0.539)	0.559*	0.522*	-			
4. Perceived Usefulness	3.742 (0.524)	0.672*	0.545*	0.667**	-		
5. Social Influence	3.582 (0.680)	0.422*	0.530*	0.359**	0.427**	-	
6. Satisfaction	3.703 (0.544)	0.803*	0.654*	0.607**	0.754**	0.513**	-

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

**4.3 STRUCTURAL MODEL ASSESSMENT**

The structural model was evaluated in two stages, which is in line with the proposed conceptual framework. First, information quality, system quality, perceived usefulness, and social influence were tested as predictors of satisfaction. Together, these variables explained 66.8% of the variance in satisfaction ( $R^2 = 0.668, F(4, 225) = 113.300, p < 0.001$ ), indicating strong explanatory power. Among the predictors, perceived usefulness emerged as the most influential factor ( $r = 0.672, F = 187.343, p < 0.001$ ), followed by system quality ( $r = 0.559, F = 103.787, p < 0.001$ ) and information quality ( $r = 0.548, F = 98.099, p < 0.001$ ), each demonstrating moderate to strong effects. Social influence, while significant, was the

weakest predictor ( $r = 0.422, F = 49.332, p < 0.001$ ), suggesting that satisfaction is shaped more strongly by technical and utilitarian factors than by social pressures. In the second stage, continuance intention was tested as the dependent variable, and satisfaction was included as an additional predictor. The model explained 65.9% of the variance in continuance intention ( $R^2 = 0.659, F(5, 224) = 86.457, p < 0.001$ ), with satisfaction showing a very strong association ( $r = 0.803, F = 415.297, p < 0.001$ ). These results reinforce satisfaction as the central determinant of continuance intention in online shopping, validating the conceptual framework.

**TABLE 3**  
**Predictor Summary: Correlation and ANOVA results**

Predictor	Correlation (r)	ANOVA F-value	p-value	Interpretation
Information Quality	0.548**	98.099	< 0.001	Moderate positive effect on satisfaction
System Quality	0.559**	103.787	< 0.001	Moderate positive effect on satisfaction
Perceived Usefulness	0.672**	187.343	< 0.001	Strongest predictor of satisfaction
Social Influence	0.422**	49.332	< 0.001	Weakest but significant predictor of satisfaction
Satisfaction	0.803**	415.297	< 0.001	Strong determinant of continuance intention

Note. All predictors are significant at  $p < 0.001$ .

**5. DISCUSSION**

The findings of this study highlight that information quality and system quality play significant roles in shaping consumer satisfaction with online shopping platforms. Consistent with the DeLone and McLean IS Success Model, where information quality, measured through accuracy, relevance, and timeliness, was found to positively influence satisfaction, confirming that reliable and precise information builds trust and enhances users' willingness to continue purchasing online (DeLone & McLean, 2003; Chen et al., 2013). Similarly, system quality, which reflects usability, functionality, and performance, also demonstrated a positive effect on satisfaction. This finding supports earlier studies that argue technical efficiency and ease of system use are crucial in fostering positive consumer experiences and sustaining online shopping behavior (Lee & Chung, 2009; Schaupp, 2010). Together, these results suggest that consumers' satisfaction is strongly rooted in the technical and informational aspects of



online platforms, highlighting the need for continuous improvement in system design and information presentation.

Perceived usefulness emerged as the most influential predictor of satisfaction, demonstrating that consumers prioritize platforms that help them achieve tasks efficiently, increase productivity, and provide tangible value in their shopping experience. This aligns with earlier research, which emphasizes that perceived usefulness is a central determinant of user evaluations and subsequent continuance behavior (Amin et al., 2020; Masrani et al., 2023). While social influence showed the weakest effect among the predictors, it remained statistically significant, indicating that peer, family, and community recommendations still shape satisfaction, particularly in collectivist cultural contexts such as Malaysia (Othman et al., 2024). Notably, satisfaction itself was confirmed as the strongest determinant of continuance intention, reinforcing its central role in sustaining long-term online shopping behavior as evidenced in Kurt et al.'s study (2022). This demonstrates that while technical and utilitarian factors initiate satisfaction, satisfaction itself drives consumer loyalty and ongoing usage of online platforms. In sum, the results establish satisfaction as the key determinant that translates system and perceptual factors into continuance intention for online shopping.

### 5.1 THEORETICAL AND PRACTICAL IMPLICATIONS

From a theoretical perspective, this study reinforces and extends the DeLone and McLean IS Success Model by confirming that information quality and system quality significantly contribute to user satisfaction in online shopping. These findings strengthen the argument that satisfaction is a critical construct in evaluating IS success, consistent with prior literature (DeLone & McLean, 2003; Hsu et al., 2006). Beyond the IS Success Model, the inclusion of perceived usefulness and social influence offers an extended perspective, showing that utilitarian benefits and social dynamics also play important roles in shaping satisfaction. This integration highlights that while technical qualities of the system remain essential, consumers' perceptions of utility and social acceptance provide additional explanatory power in the online shopping context.

From a practical perspective, the results provide actionable insights for e-commerce operators and policymakers. Enhancing system quality, ensuring accurate and transparent product information, and addressing consumer concerns about internet connectivity are critical steps toward improving user satisfaction. The Malaysian Communications and Multimedia Commission's (MCMC) (2022) efforts to strengthen broadband and mobile internet infrastructure are particularly relevant, as speed and reliability were noted as key concerns by users. Online retailers should also focus on user-friendly designs, reliable payment systems, and effective product search filters to enhance perceived usefulness. Furthermore, leveraging social networks and community-driven marketing can amplify positive social influence, encouraging repeat purchase behavior. Collectively, these efforts will contribute

to sustaining consumer satisfaction and fostering long-term engagement in Malaysia's e-commerce ecosystem.

### 5.2 LIMITATIONS AND FUTURE RESEARCH

This study is subject to several limitations that should be acknowledged. First, the reliance on convenience sampling and the exclusive use of online survey distribution may have constrained the representativeness of the findings, as lower-educated or less digitally literate individuals were likely underrepresented, particularly given that the questionnaire was administered only in English. Second, although the sample reflected Malaysia's multiracial context, the ethnic distribution was not fully proportionate to the national population structure, which may limit the generalizability of the results. Third, the study focused solely on four independent variables, while other important factors such as trust, security, perceived risk, and cultural influences were not examined, despite their increasing relevance in e-commerce research. Lastly, the conceptual framework employed, although theoretically sound, may not fully capture the rapidly evolving dynamics of online shopping shaped by technological advancements and shifting consumer behaviors. Future studies should employ more representative sampling methods, provide dual-language survey instruments to ensure inclusivity, and incorporate additional constructs such as trust, security, and cultural dimensions to offer a more holistic understanding of continuance intention in online shopping.

### 6. CONCLUSION

This study highlights the key antecedents, information quality, system quality, perceived usefulness, and social influence that shape consumer satisfaction, and demonstrates how satisfaction subsequently influences continuance intention to purchase online in Malaysia. The results confirm that all independent variables significantly contribute to user satisfaction, with perceived usefulness emerging as the strongest predictor and social influence as the weakest, while satisfaction itself exerts a strong positive effect on continuance intention. These findings highlight the central role of satisfaction in sustaining online purchasing behavior and demonstrate that technical and utilitarian factors remain more influential than social pressures in shaping consumer experiences. The significance of this study lies in providing empirical evidence from a Malaysian context, contributing to the growing body of knowledge on online consumer behavior in emerging economies. From a practical perspective, the results offer important insights for e-commerce practitioners and policymakers by underscoring the need to continuously enhance system performance, information quality, and perceived usefulness to ensure higher levels of consumer satisfaction and loyalty. Overall, this research contributes both theoretically and practically to understanding the drivers of continuance intention, offering a valuable reference point for future studies and for the development of effective digital marketing strategies.

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