T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

PARALLEL MEDIATION OF WEB DESIGN AND E- SATISFACTION ON THE RELATIONSHIP BETWEEN E-SERVICE QUALITY AND REPURCHASE INTENTION FOR ONLINE MUSIC PLATFORMS

MASTER'S THESIS

Tanya Ahmed Haqi HAQI

Department of Business

Business Administration Program

DECEMBER, 2023

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APPROVAL PAGE

DECLARATION

I hereby declare with respect that the study "Parallel Medıatıon Of Web Desıgn And E- Satısfactıon On The Relatıonshıp Between E-Servıce Qualıty And Repurchase Intentıon For Onlıne Musıc Platforms.", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the References. (.../.../20...)

Tanya Ahmed Haqi HAQI

FOREWORD

I express profound gratitude to my supervisor for unwavering support, invaluable guidance, and tireless commitment throughout my thesis. His expertise shaped my research, and I value the hours of discussions, patience, and inspiration. His mentorship was crucial, and I feel fortunate for such a dedicated Supervisor.

I am also thankful to my parents and my partner for their unwavering support and encouragement, providing strength throughout my academic journey. I appreciate their sacrifices and constant motivation. This achievement reflects not only my hard work but also the steadfast support from my family and partner. Thank you all for being my rock in this academic accomplishment.

December, 2023   Tanya Ahmed Haqi HAQI

PARALLEL MEDIATION OF WEB DESIGN AND E-SATISFACTION ON THE RELATIONSHIP BETWEEN E-SERVICE QUALITY AND REPURCHASE INTENTION FOR ONLINE MUSIC PLATFORMS

ABSTRACT

In the context of online music platforms in Iraq, this study explores the concurrent mediation effect of web design and e-satisfaction on the relationship between e-service quality and repurchase intention. A parallel mediation model is used to analyze the data set. Literature indicates that e-service quality significantly affects e-satisfaction, and that was proven to affect repurchase intention. Moreover, web design and e-satisfaction both mediate the relationship between the quality of e-service and the likelihood that a user will make another purchase. Our results imply that to boost customer repurchase intention, online music platforms in Iraq and the wider Middle East should pay attention to the quality of their e-services, web design, and e-satisfaction consistent with the previous studies. This study adds to the body of knowledge by examining a previously unresearched parallel mediation effect of web design and e-satisfaction on the link between e-service quality and repurchase intention in the Iraqi environment. Results may provide insight for the rest of the Middle East countries where global platforms compete with the local platform in order to increase their market shares.

Keywords: e-service quality, e-satisfaction, repurchase intention, website design, price, digital marketing.

ONLINE MÜZİK PLATFORMLARI İÇİN E-HİZMET KALİTESİ VE TEKRAR SATIN ALMA NİYETİ ARASINDAKİ İLİŞKİ ÜZERİNDE WEB TASARIMI VE E-MEMNUNİYETİN PARALEL ARACILIĞI

ÖZET

Irak'taki çevrimiçi müzik platformları bağlamında, bu çalışma, e-hizmet kalitesi ile yeniden satın alma niyeti arasındaki ilişki üzerinde web tasarımı ve e-memnuniyetin eş zamanlı aracılık etkisini keşfetmektedir. Veri setini analiz etmek için paralel aracılık modeli kullanılmıştır. Literatür, e-hizmet kalitesinin e-memnuniyeti önemli ölçüde etkilediğini ve bu durumun yeniden satın alma niyetini etkilediğini göstermektedir. Ayrıca, web tasarımı ve e-memnuniyet, e-hizmet kalitesi ile kullanıcının başka bir satın alma yapma olasılığı arasındaki ilişkiyi aracılık etmektedir. Sonuçlarımız, Irak ve Orta Doğu'nun genelinde çevrimiçi müzik platformlarının müşteri yeniden satın alma niyetini artırmak için e-hizmetlerinin kalitesine, web tasarımına ve e-memnuniyete dikkat etmeleri gerektiğini ima etmektedir, bu da önceki çalışmalarla tutarlıdır. Bu çalışma, Irak ortamında e-hizmet kalitesi ile yeniden satın alma niyeti arasındaki ilişki üzerinde daha önce araştırılmamış olan web tasarımı ve e-memnuniyetin paralel aracılı etkisini inceleyerek bilgi birikimine katkıda bulunmaktadır. Sonuçlar, küresel platformların yerel platformla rekabet ettiği Orta Doğu ülkelerinin geri kalanı için fikir sağlayabilir. Bu, pazar paylarını artırmak amacıyla yapılan global platformların yerel platformlarla rekabet ettiği Orta Doğu ülkelerinin geri kalanı için fikir sağlayabilir.

Anahtar Kelimeler: e-hizmet kalitesi, e-tatmin, tekrar satın alma niyeti, web sitesi tasarımı, fiyat, dijital pazarlama.

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I.   INTRODUCTION

The rise of on-demand music platforms has revolutionized the way we consume music, providing instant access to an extensive library of songs at the touch of a button (Khatib, Seong, Chin and Tze, 2019) and as Online music platforms have grown in popularity in Iraq and the wider Middle East with the emergence of the digital age and the widespread use of smartphones and the internet. To remain competitive in this digital environment, online music platforms must focus on the quality of their e-services, web design, and e-satisfaction to enhance their customer's repurchase intention (Khatib, Seong, Chin and Tze, 2019). A growing body of research has established a significant association between e-service quality and repurchase intention and highlighted the mediating roles of web design and e-satisfaction in this relationship, as these factors play a crucial role in influencing repurchase intention, which is a key indicator of customer loyalty and business success (Klein, Jiang, and Pee, 2018).

As (Zeithaml, Parasurarman and Malhotra, 2002) were the first to investigate the effects of service quality and stated that web service quality is more important that web presence and reasonable price. Even if the prior was the main belief, there were some problems: the web presence and the prices will not make up for the transaction's problems, late deliveries, and bad customer service. And e-service quality entering the field shifted from just an e-commerce site that focuses on purchases and transactions to a complete e-service where all the cues before, during, and after the transactions were as important as the purchase itself, also Within on-demand music platforms, client satisfaction, and loyalty are significantly influenced by the quality of the e-services Khatib et al (2019) discovered that aspects of service quality like dependability, responsiveness, and empathy have a favorable impact on client satisfaction and loyalty.

Furthermore, website design has significantly impacted customer satisfaction and repurchase intention in the online music industry. According to Diahkusumawati et al (2018), website design dimensions such as aesthetics, layout, and navigation

have a positive impact on customer satisfaction and repurchase intention. This study aims to examine the effects of e-service quality on repurchase intention in the context of on-demand music platforms, with website design and e-satisfaction as mediators in Iraq. The study aims to identify the relationships between these variables and understand how they interact to influence customer behavior within this industry.

Prior studies have found these factors to be significant in the internet music industry. For instance, research has shown that in on-demand music platforms, customer satisfaction and loyalty are significantly influenced by the quality of the e-services offered. In the online music sector, website design has also been demonstrated to have a major impact on customer happiness and repurchase intention.

Holloway, Wang, and Parish, (2008) also described in their study that the Web design aspect is the most mentioned dimension in general, as it confines the whole customer's experience with the website. It also points out if the website was in an easy-to-use format or if it provides the useful information the customer needs; They contended that website design can influence a customer's perceived ease of use, trust, and overall satisfaction with an e-commerce website, influencing their likelihood to purchase and become a loyal customer. The authors also talked about how important website design is for communicating brand image and creating a positive user experience.

Additionally, e-satisfaction has been identified as a key mediator in the relationship between the e-service quality and customer loyalty in recent research by Khatib et al. (2019). This result is consistent with earlier research, which consistently showed a link between loyalty and customer satisfaction (Oliver, 1999). Nevertheless, there is still a gap in the literature regarding the processes by which e-satisfaction mediates the relationship between e-service quality and customer loyalty, despite these significant findings.

Understanding the primary dynamics and processes involved in this mediation process is necessary for businesses operating in the digital era, particularly in industries like e-commerce and online services, Regardless of the specific industry, these businesses share a common ground in terms of being assessed by customers. However, it is important to note that each industry may be impacted differently based on the specific aspects of e-service quality that are most influential. This study will

delve into these nuances, taking into account the diverse outcomes reported in similar studies that were conducted in different industries and regions.; For instance, our study's findings reveal that pricing can have a positive impact on repurchase intention, particularly when the price is higher. This result aligns with the notion put forth by (Zeithaml, Parasurarman and Malhotra, 2002) , who argued that higher prices can influence the perceived quality of a product. In other words, some individuals believe that as the price increases, the quality of the product also increases. This demonstrates the importance of understanding the contextual factors that contribute to customer perceptions and subsequent repurchase intentions.

According to Lestari and Ellyawati (2019), e-satisfaction refers to the sense of contentment and enjoyment that is linked to past purchases and experiences. Previous research has consistently demonstrated that customer satisfaction is a crucial factor in determining both repurchase intention and the ongoing usage of a service.

Despite the extensive research on website design, customer satisfaction, and the quality of e-services in the context of online platforms, there is still a gap in the literature regarding how these factors collectively affect repurchase intention, especially in the Iraqi context. The literature has not sufficiently examined the concurrent mediation effect of website design and e-satisfaction. Therefore, it is necessary to look into how these factors interact in the context of an on-demand music platform to affect repurchase intention, especially in the middle east.

This thesis aims to fill this research gap by investigating the parallel mediation effects of website design and e-satisfaction on the relationship between e-service quality and repurchase intention in Iraqi online on demand music platforms. The study aims to shed light on the complex dynamics and interactions between these factors, offering insightful information for online music platforms operating in Iraq. Platforms can make well-informed choices to improve their offerings, which will ultimately result in increased customer loyalty and business success. This is done by understanding the impact of e-service quality and website design on customer satisfaction and subsequent repurchase intention.

As a result, this research has practical implications for online music platforms that will help them improve the quality of their e-services, the design and user experience of their websites, and the general satisfaction of their customers. It also

adds to the body of current knowledge. The study's conclusions could serve as an outline for industry strategic decision-making, encouraging a focus on the needs of the customer and enhancing the competitiveness of online music platforms in Iraq.

In summary, this study will show how the managers of on-demand music platforms in the Middle East have the opportunity to attract and retain customers by offering personalized music recommendations, exclusive content, and a smooth purchasing experience. It will be all discussed in the study.

II.   LITERATURE REVIEW

The way people consume music has changed dramatically as a result of the growth of internet music outlets. In the contemporary digital era, people mostly access and buy music online through the Internet. Therefore, online music platforms must offer top-notch services to draw in and keep clients. Many variables that affect consumer behavior and satisfaction in the online music market have been identified by earlier studies.

As e-service quality has emerged as a critical determinant, it can be defined as the overall quality of service experiences delivered through electronic platforms, encompassing elements such as website design, responsiveness, reliability, security, and trustworthiness. It encapsulates the ability of businesses to meet customers' expectations and ensure satisfactory interactions (Zeithaml, Parasurarman and Malhotra, 2002), and while it was studied that the website design and e-satisfaction aspects had a clear effect on the perceived service quality, in this part, it will be explored as definitions first, which theories will be studied and how they were developed, and finally, similar studies and hypothesis to be tested in this particular context.

A. Definitions

1. e-service quality

For the literature review, existing literature on service quality was used as (Zeithaml, Parasurarman and Malhotra, 2002) were the first to investigate the effects and stated that web service quality is more important that web presence and reasonable price. Even if the prior was the main belief, there were some problems: the web presence and the prices will not make up for the transaction's problems, late deliveries, and bad customer service. And e-service quality entering the field shifted from just an e-commerce site that focuses on purchases and transactions to a

complete e-service where all the cues before, during, and after the transactions were as important as the purchase itself.

The first to define the e-service quality or to develop the e-servqual/ model were Zeithaml, Parasuraman, and Malhotra in 2002. in their terms, it was defined as "the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services" (Zeithaml, Parasurarman and Malhotra, 2002) and it shows that the service quality includes both pre and post-purchase aspects.

An academic study was conducted and it identified the main aspects of web service quality, and (Zeithaml, Parasurarman and Malhotra, 2002) noticed through various studies that online customers are goal-oriented and entertainment aspects are not usually relevant while making a purchase, the following are the main aspects of the web service quality aspects:

- *Information availability and content*: in comparison to offline stores, (Zeithaml, Parasurarman and Malhotra, 2002) stated that online shoppers have the benefit of obtaining all the needed information without visiting the retail store or talking to salespeople, and online information can be obtained easily as their questions can be answered through an online shopping without the cost of visiting the retail store, as the cutback for products and products related information cost has been the main benefit from the online shopping experience as (Zeithaml, Parasurarman and Malhotra, 2002)

- stated.

In addition to the above, the revisit and repurchase intention can increase merely because the information availability and its quality can increase customer satisfaction (Zeithaml, Parasurarman and Malhotra, 2002) , and the ability to control order, content, and duration gives the customer the ability to integrate and feel more connected and seen which improves the whole experience.

Ease of use: as internet-based transactions usually seem complicated and intimidating to many customers, it is logical to consider the ease of use (EOU) as an important aspect of e-SQ. and although the studies of EOU on websites were infrequent, it was usually conducted in the workplace in the matter of workplace technology adaptation. (Zeithaml, Parasurarman and Malhotra, 2002) stated in their

study that studies dealing with employees and their adaptation of a new software product created a clear image of how the potential user behaviors will be affected by the (EOU) and perceived usefulness. And to quote Zeithaml. et al (2002), the clear definition of ease of use is "the degree to which the prospective user expects the target system to be free of effort," (Zeithaml, Parasurarman and Malhotra, 2002) and the definition of Usefulness, is "the prospective user's subjective probability that using a specific application system will increase his or her job performance". Many studies were conducted to prove that customer or task characteristics are moderating variables of dependent variables relationships (Zeithaml, Parasurarman and Malhotra, 2002).

All of the prior emphasis on the importance of the EOU and U in the new technologies adaptations as Zeithaml. Et al 2002 stated in their study that the website usage experience will be highly affected by how easy was it to access and use that website, and how that website helps customers with their purposes.

Lastly, the online term for ease of use now is usability (Zeithaml, Parasurarman and Malhotra, 2002) which consists of how smooth and clear the site's functions are and the design's convenience and overall organization.

- *Privacy/Security:* this aspect is a key interpretative criterion in online services (Zeithaml, Parasurarman and Malhotra, 2002) and although they are related, each one has a definition, starting with privacy as it is mainly protecting the customer's information from sharing with other websites like selling lists, protecting the anonymity and of course providing consent (Zeithaml, Parasurarman and Malhotra, 2002). And security involves protecting the user from financial fraud and the risk of financial loss from any provided financial pieces of information or credit cards, and it has a really strong impact on the overall attitude towards online transactions and financial services.

-*Graphic style:* many researchers studied the main effects of design on the perceptions customers create of the online experience (Zeithaml, Parasurarman and Malhotra, 2002) including the overall layout, colors, fonts, design of photographs, animation, and overall design.

- *Fulfillment/reliability:* previous researchers have proven that this dimension is dominant in traditional service quality, and reliability too, and it is an important

factor in web service quality too(Zeithaml, Parasurarman and Malhotra, 2002) in fact, studies have shown that fulfillment/reliability points and ratings were the strongest indication of the customer satisfaction and affects their urge and need to repurchase the online service. And define the reliability aspect in the offline context, is the "ability to perform the promised service dependably and accurately (Zeithaml, Parasurarman and Malhotra, 2002) which is the accuracy of the delivered items, the on-time delivery, and the order's representation accuracy. and for the online context, it might be defined as the expected smooth functioning of the website.

other aspects: as this study is being held in the present, many aspects changed and were added to the evaluation of the overall e-SQ, like responsiveness and personalization (Zeithaml, Parasurarman and Malhotra, 2002) At the time when the research was being held, the importance was to provide a valid link, valid email address, and a hotline to contact customer service agents (Zeithaml, Parasurarman and Malhotra, 2002). now in the web 2.0, it is equidistant to live chat boxes and instant messaging services in the website, which falls under the responsiveness criteria.

2. Website Design

Researchers have been interested in and able to identify the factors that make an online experience satisfactory or unsatisfactory as the internet's significance in service quality has grown (Holloway and Beatty, 2008). The online service experience has different criteria regarding the service quality evaluation from the traditional delivery, as the online experience includes fewer human interpersonal encounters and was replaced by technology. Holloway and Beatty (2008).

According to (Farisa, Oliveira, and Rita, 2019)'s research, Website design is an aspect of the e-service quality and it includes the main elements that the customer might or will experience during the website service experience and that includes website aesthetics, purchase process, information quality, website convenience, product selection, system availability, and website personalization.

Holloway et al. (2008) went into more detail on the importance of web design in relation to user experience in their study. When taking into account the whole client experience with a website, they discovered that web design was the most commonly mentioned factor; as this dimension includes many aspects such as the

ease of use, user-friendliness, and the provision of relevant and valuable information to customers.

In short, the web design plays a significant role in determining how well the customer perceives the website's usability as well as its ability to satisfy their needs, as a consequence, improving the entire customer experience and happiness can be greatly enhanced by a well-designed, user-friendly website that delivers the needed information.

3. E-Satisfaction

As mentioned in the prior literature, e-service quality was a scale developed by (Zeithaml, Parasurarman and Malhotra, 2002) and it talked about how e-service quality has different aspects from traditional service quality. To go even further, we have to define e-customer satisfaction compared to traditional customer satisfaction when the product and service meet and exceed customer expectations. (Lestari and Ellyawati, 2019) defined e-satisfaction as it is the feeling of fulfillment and pleasure that somehow related to previous purchases and experiences. Customer satisfaction is widely recognized as a key factor in determining repurchase intentions and loyalty. Previous studies have continuously shown the strong influence of customer satisfaction on customers' repurchase intention and maintain their involvement with a particular service, which supports this finding (Anderson and Srinivasan, 2003).

Moreover, Anderson and Srinivasan (2003) provide a particular definition of e-satisfaction, highlighting its consequence within the context of e-services and websites in general. They describe e-satisfaction as the extent to which customers feel fulfilled and content with the product or service they have acquired, particularly in relation to their previous purchasing experiences with a specific electronic service or website. This concept highlights the significance of prior interactions and experiences with clients in determining their general levels of satisfaction with the electronic service sector.

4. Repurchase intention

Many worked on defining the repurchase intention in the previous studies, and it is defined as the customer's intent to remake the same transaction with the same retailer (Miao et. Al., 2021) and it is also an applicable definition if the customer intents to

repurchase a service also. And in the electronic market, the repurchase intention is highly linked to customers' loyalty to deal again with the same brand or establishment they have dealt with before.

Also, the repurchase intention is linked positively with e-service quality aspects like trust and security and is highly related to e-satisfaction. Many researchers have emphasized the importance of satisfied existing customers as the company would retain them and attract new customers.

The existing literature strongly emphasizes the cost-effectiveness of retaining existing customers as opposed to acquiring new ones. This insight has led companies to allocate significant resources and efforts towards maintaining service quality in order to ensure customer satisfaction and foster long-term loyalty (Miao et. Al., 2021) in their study, further support this notion, highlighting the significance of customer satisfaction in establishing sustainable relationships with customers. Their study highlights the significance of emphasizing customer satisfaction as a way to develop long-lasting client relationships. Companies may increase customer satisfaction levels and lay a strong foundation for long-term client loyalty and retention by comprehending and addressing the demands and preferences of their customers.

B. Theory

As the question of why e-SQ popped up (Parasuraman, Zeithaml and Malhotra, 2005), they performed a study to create a new scale to measure the e-service quality, as an update to the existing traditional service quality, with new items and modified it to adjust and adapt to the electronic experience (e.g. the tangibles in the traditional scale is presented as an item in the web design aspect in e-service quality). therefore, a new scale must be developed and measured beyond offline aspects and scales.

Through an extensive review of the existing literature, it becomes plain that the evaluation process of new technology by customers is a complex process. Previous studies have consistently highlighted significant changes in the overall acceptance of technology and the customers' individual beliefs towards these emerging technological advancements (Parasuraman, Zeithaml, and Malhotra, 2005). These variations in acceptance and beliefs can lead to differences in the evaluation

process when it comes to assessing electronic service quality. It is important to recognize that the assessment of e-service quality may involve particular aspects and considerations that are different from the assessment of traditional service quality. Furthermore, customer-specific attributes like technology readiness might noticeably influence the customers' preferences for what they see as an ideal website design and online shopping experience.

Although past studies provided different scales to measure websites' quality and to evaluate electronic service quality, the scales developed in those studies brought some important questions to the surface to be researched and studied further. and based on a broad review and study for the remaining literature (Zeithaml, Parasurarman and Malhotra, 2002) has brought five wide relevant criteria to e-service quality perceptions which are ease of use, information availability, privacy/security, graphic style, and reliability/ fulfillment.

Extensive research has been conducted to investigate the various aspects of electronic service quality, and these studies have revealed that the significance of these aspects can vary depending on the measurement methods employed in previous research (Parasuraman, Zeithaml, and Malhotra, 2005). The findings from these studies highlight the significance of taking into account the particular measurement techniques used in order to know the complexities and details involved in evaluating and measuring the quality of electronic services. In 2000, Zeithaml, Parasuraman, and Malhotra suggested in their extensive study of the previous literature that customers' evaluation of a website's service quality is not only as per their experiences during the interactions with the website, but extends to the post-interaction service aspects like fulfillment and returns (Parasuraman, Zeithaml and Malhotra, 2000), which in our modern day is the online interactions and reviews. So, e-SQ is defined to enclose all the phases of customers' experience with the website.

To discuss what's considered desirable for reaching the ultimate e-service quality, the 2000 Zeithaml et. Al. study contained various aspects spanning from concrete cues like specific technological functions (e.g. search engines efficiency) to less critical and more general aspects (e.g. perceived ease of use, perceived transaction speed), to broader more generalized aspects (e.g. responsiveness to customer's needs) and finally, to more abstract concepts (e.g. overall perceived value) as stated by (Ariely, 2000).

So according to the above, a theoretical framework was established and implied that the evaluation process of e-service quality encloses perceptual and dimensional levels. Concrete cues influence the whole process of assessing the e-service quality, whereas the abstract aspects were the consequences of the concrete cues. Therefore, the core evaluative process's associated aspects (the perceptual attributes) represent the domain of items for the e-service quality scale (Parasuraman, Zeithaml and Malhotra, 2005). Although the concrete cues may change with technological changes and evolution, the abstract perceptual attributes associated with those concrete cues themselves do not change. For example, maneuvering and surfing through the site might be affected due to changes in technology, like the number of clicks to reach the desired destination or the layering of information, Parasurman et.al. (2005) stated that it is still an evaluative aspect as the customer may not be aware of the technological changes but fully aware of the ease of use of the webpage itself, as these attributes are experiential by nature and more accessible by customers. Furthermore, the perceptual abstract attributes are more scalable than concrete cues as the perceptual attributes can be rated along a continuum, in contrast to concrete cue aspects which can be present or absent.

As the prior literature states that perceptual attributes are easy and more accurate to measure, Parasuraman, Zeithaml, and Malhotra (2002) conducted a comprehensive study and identified a set of website appraisal attributes that can be categorized into 11 dimensions of electronic service quality (e-SQ). These dimensions include liability, persuasiveness, access, flexibility, ease of navigation, efficiency, assurance, security/privacy, price knowledge, site aesthetics, and customization/personalization.

Parasuraman et al. wanted to offer a structured framework for evaluating the E-service quality and website design quality by categorizing these attributes into separate dimensions. This classification offers useful insights into the various elements that make up the overall electronic service experience and serves as a basis for further study and real-world e-commerce applications.

C. Similar studies

This section includes a review of numerous studies conducted in various contexts and industries to identify the key links between web design, repurchase

intention, and e-service quality, which will be used later in the research to compare the results that's going to be found in the current research.

In order to gain a thorough understanding of e-service quality (e-SQ) in the context of internet banking services (Zavareha et. Al., 2012) conducted research in the banking sector. They evaluated the e-SQ's dimensions using the E-SERVQUAL scale, by examining the complex connection between e-service quality and e-customer satisfaction in the banking industry, with a focus on internet banking services adding the examination of the effect of e-service quality on e-customer satisfaction.

Zavareha et. Al., (2012) found that the dimensions and items of E-SERVQUAL need to be reinterpreted and reorganized when used to measure the e-SQ for internet banking services. Also, found that the relationship between e-Service Quality and e- Customer satisfaction exists and is significantly positive, the regression model showed that site aesthetics, security/trust, and ease of use of internet banking services affect e-Customer satisfaction positively.

Khatib, Seong, Chin, and Tze (2019) carried out a quantitative study to learn more about the habits and preferences of Malaysian millennial users of streaming services. Their study examined the key connections among various service quality dimensions, such as performance, web design, personalization, trust, and repurchase intention. The study sought to shed light on the elements influencing users' intentions to continue using streaming services by polling a cross-section of Malaysian millennials. The results of this quantitative study showed strong correlations between personalization and web design and repurchase intention, suggesting that users who experience well-designed platforms and perceive higher levels of personalization are more likely to repurchase. However for the trust variable, it didn't make a significant effect on the repurchase intention.

In addition to the above, (Tandon, Kiran, and Sah, 2017) conducted a research model to identify the influence of e-service quality dimensions on repurchase intention and customer satisfaction as a mediator in the context of online shopping.

The study revealed that website quality can be determined by considering various aspects such as ease of understanding, information usefulness, navigation, website design, security, ease of ordering, and customization. These dimensions altogether

contribute to the overall quality of a website for online shopping purposes. the findings proven a positive relationship between customer satisfaction and repurchase intention. the study by (Tandon, Kiran, and Sah, 2017) showed that e-service quality can increase the probability of repurchase intention by customers as it has a full mediating effect on it by enhancing mediators like satisfaction.

Also, (Zhou, et al., 2018) confirmed that the relationship between e-service quality and customer satisfaction is positive in the telecom sector; as they created a measurement scale tailored for the customer experience in telecom settings to investigate it. Their findings not only validated the significant impact of e-service quality on customer satisfaction but also highlighted e-service quality as a key predictor of customer loyalty. The study emphasized that when customers are satisfied with the quality of e-services provided by telecom companies, they are more likely to exhibit loyalty towards the brand and have a higher propensity for repurchase.

And for the price aspect, several studies have discussed and examined the effects of price on the e-service quality and repurchase intention for example, (Zeithaml, Parasurarman, and Malhotra, 2002) pointed out that perceived value, which is closely related to price perception, is an important factor in determining customer repurchase intention in the context of e-service quality. They argued that customers are willing to pay a higher price for a service if they perceive it as valuable and of high quality, which in turn increases their likelihood to repurchase.

All the previous made us construct the following hypothesis to depend on while conducting the study, and they are:

H_{01}: *E-service quality will have a significant positive effect on e-satisfaction in the online music industry.*

H_{02}: *Website design will mediate the relationship between e-service quality and e-satisfaction in the online music industry.*

H_{03}: *website design has a significant impact on the perceived ease of use, trust, overall satisfaction, and repurchase intention of customers in the online music industry.*

H_{04}: *E-satisfaction mediates the relationship between e-service quality and customer loyalty in the online music industry.*

H₀₅: *e-satisfaction affects repurchase intention in the on-demand music industry.*

H₀₆: *price partially mediates the relationship between e-service quality and repurchase intention.*

III. THEORETICAL FRAMEWORK

The major goal of this study is to determine how e-service quality, an independent variable, influences the customer's intention to repurchase, with site design, e-satisfaction, and pricing acting as mediators. the association between the e-SQ and repurchase intention changes, as has been demonstrated in numerous types of studies, but in various settings. In order to prevent misunderstandings when interpreting these variables' impacts on the main function, it is also briefly discussed using those two variables in this section.

A. Definitions

Generally, the **moderator variable as defined by** (Baron and Kenny, 1986) is a qualitative (e.g. race, sex, class) or Quantitative (e.g. level of reward) variable that alters the direction or/and strength of the relationship between the independent (predictor) and dependent (criterion) variable.

Also, (Hayes, 2018) stated that when an association between the dependent and independent variable is moderated, its sign or size depends on third or more variables, which is also known as interaction .

Speaking of analysis of variance (ANOVA) terms, the basic moderator effect can be shown as an interaction between an independent variable that is crucial, and a factor that distinguishes the proper conditions for its function (Baron and Kenny, 1986).

For **mediating variables**, it describes how external physical events affect the internal psychological aspects, in other words, while the moderator indicates when the effects take place, the mediator speaks about how and why those effects happen (Baron and Kenny, 1986).

In his work, Hayes (2018) provided a definition of mediation analysis as a statistical approach used to examine the mechanism through which an independent variable (X) influences a dependent variable (Y). This method allows researchers to

test hypotheses and evaluate evidence regarding the transmission of effects from X to Y. By employing mediation analysis, researchers can gain insights into the underlying causal pathways and mechanisms that mediate the relationship between X and Y.

For the Data Analysis, a Parallel mediation equation was used, which is a model that examines the amount to which multiple mediators function in parallel to describe the relationship between X and Y. The model values both the direct effect of X on Y and the indirect effects of X on Y through each mediator. (Hayes, 2018)

$$M = i_M + aX + e_M \qquad (3.1)$$
$$Y = i_Y + c'X + bM + e_Y \qquad (3.2)$$

The equation 3.2, the c' estimated the direct effect of x on y.

$$c' = [\hat{Y} \mid (X = x, M = m)] - [\hat{Y} \mid (X = x - 1, M = m)] \qquad (3.3)$$

Regarding factor analysis, it is best to work with the bootstrap method for testing mediation, which was introduced in 1979 by Efron as a resampling method, and later became a very popular development in statistics. And it can be defined by its main benefits where it determines variances and biases and the structure of confidence in complicated situations.

Also, we calculated Total, Direct and indirect effects, and (Hayes, 2018) defined Direct effect as the relationship between the independent variable (X) and the dependent variable (Y) without the presence of a mediator. It represents the direct influence of X on Y, independent of any intermediate variables.

for the indirect effect, it was defined as the influence of X on Y that operates through one or more mediator variables. It captures the effect of X on Y that is transferred through the mediator(s). and finally for the total effect, (Hayes, 2018) defined it as it includes both the direct effect and the indirect effect. It reflects the overall impact of X on Y, taking into account both the direct influence and any indirect influence mediated through one or more mediators.

By analyzing the direct, indirect, and total effects, mediation analysis allows us to understand the separate and combined influences of X which is e-service quality on Y which is repurchase intention, providing insights into the underlying

mechanisms and pathways through which the effects are transmitted directly or with the presence of website design and e-satisfaction.

B. Methodology

This study's research design is constructed to find the effect of e-Service quality as an independent variable and repurchase intention as the dependent variable with web design, e-satisfaction, and price as mediators.

Firstly, Data was collected by a survey conducted in Iraq, we constructed a questionnaire by relying on previous literature using the following papers, the SERVQUAL questionnaire of (Parasuraman, Zeithaml, and Malhotra, 2005), and all the measurement items were taken and validated from previous studies with similar conditions. For the other variables, 9 questions for web design, 3 questions for the price, and 2 questions for Repurchase intention were adapted from (Farisa, Oliveira, and Rita, 2019), for the e-satisfaction, 4 questions were adapted from (Audrain-Pontevia, N'Goala, and Poncin, 2013), then for sampling design, there were 8 million music platforms users in Iraq, so with 95% confidence level we need at least 384 respondents as sample size, and for sampling design we selecting quota and according to this quota sampling we collected data from 396 users from these cities with these percentages: Baghdad: 35% (138 users), Basra: 20% (79 users), Nineveh: 15% (59 users), Erbil: 10% (40 users), Sulaymaniyah: 10% (40 users), Kirkuk: 5% (20 users), Dhi Qar: 2.5% (10 users), Najaf: 2.5% (10 users) all were proven valid and will be proven in the following factor analysis.

All the measures were picked as they exceeded Cronbach's alpha and composite reliability values threshold of 0.7, as advised by (Kline, 1999).

Then, performing Descriptive analysis by dimension reduction on each question group and demographics, and according to the principal component analysis which is a process that helps to represent each variable by relatively few numbers instead of thousands (Ringnér, 2008), like measuring KMO, Factorloads, and significance.

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instead of thousands (Ringnér, 2008), like measuring KMO, Factor loads, and significance.

Afterwards, a Cronbach's alpha analysis was performed to measure internal consistency reliability, According to (Kline, 1999) a commonly cited guideline for acceptable levels of internal consistency reliability is a Cronbach's alpha coefficient of 0.7 or higher.

Then, the next step was to calculate the means for each variable and perform the regression-based parallel mediation model of Hayes with three mediators (Model 6) (Hayes, 2018). 5000 sub-samples are selected for the bootstrapping simulation of the model. Regression equations are presented below.

$$M = iM + aX + eM \tag{3.1}$$

$$Y = iY + c'X + bM + eY \tag{3.2}$$

$$Y = iY^* + cX + eY^* \tag{3.3}$$

Finally, the indirect effect of each variable was calculated, which is the pathway by which the independent variable (e-SQ as X) influences the dependent variable (Repurchase intention as Y) through the mediators (Price, web design, e-satisfaction as M1, M,2 and M3), And the indirect effect is present when the relationship between X and Y is at least partially explained by the effect of X on M, and the effect of M on Y. (Hayes, 2018).

IV. RESULTS

A. Frequency Distribution for Respondent's Demographics

Table (1) shows the main characteristics of the survey's respondents. Out of 396 respondents, 45.71% were females, and 54.29% were males. For age groups, it has been noticed that 18-30 were the highest group as they make 7up 9.80% of the respondents, followed by the 31-40 age group which was 15.40% of the respondents, and the other age groups made the remaining 4.81% of the total respondents.

Table 1. Variables

	Frequency	Valid Percent
Gender		
Male	215	54.29
Female	181	45.71
Age		
17 and less	10	2.53
18-30	316	79.80
31-40	61	15.40
41-50	7	1.77
51 and above	2	0.51
Education qualification		
Student at high school	23	5.81
Graduated from Highschool	27	6.82
Students with bachelor's degree	92	23.23
Graduated with bachelor's degree	195	49.24
Students at master's degree	37	9.34
Graduated from master's degree	18	4.55
Student at PHD	1	0.25
Graduated from PHD	3	0.76
Music Platform		
YouTube	137	34.60
Spotify	156	39.39
Anghami	52	13.13
SoundCloud	22	5.56
Other	29	7.32
Subscription Plan		
Freemium	197	49.75
Premium	199	50.25

In Table (1), it shows that a high percentage of the respondents are fairly

educated as 49.24% of the respondents are bachelor's degree graduates and 23.23% are already bachelor's degree students, shown in the pie chart below.

Regarding Platforms usage, most platforms used were YouTube (34.60%),
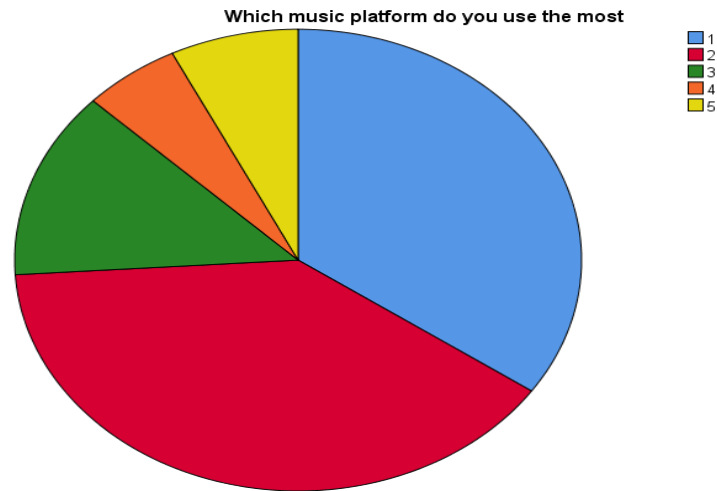
Figure 1. Music Platform

Spotify (39.39%), and Anghami (13.13%). for other Platforms, the total usage was (12.88%), so that shows the dominant platforms in Iraq are YouTube, Anghami and Spotify, which is a new platform that has just entered the music platforms scene in Iraq.
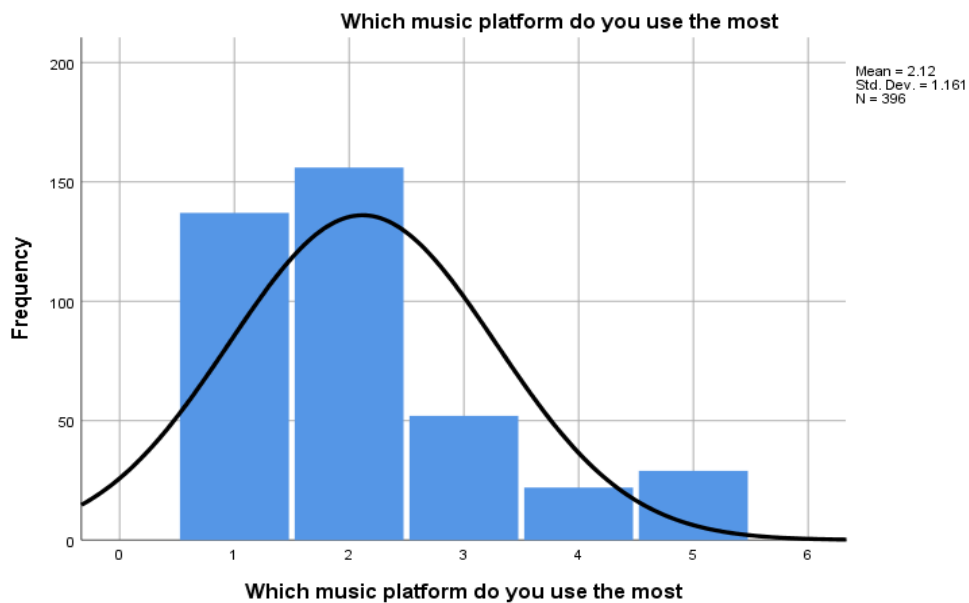
Figure 2. Subscription Plans
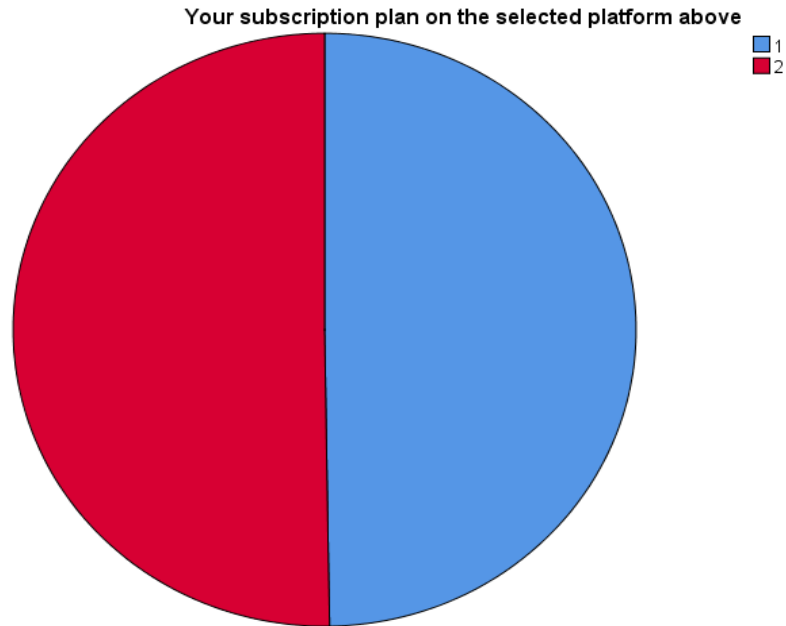
Figure 3. Subscription Plans

For subscription plans, (49.75%) use the Freemium feature, which is a pricing structure where the core service is free, but the total revenue is mainly generated from the premium service (Hamari, Hanner and Koivisto, 2019), while the premium users were (50.25%) of the respondents,
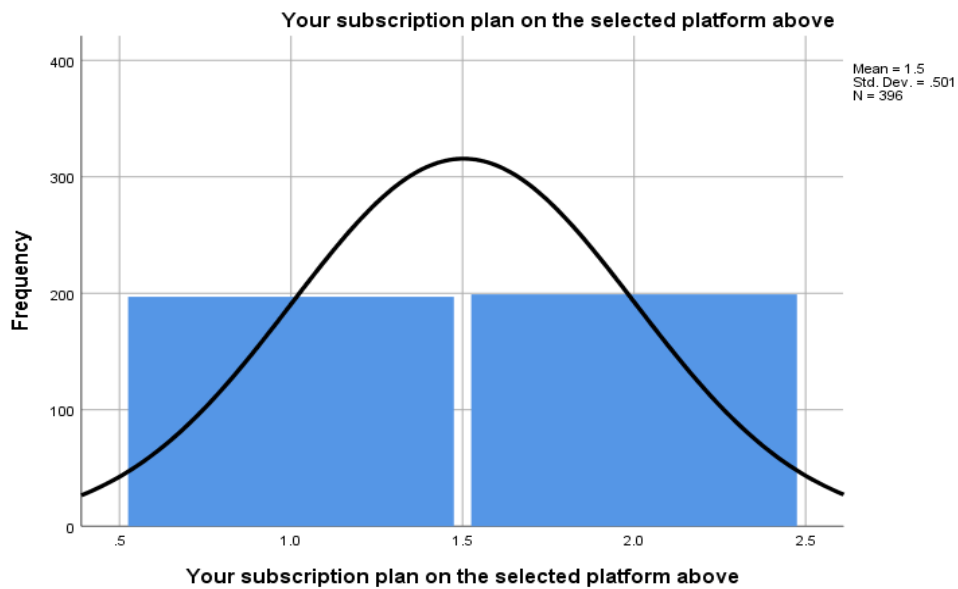
Figure 4. Subscription Plan Frequency
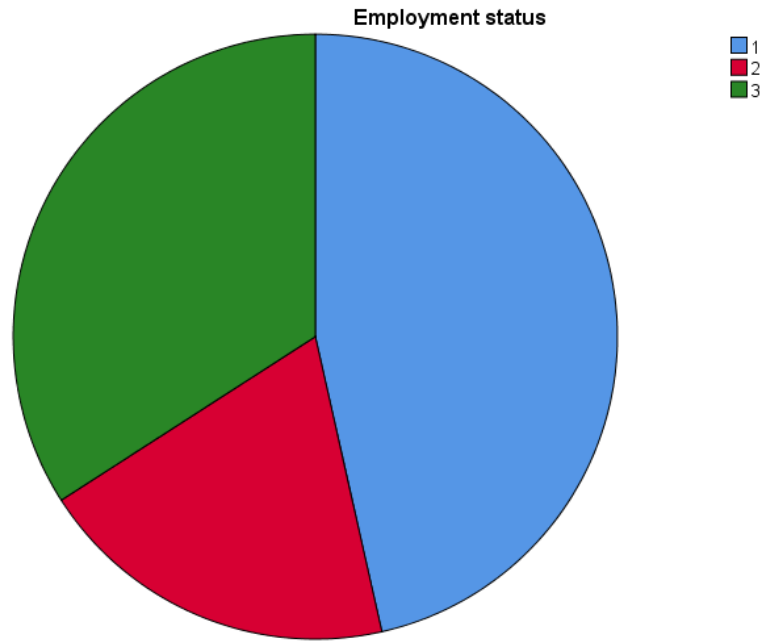
Figure 5. Employment Status

which leads us to the conclusion that even though most users use freemium services, as indicated by the pie chart below, even though most of them are employed, with a good income.
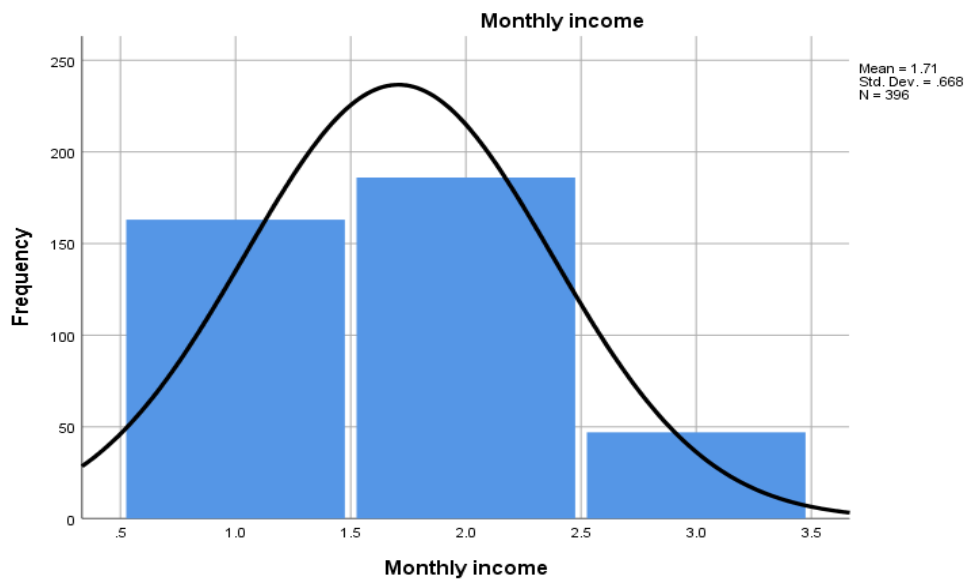
Figure 6. Monthly Income

B. Dimension reduction analysis

For this Analysis, Principal component analysis (PCA) was performed, where the original variables are transformed into a smaller set of variables (Hastie, T.,

Tibshirani, R., and Friedman, J,2009). And the following are the results:

Table 2. KMO analysis

Variable	Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)	Bartlett's Test of Sphericity		
		Approx. Chi-Square	df	Sig.
Web Design	0.797	1575.723	36	0.000
Price	0.649	296.633	3	0.000
Repurchase intention	0.500	199.346	1	0.000
e-Satisfaction	0.803	753.304	6	0.000
ESERVQUAL	0.915	3262.232	78	0.000

For the KMO analysis, the web design's KMO measure of sampling Adequacy was 0.797 and the significance was 0.000, for the Price question group, the KMO measure of sampling Adequacy was lower as it was 0.649 with a significance of 0.000 in the identity matrix. For the Repurchase intention question group, the KMO was lower than the first two as it was 0.500 with 0.000 significance, For the e-Satisfaction question group, the KMO was higher than the first three variables with a value of 0.803 and 0.000 significance, And lastly, for the e-SERVQUAL question group, the KMO was the highest with a value of 0.915 and 0.000 significance.

C. Factor Loads and Variances explanation

Tables (3) and (4) shows the percentage of variances explained in each variable, and the factor loads for each question group, as In factor analysis, the variance explained percentage and factor loadings are two crucial measures that offer information about the structure of the core factors, as for the Variance explained percentage, it is used to measure the amount of total variance in the original variables was explained by extracted factors (Fabrigar et. Al., 1999), and for the Factor loading, they are coefficient that indicate the strength of the relationship between each variable and each factor (Fabrigar et. Al., 1999).

Table 3. Factor Loads

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Web Design						
1	4.164	46.268	46.268	4.164	46.258	46.258
2	1.291	14.350	60.618			
3	0.946	10.517	71.134			
4	.7.33	8.143	79.278			
5	0.612	6.805	86.082			
6	0.442	4.907	90.989			
7	0.376	4.172	95.151			
8	0.238	2.654	97.807			
9	0.197	2.193	100.000			
Price						
1	1.988	66.259	66.259	1.988	66.259	66.259
2	0.646	21.534	87.793			
3	0.366	12.207	100.000			
Repurchase intention						
1	1.630	81.522	81.522	1.630	81.522	81.522
2	0.370	18.478	100.000			
e-Satisfaction						
1	2.783	69.576	69.576	2.783	69.576	69.576
2	0.632	15.802	85.377			
3	0.337	8.426	93.803			
4	0.248	6.197	100.000			
e-Service Quality						
1	7.070	54.385	54.385	7.070	54.385	54.385
2	1.104	8.492	62.878			
3	0.921	7.081	69.958			
4	0.691	5.315	75.274			
5	0.630	4.848	80.121			
6	0.487	3.745	83.867			
7	0.444	3.413	87.280			
8	0.381	2.933	90.213			
9	0.337	2.591	92.804			
10	0.295	2.272	95.076			
11	0.260	2.004	97.080			
12	0.225	1.735	98.815			
13	0.154	1.185	100.000			

Interpreting the table above , The Web Design question group 46.268% of the variances were explained, for Price question group 66.259% of the variances were accepted. For the Repurchase intention question group, 81.522% of the variances were explained, For e-Satisfaction, 69.576% of the variances were e,ained, . And lastly, for the e-SERVQUAL question g with 54.385% were variances explained; and

as (Gorsuch, 1983) mentioned that the minimum percentage of variances explained should exceed 60%, the results above show Web design and e-SQ are on the threshold, and Price, e-Sat, and Repurchase intention were explained higher percentage.

Table 4. Factor loads per component

	Component Matrix
Web Design	
This music platform is visually pleasing.	0.737
This music platform is visually appealing.	0.759
The musical content on the music platform is easy to reach and play.	0.616
The lyrics on the music platform are easy to reach and read.	0.661
This music platform has no difficulties with making a payment online	0.550
The purchasing process was not difficult on this music platform	0.630
This music platform allows me to interact with it to receive a tailored music experience.	0.723
this music platform has interactive features, which help me create my own personal music experience.	0.687
I can interact with this music platform to get information tailored to my specific needs.	0.731
Price	
This music platform has low prices.	0.864
This music platform offers discounts.	0.726
This music platform has comparatively lower prices than 5 music platforms.	0.845
Repurchase Intention	
I plan to use music streaming platforms/apps by next week.	0.903
I plan to repurchase this music streaming platform/app by next week.	0.903
e-Satisfaction	
This music platform has met my expectations	0.864
I think this music platform is of good quality	0.895
This music platform had the level of quality I expected	0.871
This music platform makes it easy to find what I need	0.690
e-Service Quality	
The content on this music platform is well organized	0.741
This music platform is simple to use	0.739
This music platform enables me to get on to it quickly	0.777
This music platform plays music smoothly	0.813
This music platform does not crash	0.701
Pages on this music platform do not freeze	0.755
This music platform delivers the most relevant results as specified	0.824
This music platform quickly delivers the music search results	0.790
This music platform has enough tracks to choose from	0.668
This music platform does not share my personal information with 5 sites	0.504
This music platform protects information about my credit card	0.608
I am very satisfied with the services provided by this music platform	0.807
All my experiences with this music platform have been satisfactory	0.789

As many researchers like (Kline R. B., 2011) and (Gorsuch, 1983) discussed that actor loadings of 0.5 or higher are considered to be strong and reliable indicators of a variable's association with a factor, while loadings below 0.5 are considered to

be weak or unreliable; it is noticeable in the table (4) that all factor loading for each question group exceeded 0.5 in componentnant matrix, and that shows that all factors contribute to indicate the underlying factors, and provide useful information about the construct being remeasured if it was below that threshold, it might be measuring something different from what it was intended to be measured.

A. Reliability analysis

For the reliability analysis, Cronbach's alpha was calculated for each variable's question group, and according to some researchers, Cronbach alpha value should exceed 0.7 as that would indicate that the scale is reasonably measuring the construct and most likely be reliable (Nunnally and Bernstein, 1994) ; and the following is the explanation for each variable analysis:

Table 5. Cronbach's alpha

Variable	Cronbach's Alpha	N of Items
Web Design	0.849	9
Price	0.732	3
Repurchase intention	0.773	2
e-Satisfaction	0.852	4
e-Service Quality	0.925	13

Starting with the Web design variable, Cronbach's alpha was 0.849 for 9 items. and for the Price variable, Cronbach's alpha was 0.732 for 3 items. the repurchase intention variable has 0.773 Cronbach's alpha for 2 items. For the e-Sat, Cronbach's alpha value was 0.852 for 4 items. And lastly, the ESRVQUAL's Cronbach's alpha was the highest with a value of 0.925 for 13 items, and that shows that all the used questionnaire items were reliable as all of them exceeded 0.7 (Nunnally and Bernstein, 1994)

D. Relationship between variables

The next part of the analysis was to analyze the relationship between the variables, Using regression-based models, and Model (6) from (Hayes, 2018) was used as a parallel mediation model, to understand the complex relationships between variables with mediators; with Web Design as M1, e-Sat M2, and the third mediator is Price as M3. The dependent Variable (y) is Repurchase intention and the e-Service

quality is the independent variable (x).

Table 6. Variables

Variables	
Model	6
Y	Repurchase intention
X	SERVQUAL
M1	Web Design
M2	e-Satisfaction
M3	Price
Covariates:	Gender
	Age
	Education
	Employment Status
	Internet weekly Usage
	Music Platform years
	Music platform usage in a month
	Music Platform
	subscription plan
Sample Size	396

For the Covariates, it is shown that the demographic questions used are Age, Gender, income, internet usage, monthly platforms usage, and account types if they were free or premium.

To start, correlations between variables were calculated, which shows the relationships between the used variables, and Table (7) elaborates more:

Table 7. Correlation between variables

		Web	Price	Repurchase	E satisfaction	Servqual
Web	**Pearson Correlation**	1	.388**	.446**	.675**	.669**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
Price	**Pearson Correlation**	.388**	1	.305**	.359**	.384**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
Repurchase	**Pearson Correlation**	.446**	.305**	1	.400**	.351**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
E satisfaction	**Pearson Correlation**	.675**	.359**	.400**	1	.777**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
Servqual	**Pearson Correlation**	.669**	.384**	.351**	.777**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

And to interpret the correlations, we notice there is a positive relationship between all the variables, as all of the correlation values were between 0 and 1.00 with various effects, for example, we see that the variable with the highest effect on the repurchase intention was the website design with a value of 0.446, and the lowest was the price with a value of 0.305. the interesting finding in this study was the price

aspect, which is a bit new to the researched topic, as it shows according to the results that there is a positive relationship between the price and all the other variables, it implies that when the price increases, the repurchase intention increases, which is an interesting finding regarding previous literature, for example, (Graciola, Toni, De Lima, and Milan, 2018) found out that the price value affects the repurchase intention positively, but their study implies that it is affected by the value and not the aspect of price itself, which is a bit related to the results we got; we might conclude according to the results, that as the price has a positive relationship with all aspects, it means when the value increases with the price, the repurchase intention increases.; but due to minimal research in the Iraqi context, it was hard to find a similar result to prove this theory.

And to calculate the total, direct and indirect effects, 4 bootstrapped regression equations are performed with 5000 subsamples. and the results are presented in the Appendix and explained in detail below:

Table 8. First regression equation

Model Summary						
R	R-sq	MSE	F	df1	df2	P
0.693	0.481	0.332	32.299	11.000	384.000	0.000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	0.944	0.304	3.103	0.002	0.346	1.542
Servqual	0.636	0.039	16.240	0.000	0.559	0.713
Gender	-0.019	0.062	-0.302	0.762	-0.140	0.103
Age	-0.064	0.067	-0.947	0.334	-0.196	0.068
Education	0.051	0.030	1.700	0.090	-0.008	0.110
Employment	-0.041	0.038	-1.069	0.286	-0.115	0.034
Income	0.008	0.053	0.016	0.872	-0.950	0.112
Internet weekly Usage	-0.012	0.039	-0.030	0.762	-0.088	0.065
Music Platform years	-0.003	0.046	-0.057	0.955	-0.093	0.088
Music platform usage in a month	0.019	0.039	0.050	0.621	-0.057	0.095
Music Platform	-0.026	0.026	-1.004	0.316	-0.078	0.025
subscription plan	0.262	0.063	4.139	0.000	-0.138	0.387

Web design was the dependent (Y) and the only significant variables were e-SQ with a .000 significance; and when calculating the f value in the f distribution table, fd1 11.000 and fd2 384.000 values were calculated as 1.79 in the f table, and since the F value for the first regression equation was 32.299 and that is larger than 1.79 obviously; it concludes that website design has a significant effect on the relationship between variables; and when inspecting the t statistical values, it is shown that only constant,servqual and the subscription types were above the freedom level which is 1.960.For the rest of the aspects in the first equation, the payment plan

(free or premium) covariate had 0.000 significance and the constant is 0.002. Yet other covariates were not significant, and they are not affecting the equation, which shows that demographics do not affect the relationship between Service quality and web design.

Table 9. 2nd Regression equation

Model Summary R	R-sq	MSE	F	df1	df2	p
0.812	0.659	0.264	61.728	12.000	383.000	0.000
Model	coeff	se	t	p	LLCI	ULCI
constant	0.545	0.275	1.982	0.048	0.004	1.085
Servqual	0.659	0.045	14.518	0.000	0.570	0.748
Web	0.305	0.046	6.695	0.000	0.215	0.394
Gender	-0.082	0.055	-1.492	0.137	-0.190	0.026
Age	-0.066	0.060	-1.104	0.270	-0.184	0.052
Education	-0.021	0.027	-0.783	0.434	-0.074	0.032
Employment	0.011	0.034	0.337	0.736	-0.055	0.078
Income	-0.030	0.047	-0.641	0.522	-0.123	0.062
Internet weekly Usage	0.038	0.035	1.108	0.269	-0.030	0.106
Music Platform years	-0.015	0.041	-0.359	0.720	-0.095	0.066
Music platform usage in a month	-0.011	0.034	-0.317	0.752	-0.078	0.057
Music Platform	-0.046	0.023	-1.975	0.049	-0.092	0.000
subscription plan	0.061	0.058	1.065	0.288	-0.052	0.175

For the second equation's results shown above, the e-satisfaction variable was the (y), Web design and e-SQ were the significant variables in the equation, and the proof H1 and H2 with a value of 0.000 significance; to prove significance, the ftable value was calculated, when df1 is 12.000 and df2 383.000, the ftable value is 1.7522 and comparing it to the f value for the equation itself, it shows that the variable is significant as the f value is 61.728 which is larger than 1.7522 and that result shows the significance. Inspecting the T value in the results, it is shown that only the constant, e-service quality, and design were significant. And to inspect the rest of the variables, the music platform type demographic covariate with a 0.049 significance which is considered at the threshold, and the constant was 0.048. yet also the demographics were not significant in this equation, only the platform type has a small effect on the relationship.

Table 10. Third regression equation

Model Summary							
R	R-sq	MSE	F	df1	df2	p	
0.432	0.187	0.909	6.756	13.000	382.000	0.000	
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	1.086	0.512	2.121	0.035	0.079	2.092	
Servqual	0.245	0.105	2.334	0.02	0.039	0.451	
Web	0.284	0.089	3.185	0.002	0.109	0.459	
e-Satisfaction	0.082	0.095	0.87	0.385	-0.104	0.269	
Gender	-0.01	0.102	-0.099	0.921	-0.211	0.191	
Age	-0.08	0.111	-0.715	0.475	-0.299	0.139	
Education	0.022	0.05	0.438	0.661	-0.076	0.12	
Employment	-0.005	0.063	-0.081	0.936	-0.129	0.119	
Income	-0.011	0.087	-0.128	0.898	-0.183	0.161	
Internet weekly Usage	-0.061	0.064	-0.951	0.342	-0.188	0.065	
Music Platform years	0.023	0.076	0.308	0.759	-0.126	0.173	
Music platform usage in a month	0.074	0.064	1.161	0.247	-0.051	0.199	
Music Platform	-0.023	0.044	-0.533	0.594	-0.109	0.063	
subscription plan	-0.046	0.107	-0.433	0.665	-0.257	0.164	

Performing the 3rd regression equation, with Price as the (y), we noticed that the e-SQ with 0.020 significance and Web design with 0.002 significance and a 0.035 constant were also the only variables affecting this equation yet the e-Sat was not effective with 0.385 significance, and to figure the significant according to the f table, the value of the price in the ftable is 2.5854 which is smaller than the fvalue for the table that is 6.756, but with a less significant effect like the first two variables; and we see that when comparing the t values in the table, e-service quality, website design, and e-satisfaction were significant but less than in the other two equations.

Table 11. Fourth regression equation

Model Summary							
R	R-sq	MSE	F	df1	df2	p	
0.652	0.425	1.190	20.091	14.000	381.000	0.000	
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	-0.243	0.589	-0.412	0.681	-1.402	0.916	
Servqual	-0.101	0.121	-0.836	0.403	-0.338	0.136	
Web	0.339	0.103	3.281	0.001	0.136	0.543	
e-Satisfaction	0.234	0.109	2.155	0.032	0.020	0.447	
Price	0.190	0.059	3.240	0.001	0.075	0.305	
Gender	-0.127	0.117	-1.086	0.278	-0.357	0.103	
Age	-0.090	0.128	-0.707	0.480	-0.341	0.161	
Education	-0.023	0.057	-0.396	0.693	-0.135	0.090	
Employment	-0.076	0.072	-1.062	0.289	-0.218	0.065	
Income	-0.024	0.100	-0.244	0.807	-0.221	0.172	
Internet weekly Usage	-0.043	0.074	-0.580	0.562	-0.188	0.102	
Music Platform years	-0.145	0.087	-1.663	0.097	-0.316	0.026	
Music platform usage in a month	0.246	0.073	3.372	0.001	0.103	0.390	
Music Platform	-0.010	0.050	-0.194	0.847	-0.108	0.089	
subscription plan	1.121	0.123	9.132	0.000	0.880	1.362	

Lastly in the 4th and last regression equation performed, it shows the Repurchase intention was the (y), we noticed that, unlike the other equations, the e-SQ variable was not significant with a value of (0.403) yet the Web design (0.001),

e-SAT (0.032), Price (0.001), Platform usage by years (0.097), Monthly platform usage (0.001) and subscription plan (0.000) were significant and affects the regression equation; and to figure the significant according to the f table, the value of the repurchase intention in the ftable is 2.5854 which is smaller than the fvalue for the table that is 20.091, which shows significance.

E.   Total, Direct, and indirect effects

Table 12. Total and indirect effect of X on Y

Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
0.408	0.078	5.264	0	0.256	0.561
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
-0.101	0.121	-0.836	0.403	-0.338	0.136

Table Total and indirect effect of X on Y 12-IV

The total effect of X on Y is 0.408, with a standard error of 0.078, a t-value of 5.264, and a p-value of 0. This implies that there is a statistically significant positive relationship between X and Y, where an increase in X corresponds to an increase in Y. The 95% confidence interval for the total effect is 0.256 to 0.561, indicating that we can be reasonably certain that the true effect is within this range.

The direct effect of X on Y is calculated to be -0.101, with a standard error of 0.121, a t-value of -0.836, and a p-value of 0.403. This implies that there is no statistically significant direct relationship between X and Y, implying that an increase in X does not appear to have a direct effect on Y. The 95% confidence interval for the direct effect ranges from -0.338 to 0.136, indicating that we cannot be certain of the true effect size and that the results are inconclusive.

In summary, the total effect of X on Y is positive and statistically significant, indicating that X is associated with an increase in Y. However, the direct effect of X on Y is unfounded, suggesting that there is no clear direct relationship between X and Y.

Table 13. Indirect effects

Indirect effect(s) of X on Y	Effect	BootSE	BootLLCI	BootULCI
TOTAL	0.509	0.104	0.324	0.726
Ind1	0.216	0.074	0.081	0.367
Ind2	0.154	0.078	0.014	0.32
Ind3	0.046	0.029	-0.002	0.109
Ind4	0.045	0.023	0.004	0.096
Ind5	0.034	0.017	0.007	0.072
Ind6	0.01	0.014	-0.014	0.041
Ind7	0.003	0.004	-0.004	0.012

Table 13 provides the results of the indirect effect analysis, and it refers to the effect of an independent variable (e-SQ) on the dependent variable (repurchase intention) mediated by 3 mediators (website design, e-satisfaction, and price),

Firstly, the total effect is the sum of the indirect effects, which is (0.509), which shows that the relationship between e-service quality and repurchase intention is partially mediated by website design, price, and e-satisfaction.

And as each effect should be anything but 0.000 to acquire mediation, the calculations generated 7 IND equations as we are using a parallel mediation model, which is shown and explained in Figure (1) below for each path.

The individual indirect effects show the contribution of each mediator in the relationship, while IND1 and IND2 were the strongest, indicating that website design and e-satisfaction significantly affect the relationship between the variables. IND3, IND4, and IND5, also affect the relationship between service quality and repurchase intention, but with less effect that the first two. And lastly, for IND3, IND6, and IND7, the effects were minus which shows that there is no mediation in the mentioned indirect effects.

Table1 4.. Indirect effects

Ind 1	e-SERVQUAL	- >	Web Design	- >	Repurchase Intention				
Ind 2	e-SERVQUAL	- >	e-Satisfaction	- >	Repurchase Intention				
Ind 3	e-SERVQUAL	- >	Price	- >	Repurchase Intention				
Ind 4	e-SERVQUAL	- >	Web Design	- >	e-Satisfaction	- >	Repurchase Intention		
Ind 5	e-SERVQUAL	- >	Web Design	- >	Price	- >	Repurchase Intention		
Ind 6	e-SERVQUAL	- >	e-Satisfaction	- >	Price	- >	Repurchase Intention		
Ind 7	e-SERVQUAL	- >	Web Design	- >	e-satisfaction	- >	Price	- >	Repurchase Intention

V.   DISCUSSION

The main goal of this study was to determine how website design and e-satisfaction mediate the relationship between e-service quality and the likelihood that a customer will make another purchase. We were able to learn a lot about how each of these variables contributed individually by running regression analyses with each of them. Our analysis's findings revealed the following:

First, the mediating effect of website design was significant, in both the regression equation and the indirect effect, as it was significant too as a mediator between e-service quality and repurchase intention; and that was found also in the online shopping context (Farisa, Oliveira, and Rita, 2019), where the same questions were used to perform the study in Indonesia, also the results were positive that website design impacts the service quality significantly, which affects e-satisfaction in return. plus, there are also similar studies that found the same results, that website design affects satisfaction, which leads to repurchase intention; (Tandon, Kiran, and Sah, 2017) examined the effects of website quality and satisfaction on repurchase intention in the context of online shopping. And it showed that website design quality has a significant indirect effect on repurchase intention through e-satisfaction (Tandon, Kiran, and Sah, 2017) and in particular, website design quality had a direct effect on e-satisfaction, which was naturally affecting the effect of satisfaction on repurchase intention.

These collective findings highlight how important website design is in affecting customer satisfaction and the repurchase intention It highlights how crucial it is to design user-friendly, aesthetically pleasing websites that improve the overall quality of the e-service experience. Businesses may create easy and pleasant customer experiences by investing in great website design, which eventually results in increased satisfaction and higher repurchase intention rate, especially when it comes to online entertainment services like on demand music platforms, as the main purpose of the customer is enjoyment.

Secondly, in the present study, it was found that e-service quality has a positive effect on e-satisfaction, which in turn, mediates the relationship between e-service quality and repurchase intention. And this is shown in previous studies, like (Zhang and Prybutok, 2005) found in their study that e-service quality has a positive effect on e-satisfaction. Website design and price were also found to mediate the relationship between e-service quality and e-satisfaction and also was discussed in (Zhang and Prybutok, 2005)'s study that convenience and service quality are important predictors for satisfaction, just like website design, which was also shown in the present study. while price also mediates the relationship between e-satisfaction and repurchase intention, it was shown that the price does not affect the repurchase intention's decision for customers using the on-demand music platforms in Iraq; and that is similar to the results that (Audrain-Pontevia, N'Goala, and Poncin, 2013) found, as their study also showed that there is no positive relationship between price and e-satisfaction for products/ services.

One of the key findings of this study is the significant role of e-satisfaction in mediating the relationship between e-service quality and repurchase intention. This finding is consistent with previous research that has highlighted the importance of customer satisfaction in driving repurchase behavior. (Lestari and Ellyawati, 2019) discussed in their study that e-service quality affects the repurchase intention and found that e-satisfaction mediates the relationship between service quality aspects and repurchase intention perfectly, especially security and assurance. Therefore, online music providers should focus on enhancing e-service quality to increase customer satisfaction and ultimately, repurchase intention.

These observations underline the importance it is to keep improving the quality of e-services in order to satisfy customer demands and encourage loyalty. Online music providers can increase customer retention and repurchase behavior as well as gain a competitive advantage in the dynamic digital music market by applying strategies that improve e-satisfaction.

Another interesting finding is the mediating effect of price on the relationship between e-service quality and repurchase intention. These results suggest price has little to no effect on the e-satisfaction and repurchase intention in the sample area, which negates H6 where prices mediate e-service quality and repurchase intention, as it was shown in the indirect effects results. Yet (Zeithaml, Parasurarman, and

Malhotra, 2002) showed in their study that price has a significant effect on the relationship between service quality and repurchase intention, as their results showed that price partly mediated the relationship between e-service quality and customer satisfaction, which leads to a full mediation between the relationship of customer satisfaction and repurchase intention. Therefore, the indirect effect of price on the relationship between e-service quality and repurchase intention was significant in their study. Therefore, online music providers should pay attention to these factors to enhance customer satisfaction and increase the likelihood of repurchasing.

Overall, this study adds to the literature on e-service quality, website design, price, and customer behavior in the online music industry. The results imply that online music providers should focus on enhancing e-service quality, website design, and pricing strategies to improve customer satisfaction and repurchase intention. Future research could explore the effects of other factors, such as brand reputation and social influence, on customer behavior in the online music industry.

Future studies might investigate further into how various additional variables, like brand reputation and social influence, affect consumer behavior in the online music market. Investigating these aspects would give one an expanded awareness of the various factors that influence consumer preferences and decisions.

Online music providers can improve their strategies to meet the changing needs and expectations of their customers by analyzing and addressing these factors. As a result, they will be able to develop more lasting connections with consumers, encourage repurchase, and ultimately find long-term success in the highly competitive online music market.

VI.   CONCLUSION AND MANAGERIAL IMPLICATIONS

In conclusion, this study looked at the role of website design, price, and e-satisfaction in mediating the relationship between e-service quality and repurchase intention in the online music industry. The findings show that website design, e-service quality, and e-satisfaction all play important roles in mediating the relationship between e-service quality and repurchase intention. Price, on the other hand, was discovered to have little to no effect on e-satisfaction and repurchase intent. According to the findings, online music providers should focus on improving website design, e-service quality, and pricing strategies to increase customer satisfaction and the likelihood of repurchasing. More research is needed to investigate the impact of other factors on customer behavior in the online music industry, such as brand reputation and social influence.

And based on the empirical findings, the following managerial implications could be drawn; to start with the service quality, According to the study, e-Service Quality has a significant impact on repurchase intention in the Iraqi context; As a result, managers should prioritize providing high-quality e-services to their customers to increase their satisfaction and loyalty. And for the website design, showed a significant impact on e-satisfaction, which influences repurchase intent. As a result, managers should invest in improving their website's design and user experience to increase customer satisfaction and encourage repeat purchases; most importantly, The study emphasizes the significance of online music platforms as an efficient means of delivering music to customers.

Middle Eastern on-demand music platform managers have an excellent opportunity to take advantage of the strength of online platforms presense to draw in and keep consumers. They can make listening to music more interesting and pleasurable by providing customised music experience based on each person's tastes. Furthermore, giving customers a sense of exclusivity by offering exclusive content, such as live concerts or unreleased songs, might keep them using the platform.

Furthermore, it is necessary to guarantee an easy and clear customer experience. Customers should have no trouble using the platform, finding the music they want, and making purchases. This includes easy payment procedures and dependable customer service that responds quickly to any problems or issues.

By focusing on these aspects, managers can enhance customer satisfaction, leading to increased customer loyalty. Satisfied customers are more likely to continue using the platform, recommend it to others, and contribute to the platform's growth and success, as peer pressure is noticable in the middle east more than other cultures.

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APPENDICES

APPENDIX A Ethical Approval Form

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T.C.
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Konu : Etik Onayı Hk.

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Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Sosyal ve Beşeri Bilimler Etik Komisyonu'nun 21.12.2023 tarihli ve 2023/10 sayılı kararıyla uygun bulunmuştur.
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