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ผลกระทบของการรีวิวผ่านโซเชียลมีเดีย และคุณภาพ
การบริการและการดำเนินการต่อความพึงพอใจของลูกค้า
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Online shopping for electrical appliances in
Myanmar: The impact of Social media reviews
and quality of service and operation on
customer satisfaction and repurchase intention

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บทคัดย่อ

การศึกษานี้มุ่งสำรวจปัจจัยที่มีอิทธิพลต่อความพึงพอใจของลูกค้าและความตั้งใจซื้อซ้ำในบริบทของการช้อปปิ้งออนไลน์ในกลุ่มผู้บริโภคชาวเมียนมา โดยใช้วิธีเชิงปริมาณผ่านการวิเคราะห์ถดถอยพหุคูณเพื่อทดสอบสมมติฐานสามข้อ ข้อมูลรวบรวมผ่านแบบสอบถามแบบมีโครงสร้างที่เผยแพร่ในกลุ่มโซเชียลมีเดียของผู้ช้อปปิ้งที่มีความเคลื่อนไหว ผู้ตอบแบบสอบถามมีความหลากหลายทางประชากรศาสตร์ ทั้งในด้านเพศ อายุ และสถานะการจ้างงาน โดยส่วนใหญ่เป็นเพศหญิงอายุระหว่าง 26-35 ปี เป็นผู้ประกอบอาชีพอิสระ นักศึกษา และพนักงานประจำ ผลการศึกษาระบุว่า ผู้บริโภคมีรูปแบบการซื้อสินค้าในทุกสามเดือน โดยส่วนใหญ่ซื้อผ่านเฟซบุ๊ก และเครื่องใช้ไฟฟ้าที่ซื้อล่าสุด ได้แก่ หม้อหุงข้าว เครื่องปรับอากาศ และตู้เย็น การวิเคราะห์พบว่า การรีวิวสินค้าและรีวิวจากลูกค้ามีอิทธิพลอย่างมีนัยสำคัญต่อความพึงพอใจของลูกค้า เช่นเดียวกับความรวดเร็วในการให้บริการ ความน่าเชื่อถือ และการจัดส่งเป็นองค์ประกอบในด้านคุณภาพของบริการและการดำเนินงานที่ส่งผลเชิงบวกอย่างชัดเจน ผลการวิเคราะห์ถดถอยพหุคูณ แสดงว่าความพึงพอใจของลูกค้าเป็นตัวขับเคลื่อนสำคัญของการซื้อซ้ำ ข้อมูลเชิงลึกเหล่านี้นำไปสู่ข้อเสนอแนะเชิงปฏิบัติสำหรับผู้ค้าปลีกและผู้กำหนดนโยบายในการเสริมสร้างการมีส่วนร่วมทางดิจิทัล ยกระดับการให้บริการ และสร้างความไว้วางใจกับผู้บริโภค

คำสำคัญ: ความพึงพอใจของลูกค้า รีวิวผ่านโซเชียลมีเดีย คุณภาพการบริการและการดำเนินการ ความตั้งใจซื้อซ้ำ

Abstract

This study explores the factors influencing customer satisfaction and repurchase intention in the context of online shopping among consumers in Myanmar. Using a quantitative approach, it applies multiple regression analysis to test three hypotheses. Data was gathered through structured questionnaires distributed via social media groups, targeting active online shoppers. The respondent group reflects demographic diversity in terms of gender, age, and employment status, with a majority of female participants aged 26-35, including self-employed individuals, students, and salaried workers. Findings indicate a three-monthly shopping pattern, predominantly purchased through Facebook, with rice cookers, air conditioners, and refrigerators being the most recently purchased appliances. The analysis reveals that product reviews and customer reviews significantly influence customer satisfaction. Likewise, responsiveness, reliability, and delivery condition within the quality of service and operation variable show a strong positive effect. Regression results confirm that customer satisfaction is a critical driver of repurchase behavior. These insights offer actionable recommendations for retailers and policymakers to strengthen digital engagement, improve service delivery, and build consumer trust.

Keywords: Customer Satisfaction, Social Media Reviews, Quality of Service and Operation, Repurchase Intention

Introduction

Online shopping has undergone a significant transformation since its beginning in the 1990s. Initially, customers engaged in purchasing by visiting company websites to search for and purchase products directly. This early model was largely transactional and limited in interactivity. Overtime, the digital landscape of the commerce has evolved dramatically, driven by advancements in technology, changes in consumer behavior, and the rise of social media (Kaplan & Haenlein, 2010; Ortiz-Ospina, 2019).

Myanmar's e-commerce sector is experiencing sustained growth, driven by increasing internet penetration, widespread mobile device adoption, and a rising demand for digital services. As of recent estimates, the country hosts over 25 million internet users, with Facebook serving as the dominant platform for online commercial activity. In addition to social media-based transactions, domestic e-marketplaces such as Shop.com.mm, RGO47, and City Mall Online have emerged as significant contributors to the expansion of digital retail (Cole, 2025; Kanale, 2024). The COVID-19 pandemic has further accelerated the shift toward online purchasing, particularly in categories such as essential goods and consumer electronics. Continued advancements in digital infrastructure and improvements in service quality suggest that Myanmar's e-commerce industry holds substantial potential for future development and market penetration.

In 2025, the household appliances market in Myanmar generated an estimated revenue of US\$2.64 billion, reflecting the country's growing consumer demand and expanding middle class. Major appliances such as refrigerators and air conditioners accounted for the largest share of the market, while small appliances have also seen notable growth due to changing lifestyles and better access to online channels. Online sales are projected to account for 17.2% of total revenue in Myanmar's household appliances market. This marks a clear and sustained transition toward digital retail channels, driven by increasing internet penetration and evolving consumer preferences (Household appliances–Myanmar, 2025).

Social media platforms first emerged in the early 2000s, revolutionizing the way individuals communicated and interacted within the country and across the geographic boundaries. Initially designed as a digital space for social connection and information exchange, these platforms enabled users to build networks, share personal content, and engage in real-time conversation. The role of social media has evolved in the past two decades to a multifaceted ecosystem that integrates entertainment, news dissemination, brand engagement, and increasingly, commercial activity (Alalwan et al., 2017; Ortiz-Ospina, 2019). By 2025, social media has firmly established itself as a dynamic e-commerce channel, offering users the ability to discover products and complete transactions directly within the platform. Today, many customers make purchasing decisions and complete transactions through social media platforms such as Facebook, Instagram, and Tik Tok (Srivastava & Bajpai, 2025).

While existing literature offers extensive analysis of the broad factors affecting customer satisfaction, it falls short in exploring the dynamics of localized online shopping environments, particularly in emerging markets such as Myanmar. Understanding these local complexities, especially Social media review and quality of services and operations, is crucial for businesses aiming to tailor their strategies effectively, ensuring their offerings meet the preferences of their target customers.

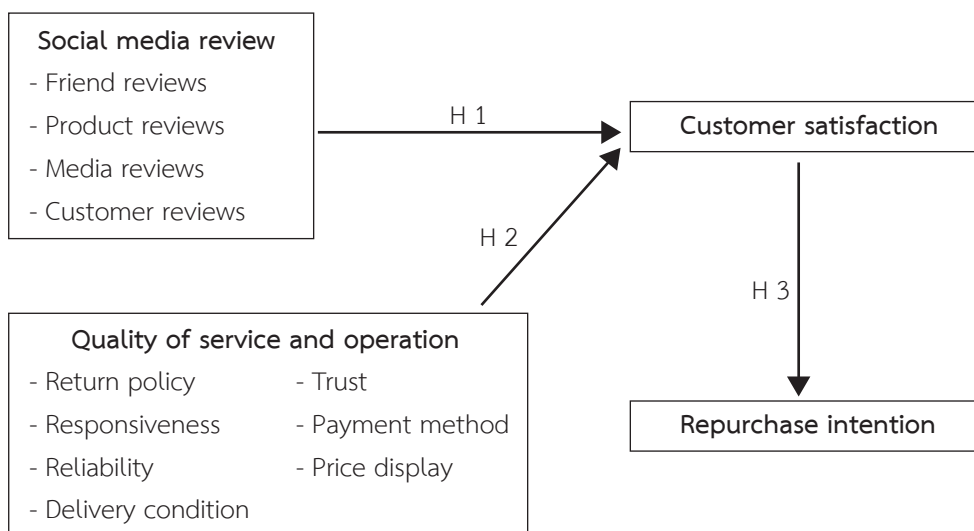
This study contributes to the existing body of literature on online satisfaction models by providing empirical evidence that customer-generated social media content, responsive customer service, and trust-oriented operational practices exercise a significant influence within Myanmar's e-commerce landscape. Furthermore, the findings underscore the critical role of customer satisfaction as a cause of repurchase intention, thereby guiding businesses toward strategic initiatives that cultivate customer relationships and enhance long-term loyalty.

Objectives of the Study

1. To explore the impact of Social media review on customer satisfaction with online shopping for electrical appliances products among customers in Myanmar.
2. To investigate the impact of quality of services and operations on customer satisfaction with online shopping for electrical appliances among customers in Myanmar.
3. To examine the impact of customer satisfaction on repurchase intention with online shopping for electrical appliances among customers in Myanmar.

Figure 1

Conceptual Framework of the Study



Literature Review

Online shopping has emerged as a pivotal driver of growth across numerous industries, fundamentally reshaping customer behavior and retail strategies. The convenience of browsing, ordering, and making payments from home has led to widespread adoption, with consumers increasingly favoring digital channels over traditional in-store visits. In particular, social media platforms have become influential shopping environments, enabling seamless product discovery and purchase (Alalwan et al., 2017; Ortiz-Ospina, 2019; Srivastava & Bajpai, 2025). To remain competitive in this evolving landscape, retailers are actively leveraging social media to engage with customers, and enhance the overall shopping experience.

1. Social Media Review

This study conceptualizes Social media review as a form of user-generated content circulated across digital platforms, involving personal opinions, experiential narratives, and commentary on products or services. These reviews play a critical role in influencing and guiding purchasing behavior of customers (Nicholls, 1997; Srivastava & Bajpai, 2025). Consumer decisions regarding both retail venue selection and product choice are extensively shaped by reviews relating to the products as well as the outlets that offer them. The purchase decision is influenced by brand-generated communications but also by the experiential stories and opinions shared by other customers. These external inputs serve as critical informational cues that affect consumer behaviors (Ramanathan et al., 2017).

Social media review defines into for subcategories: friend reviews, product reviews, media reviews, and customer reviews. Consumers frequently depend on recommendations from friends and media reviews to inform their purchasing decisions, particularly when operating under time constraints. In such situations, the decision-making process becomes more heuristic-driven, with individuals relying on readily available cues and social proof to simplify complex choices. Time pressure often leads to a shift in shopping behavior, where consumers prioritize convenience and familiarity over extensive product evaluation (Nicholls et al., 1997; Srivastava & Bajpai, 2025). As a result, stressed consumers are more likely to make rushed, emotionally influenced purchases, increasing the importance of trusted sources and perceived reliability in shaping final outcomes.

Product reviews and customer-generated evaluations play a key role in shaping consumer purchasing decisions. In the context of retail, customers increasingly rely on detailed feedback from other consumers to assess product quality, functionality, and overall satisfaction. These reviews serve as critical informational indications that complement brand communications, offering insights into real-world usage and performance. As a result, customer reviews have become a trusted source of influence, often outweighing promotional messaging in guiding the decision-making process (Antonides & van Raaij, 1998; Kutabish et al., 2023; Osman, & Ying, 2022).

The first hypothesis is proposed:

H₁: Social media review positively influence customer satisfaction with online shopping for electrical appliances among customers in Myanmar.

2. Quality of Service and Operation

The success of online shopping platforms is not solely dependent on product offerings and digital accessibility, but also critically hinges on the quality of service and operational effectiveness. Timely delivery, accurate order fulfillment, responsive customer support, and secure payment systems are essential components that shape consumer trust and satisfaction. Each component contributes to overall customer experience and satisfaction (Ramanathan, et al 2017). In a virtual retail environment where physical interaction is absent, operational reliability and service excellence become the key elements.

The quality of service and operation in this study comprises seven elements, namely: return policy, responsiveness, reliability, delivery conditions, trust, payment method, and price display. Flexible return policies are a critical determinant of consumer purchasing behavior, particularly in digital retail environments where pre-purchase product evaluation is limited. Practices such as free returns, extended return windows, and simplified procedures serve to reduce perceived risk and enhance consumer trust. Empirical evidence from Petersen and Kumar (2015) indicates that generous return options can increase repurchase rates by up to 25%, underscoring their strategic value in fostering customer retention.

Prompt and effective resolution of customer issues is a key contributor to positive service experiences. When businesses respond swiftly and accurately to consumer inquiries—whether in physical retail settings, call centers, or digital platforms; customers are more likely to perceive the service as reliable, professional, and customer-oriented. This responsiveness enhances overall satisfaction and reinforces trust in the brand (Zeithaml, 2002).

Within digital retail environments, trust is defined as the consumer's willingness to accept vulnerability, grounded in positive expectations about the retailer's integrity, reliability, and future conduct (Kimery & McCard, 2002; Soeharso, 2024). Establishing customer loyalty begins with cultivating trust, which serves as a foundational element in fostering consumer engagement, particularly in online commerce where the potential for opportunistic behavior is heightened (Reichheld & Schefter, 2000). This perception of trustworthiness not only facilitates initial purchase decisions but also plays a critical role in shaping consumers' willingness to maintain ongoing relationships with online retailers.

The second hypothesis is proposed:

H₂: Quality of service and operation positively influence customer satisfaction with online shopping for electrical appliances among customers in Myanmar.

3. Customer Satisfaction and Repurchase Intention

Customer satisfaction represents a fundamental element of business success across both online and offline environments. It has long been recognized as an important

construct in marketing and consumer behavior research. Oliver (1980) conceptualized customer satisfaction as the degree to which a product or service meets or surpasses consumer expectations, emphasizing its role in fostering repeat purchase and loyalty, while noting that dissatisfaction often results in customer attrition and adverse word-of-mouth. Similarly, Kotler and Keller (2016) define customer satisfaction as the consumer's evaluation of the difference between expected and actual performance. Satisfaction arises when perceived performance aligns with or exceeds expectations; conversely, a negative gap leads to dissatisfaction.

Repurchase intention is related to customer satisfaction. Repurchase intention is the likelihood of engaging in future transactions with the same products or services (Hellier et al., 2003). A strong repurchase intention not only reduces the cost of customer acquisition but also contributes to more predictable and sustained revenue streams (Oliver, 1999). It serves as a key indicator of customer loyalty and satisfaction, reflecting the effectiveness of a company's service quality, brand trust, and overall value proposition.

The third hypothesis is proposed:

H₃: Customer satisfaction positively influences repurchase intentions with online shopping for electrical appliances among customers in Myanmar.

Research Methodology

This study adopted a quantitative research design to investigate the influence of Social media review, quality of service and operation on customer satisfaction and repurchase intention. The quantitative approach was selected due to the numerical and statistical nature of the data, allowing for structured analysis and empirical validation of relationships among variables.

The target population consisted of followers of an online mall's Facebook group in Yangon, specifically individuals who had completed at least one purchase of electrical appliances through the platform. This sampling frame enabled the collection of primary data from active online consumers, with the study focusing exclusively on publicly accessible metrics and voluntary responses.

To determine the appropriate sample size, Yamane's (1967) formula was applied, yielding a minimum required sample of 398 respondents from a total population of approximately 139,000 followers. Data collection was conducted over a defined three-week period to ensure the relevance and timeliness of the findings. Cronbach's alpha was employed to assess the internal consistency and reliability of the questionnaire items. This statistical measure evaluates how closely related a set of items are as a group, indicating the extent to which they collectively capture the underlying construct. By applying Cronbach's alpha, the study ensures that the scales used to measure variables such as customer satisfaction, quality of service and operation, and repurchase intention are dependable and valid for further analysis.

Primary data were gathered through an online survey administered via Google Docs, with the questionnaire link distributed within the designated Facebook group. The survey instrument was structured into four sections: demographic information, Social media review, quality of service and operation, customer satisfaction and repurchase intention. A 5-point Likert scale was employed to measure respondents' perceptions, ranging from 1 (strongly disagree) to 5 (strongly agree), facilitating standardized responses for statistical analysis. Multiple regression analysis was employed to examine the relationship between multiple independent variables and a single dependent variable. Specifically, this statistical technique was used to assess the impact of Social media review and the quality of service and operation on customer satisfaction and repurchase intention. In this context, Social media review and quality of service and operation as independent variables, while customer satisfaction serves as the dependent variable.

Research Results Discussion

Descriptive statistics results:

The demographic profile of respondents (Table 1) reveals a majority of female participants (61.1%), followed by male respondents (26.9%). Individuals identifying as LGBTIQ+ constitute 12.0% of the sample, reflecting a degree of inclusivity and diversity within the respondent pool. In terms of age distribution, the largest segment falls within the 26–35 age range (26.4%), suggesting a concentration of young working adults. Additional age groups include those aged 36–45 (23.6%) and individuals over 45 (18.3%). Respondents under 18 account for 16.6%, while young adults aged 18–25 represent 15.1%, indicating a relatively balanced spread across age categories.

Table 1

Demographic Characteristics of the Respondents

Category	Percentage (%)	Category	Percentage (%)
Gender			
Female	61.1	LGBTIQ+	12.0
Male	26.9		
Age			
< 18	16.6	36-45	23.6
18-25	15.1	> 45	18.3
26-35	26.4		
Occupation			
Self-employed	30.4	Employed	23.4
Student	25.4	Unemployed	20.9

Occupation in Table 1 data show that self-employed individuals comprise the largest group (30.4%), highlighting a strong presence of entrepreneurial or freelance activity. Students (25.4%) and employed respondents (23.4%) also represent substantial portions of the sample. Meanwhile, 20.9% of participants reported being unemployed, a factor that may influence purchasing behavior and sensitivity to pricing within the e-commerce context.

Table 2

Purchasing Patterns of Respondents

Category	Percentage (%)	Category	Percentage (%)
Frequency of purchasing electronic appliances			
Once a month	19.6	Every 6 months	14.8
2-3 times a month	17.8	Once a year	15.3
Every 3 months	32.4		
Shopping channel			
Facebook	56	Viber	5.3
TikTok	34.7	Instagram	4
The most recent electronic appliance purchased online			
Cooker	18.1	Hotplate	12.1
Ironing	17.6	TV	10.6
Air-conditioning	16.3	Washing machine	4.8
Refrigerator	16.1	Microwave oven	4.5

The shopping pattern of customers in Myanmar is that the majority purchase electrical appliances every 3 months (32.4%), followed by once a month (19.6) (Table 2). The most popular online shopping platform is Facebook, accounting for 56%. The second most popular one is TikTok (34.7%). The top three most recent electrical appliances purchased online are cookers, irons, and air conditioners.

The descriptive statistics of Social media review reveal varying levels of consumer agreement across different review sources. Customer reviews received the highest mean score ($M = 4.25$, $SD = 0.514$), indicating a strong level of agreement and suggesting that respondents place significant trust in feedback provided by fellow consumers. Friend reviews also scored relatively high ($M = 3.94$, $SD = 0.760$), reflecting the influence of peer recommendations in shaping purchasing decisions. Product reviews ($M = 3.85$, $SD = 0.663$) and media reviews ($M = 3.75$, $SD = 0.780$) both fall within the “agree” range, though slightly lower, implying that while these sources are valued, they may be perceived as less personal or authentic compared to customer and friend-generated content. A mean score between

3.41 and 4.20 indicates a level of agreement categorized as ‘Agree’ and an SD below 1.0 is generally considered acceptable, indicating that responses are not widely dispersed (Allen, 2017; Best, 1977). Overall, the data highlight the importance of user-generated reviews in the consumer decision-making process.

Table 3

Descriptive Statistics of Social Media Review

Social media review	Mean	SD.	Level of Agreement
Friend reviews	3.94	.760	Agree
Product reviews	3.85	.663	Agree
Media review	3.75	.780	Agree
Customer reviews	4.25	.514	Strongly agree

The descriptive statistics for quality of services and operations indicate generally positive consumer perceptions across multiple dimensions. Price display received the highest mean score ($M = 4.04$, $SD = 0.740$), followed closely by payment method ($M = 4.01$, $SD = 0.696$), suggesting strong agreement regarding the clarity and convenience of transactional features. Return policy and responsiveness both scored equally ($M = 3.97$), reflecting favorable views on customer support and post-purchase flexibility. Trust also showed a moderate level of agreement ($M = 3.69$, $SD = 0.665$), indicating a reasonably positive perception of retailer credibility. Meanwhile, reliability ($M = 3.55$, $SD = 0.684$) and delivery conditions ($M = 3.53$, $SD = 0.628$) received the lowest scores, suggesting these areas may require further improvement to enhance overall service quality.

The study assessed the reliability of variables using Cronbach’s alpha and found that most constructs demonstrated acceptable to strong internal consistency. Variables such as friend reviews, media reviews, return policy, price display, customer satisfaction, and repurchase intention showed high reliability ($\alpha > .80$), while responsiveness, reliability, and payment method fell within the acceptable range ($\alpha \approx .60$).

Inferential statistics results:

The model summary table (Table 4) presents the results of a multiple regression analysis examining the relationship between various types of Social media review and customer satisfaction. The model yields an R of 0.565, indicating a moderate positive correlation between the predictors; customer reviews, product reviews, media reviews, and friend reviews; and the dependent variable, customer satisfaction. The R Square of 0.319 suggests that approximately 31.9% of the variance in customer satisfaction can be explained by the combined influence of these social media review sources. The adjusted R Square (0.312) accounts for the number of predictors in the model, confirming the model’s overall explanatory power remains consistent.

Table 4*Model Summary: Social Media Review and Customer Satisfaction*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
X1	.565a	.319	.312	.54168

a. Predictors: (Constant), Customer reviews, Product reviews, Media reviews, Friend reviews

The regression analysis highlights that both product reviews and customer reviews play a meaningful role in shaping customer satisfaction (Table 5). Product reviews emerged as the most powerful predictor, with a standardized beta of 0.597 and a highly significance ($p < .001$). This suggests that detailed evaluations and endorsements of the product itself are highly persuasive in boosting customer satisfaction.

Table 5*Multiple Regression Between Social Media Review and Customer Satisfaction*

Coefficients							
Y	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta (β)			Tolerance	VIF
(Constant)	1.550	.275		5.634***	.000		
Friend reviews	-.023	.058	-.027	-.403	.687	.381	2.625
Product reviews	.588	.051	.597	11.500***	.000	.642	1.557
Media reviews	-.054	.050	-.067	-1.089	.277	.462	2.164
Customer reviews	.113	.053	.089	2.123*	.034	.984	1.016

Note. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Meanwhile, customer reviews also demonstrated a statistically significance ($\beta = 0.089$, $p = .034$). Though less influential than product reviews, customer feedback still contributes positively, reinforcing the idea that real user experiences and testimonials help build trust and satisfaction among potential buyers. VIF < 5 is generally acceptable, indicating no serious multicollinearity issues (Hair et al., 2010). The prediction equation is as follows:

Customer Satisfaction = 1.550 + 0.588 (Product Reviews) + 0.113 (Customer Reviews) + ϵ

The model summary (Table 6) indicates a strong predictive relationship between quality of service and operation and customer satisfaction. With an R of 0.903, the correlation between the predicted and actual satisfaction scores is very high. The R Square of 0.815 reveals that 81.5% of the variance in customer satisfaction can be explained by the model.

Table 6

Model Summary: Quality of Service and Operation and Customer Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Quality of service and operation	.903a	.815	.812	.28302

a. Predictors: (Constant), Price Display, Delivery Condition, Reliability, Payment Method, Responsiveness, Return Policy, Trust

Among the seven sub-variables analyzed (Table 7), three stood out as statistically significant predictors of customer satisfaction: responsiveness ($\beta = .100$, $p = .002$), reliability ($\beta = .599$, $p < .001$), and delivery condition ($\beta = .315$, $p < .001$). These factors demonstrated the strongest influence on customer satisfaction. In contrast, the remaining sub-variables—return policy, trust, payment method, and price display—did not show statistically significant effects ($p > .05$) and were therefore excluded from the final regression equation used for predictive analysis.

Table 7*Multiple Regression Between Quality of Service and Operation and Customer Satisfaction*

Y	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta (β)			Tolerance	VIF
(Constant)	.433	.109		3.980***	.000		
Return policy	.003	.028	.004	.105	.917	.381	2.623
Responsiveness	.085	.028	.100	3.045**	.002	.440	2.272
Reliability	.572	.033	.599	17.162***	.000	.388	2.575
Delivery condition	.328	.048	.315	6.811***	.000	.221	4.526
Trust	.014	.042	.014	.324	.746	.259	3.859
Payment method	.007	.031	.007	.222	.824	.423	2.362
Price display	-.013	.031	-.014	-.409	.682	.388	2.577

a. Dependent Variable: Customer Satisfaction; **p<0.01; ***p<0.001

The prediction equation is as follows:

Customer Satisfaction = 0.433 + 0.085 (Responsiveness) + 0.572 (Reliability) + 0.328 (Delivery Condition) + ϵ

The model summary indicates a moderate to strong relationship between customer satisfaction and repurchase intention (Table 8). With an R of 0.684, the correlation between predicted and actual repurchase intention is substantial. The R Square of 0.468 reveals that approximately 46.8% of the variance in repurchase intention can be explained by customer satisfaction alone. The adjusted R Square, at 0.466, confirms the model's reliability after accounting for potential bias from the number of predictors. The standard error of the estimate, 0.50869, suggests a reasonable level of accuracy in the model's predictions.

Table 8

Model Summary: Customer Satisfaction and Repurchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Customer satisfaction	.684a	.468	.466	.50869

a. Predictors: (Constant), Customer Satisfaction

The regression analysis reveals a strong and statistically significant relationship between customer satisfaction and repurchase intention (Table 9). The unstandardized coefficient for customer satisfaction is 0.729, indicating that for every one-unit increase in satisfaction, repurchase intention increases by approximately 0.729 units. The standardized beta coefficient of 0.684 further confirms that customer satisfaction is a powerful predictor in the model. With a t of 18.657 and a p of .000, the effect is highly significant, suggesting that the likelihood of this result occurring by chance is virtually zero. The collinearity statistics; Tolerance = 1.000 and VIF = 1.000; indicate no multicollinearity concerns, meaning customer satisfaction operates independently and reliably as a predictor.

Table 9

Regression Analysis Between Customer Satisfaction and Repurchase Intention

Coefficients							
Y	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta (β)			Tolerance	VIF
(Constant)	.927	.158		5.856***	.000		
Customer satisfaction	.729	.039	.684	18.657***	.000	1.000	1.000

Note. ***p<0.001

The hypothesis testing results (Table 10) indicate that customer satisfaction plays a significant role in driving repurchase intention among online shoppers in Myanmar, with strong support for H3. Meanwhile, H1 and H2; concerning the influence of Social media review and Quality of service and operation on customer satisfaction; received partial support, suggesting that while these factors contribute, their effects may be more context-dependent.

Table 10*Summary of Hypothesis Testing*

Hypothesis	Level of support
H ₁ : Social media review positively influence customer satisfaction with online shopping for electrical appliances among customers in Myanmar.	Partial Support*
H ₂ : Quality of service and operation positively influence customer satisfaction with online shopping for electrical appliances among customers in Myanmar.	Partial Support*
H ₃ : Customer satisfaction positively influences repurchase intentions with online shopping for electrical appliances among customers in Myanmar.	Support*

*Significant at $\alpha = 0.05$ **Summary and Recommendation**

The findings demonstrate that both social media reviews and the quality of service and operation play important roles in shaping customer satisfaction, though their impact varies across specific sub-variables. Social media serves as a tool for directly connecting and communicating with individuals within one's network (Alalwan et al., 2017). In the context of online business, companies use it to engage with customers and showcase their products or services. The findings of the study indicate that customers in Myanmar engage in online shopping through Facebook, with TikTok as the secondary platform. Moreover, these customers frequently consult the reviews available on social media as a source of information to support the purchase decisions.

The results of this study showed that product reviews and customer reviews emerged as the most influential components of the social media review variable, reinforcing the idea that targeted product information and authentic customer feedback carry more weight than broad endorsements. This observation is consistent with Perera and Sachitra (2019), who highlighted the persuasive power of product-specific content and user-generated reviews. Likewise, Osman and Ying (2022) emphasized the significance of customer review on the purchase intention within online shopping environments. Consumers tend to rely heavily on detailed experiences and opinions shared by other shoppers, which help build trust and shape realistic expectations.

Unlike the study by Ramanathan et al. (2017), which examined the influence of social media reviews on how social media reviews influence customer satisfaction when shopping from retailers, this research found that reviews from customers and media

exhibited higher factor loadings compared to those from friends and product reviews. Even so, overall customer satisfaction was positively influenced by social media reviews.

The study highlights the critical role of service responsiveness, reliability, and delivery condition as primary drivers of customer satisfaction within the realm of service and operational quality. These findings indicate that online shoppers continue to expect high levels of operational efficiency, and dependable logistics play a vital part in shaping their overall experience. In Myanmar, online sales are expected the volume to grow 2.3% in 2026 (Household appliances–Myanmar, 2025). The quality of service and operation is the key to customer satisfaction in online operation.

Finally, the findings affirm that customer satisfaction plays a pivotal role in driving repurchase behavior, lending strong support to satisfaction-based loyalty models and confirming their continued relevance in the context of emerging digital economies. This finding, consistent with the work of Hellier et al. (2003) and Soeharso (2024) underscores the crucial role of customer satisfaction in cultivating consumer loyalty and encouraging repeat purchases. When online shoppers experience a sense of confidence, appreciation, and reliable support, they are more likely to maintain an ongoing relationship with the platform. Satisfaction not only deepens trust but also enhances the probability of future transactions, making it a cornerstone of long-term customer engagement.

This study offers a foundational understanding of customer satisfaction and repurchase behavior in Myanmar's online shopping sector, with a focus on Yangon. However, its geographic scope and quantitative approach present limitations. To enhance generalizability and depth, future research should compare regional and national e-commerce providers to examine whether satisfaction drivers differ by scale. Additionally, incorporating qualitative methods such as interviews, focus groups, or case studies could uncover the emotional and cultural dimensions of consumer experience, providing a richer perspective on what shapes satisfaction in Myanmar's evolving digital marketplace.

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