

FROM DELIVERY EXPERIENCE TO REPURCHASE: ASSESSING THE EFFECT OF LAST MILE DELIVERY EXPERIENCE ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION IN E-COMMERCE PLATFORMS

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ABSTRACT

In recent years, e-commerce platforms have grown rapidly worldwide. This growth can be attributed to increased internet penetration, social media usage and consumer behavior. E-commerce has grown to such an extent that even companies that once operated under a brick-and-mortar model have incorporated e-commerce business model. At the same time, customers no longer expect merely the purchase of the product. For most of them, shopping through such platforms is a comprehensive experience with multiple components. One such critical component is Last Mile Delivery Experience (LMDE). Considering the importance of the impact that Last Mile Delivery Experience (LMDE) can create, this research aims to understand its effect on customer satisfaction and repurchase intention. A quantitative research approach was employed with a sample size of 137 respondents. SPSS and SmartPLS were used to analyze the collected data. The results revealed that Last Mile Delivery Experience is a significant component in e-commerce platforms. It plays a major role in influencing the customer satisfaction, which in turn influences repurchase intention.

Keywords: E-Commerce, Brick-and-mortar, Last mile delivery experience, Customer satisfaction, Repurchase intention

I. INTRODUCTION

According to the survey reports of the Telecom Regulatory Authority of India (TRAI), Indian internet subscribers reached 1,028.61 million by the end of December 2025. This reflects the rapid growth in the number of internet users in India. From this survey, it can be understood that there is an increased demand for the internet usage among Indian people. The growing dependence on the internet has created a great impact not only in India but also globally. With this smartphone and internet penetration, there is a sharp increase in the number of online shoppers. Consumers increasingly prefer e-commerce platforms than physical stores. In this fast-paced world, people are looking for smarter ways of shopping.

This shift in consumers attitude forced the businesses to transform their operating models. This transformation led to the emergence of the concept of electronic commerce (e-commerce). It is the digital mode of shopping in which people purchase products online using electronic devices and internet. This new method of business quickly gained popularity among consumers, prompting the businesses to shift from the usual brick-and-mortar model to the e-commerce model.

Thus, with the evolution of internet and smartphone, e-commerce shopping is no longer limited to purchase of products alone but includes various other components, as mentioned above. One such component is the Last Mile Delivery Experience (LMDE). It refers to the entire process of delivering the ordered product to the customer's doorstep. It includes delivery speed, delivery charges, packaging design and quality, delivery personnel behaviour and tracking facilities.

In the highly competitive E-Commerce environment, attracting prospective customers alone is not important; retaining them is the difficult task. As per the survey conducted by the Supply Chain Tech Insights, 84% shoppers reported that they would not return to the same retailer in case of a poor delivery experience. This reflects the importance of the last mile delivery experience and the effect that it has on customer satisfaction and customer loyalty. Customer repurchase intention is affected to a great extent by LMDE.

LMDE constitutes an important aspect of the online shopping experience for consumers. Nearly 80% of the online shoppers seem to abandon their cart if their preferred delivery option is not available. Companies spend a major portion of their finances on the logistics services provided to their customers. Hence, this should be enhanced to a great extent to satisfy their customers and encourage repeat purchases. This study aims to understand the effect of the LMDE on customer satisfaction and repurchase intention in e-commerce platforms, especially in Tamil Nadu.

II. RESEARCH OBJECTIVES OF THE STUDY

- To analyse the effect of Last Mile Delivery Experience (LMDE) on customer satisfaction in e-commerce platforms.
- To examine the relationship between LMDE and repurchase intention in e-commerce platforms.
- To investigate the impact of customer satisfaction on repurchase intention.

III. LITERATURE REVIEW

3.1 E – Commerce

Recent studies conducted from 2021 to 2025 by different researchers in the field of e-commerce examined the factors that influence the rise of e-commerce platforms, consumer behaviour towards online shopping, trends in e-commerce and the effect of positive shopping experience

on customer loyalty towards the various online shopping platforms. Consumer buying behaviour is strongly influenced by factors such as convenience, credibility of the e-commerce platform, transaction security, personnel behaviour, return policy, packaging, timely delivery and product quality. (Dr Shagun Jain, 2025; Venkatesh A, 2024; Fatima Akther, 2023; Abhishek Kumar Singh, 2025)

3.2 Repurchase Intention

Repurchase intention refers to consumers' willingness to repeatedly purchase from same e-commerce platforms or retailers. Previous studies aimed to understand the relationship between customer loyalty and trust to examine the key factors including product information quality, perceived usefulness, perceived convenience, product range and Logistics Service Quality (LSQ). The findings indicate that customer trust, satisfaction, intrinsic motivation, perceived ease of use, platform features and delivery quality aspects significantly influence repeat purchase behaviour. (Tirsha Ailsa and Anna Amalyah Agus, 2025; Jiankun Gong et.al, 2022; Guan Hui et.al, 2025; Thabang Excellent Mofokeng, 2023)

3.3 Last Mile Delivery Experience (LMDE)

Last Mile Delivery Experience refers to the final stage of supply chain in which the products are delivered from the retailer's location to the customer's destination. Studies from 2022 to 2026 mainly focused on identifying the factors in the last mile delivery process that most significantly influence customer satisfaction, understanding the impact of logistics service quality on consumer trust, obstacles faced by e-commerce platforms in the delivery process and exploring how LMDE influences Gen Z buying behaviour. Many of these studies were based on Stimulus Organism Response (S-O-R) theory which explains how external and internal factors influence consumer behavioural responses in e-commerce platforms. (Mohd. Hakim Bin Abdul Hamid et.al, 2025; Mr Shashikanth S, 2026; Thi Thuy An Ngo, 2024; A Niranjana et.al, 2026)

3.4 Research Gap

Although several studies exist in the fields of e-commerce, repurchase intention and last mile delivery experience, there is limited research examining the interrelationship among these variables, particularly in the Tamil Nadu context. Hence, considering these gaps, this study aims to understand the effect of Last Mile Delivery Experience (LMDE) on customer satisfaction and repurchase intention in the e-commerce platforms with special reference to Tamil Nadu.

IV. BIBLIOMETRIC ANALYSIS USING VOS VIEWER

4.1 VOSviewer search criteria

VOSviewer is a tool used for bibliometric analysis and for visualizing relationships between different keywords, authors and countries. For the bibliometric analysis in this study, 172 research papers were downloaded from Dimensions ranging from the year 2017 to 2026. Different search codes were used in Dimensions to retrieve as many papers as possible for a detailed review. The search codes used are given below:

- String 1 - (“last mile delivery” OR “last-mile delivery” OR “delivery experience” OR “last mile”) AND (“customer retention” OR “repeat purchase” OR “repeat purchase behaviour” OR “repurchase intention” OR “customer loyalty”) AND (“customer satisfaction” OR “consumer behaviour”)
- String 2 - (“e-commerce” OR “electronic commerce” OR “online shopping” OR “digital shopping”) AND (“last mile delivery” OR “last-mile delivery” OR “delivery experience” OR “last mile”) AND (“customer retention” OR “repeat purchase” OR “repeat purchase behaviour” OR “repurchase intention” OR “customer loyalty”)
- String 3 - (“last mile delivery” OR “last-mile delivery” OR “delivery experience” OR “last mile”) AND (“customer retention” OR “repeat purchase” OR “repeat purchase behaviour” OR “repurchase intention” OR “customer loyalty”) AND (“D2C” OR “Direct to Consumer” OR “Direct to Consumer Model”)

4.2 Keyword co-occurrence analysis

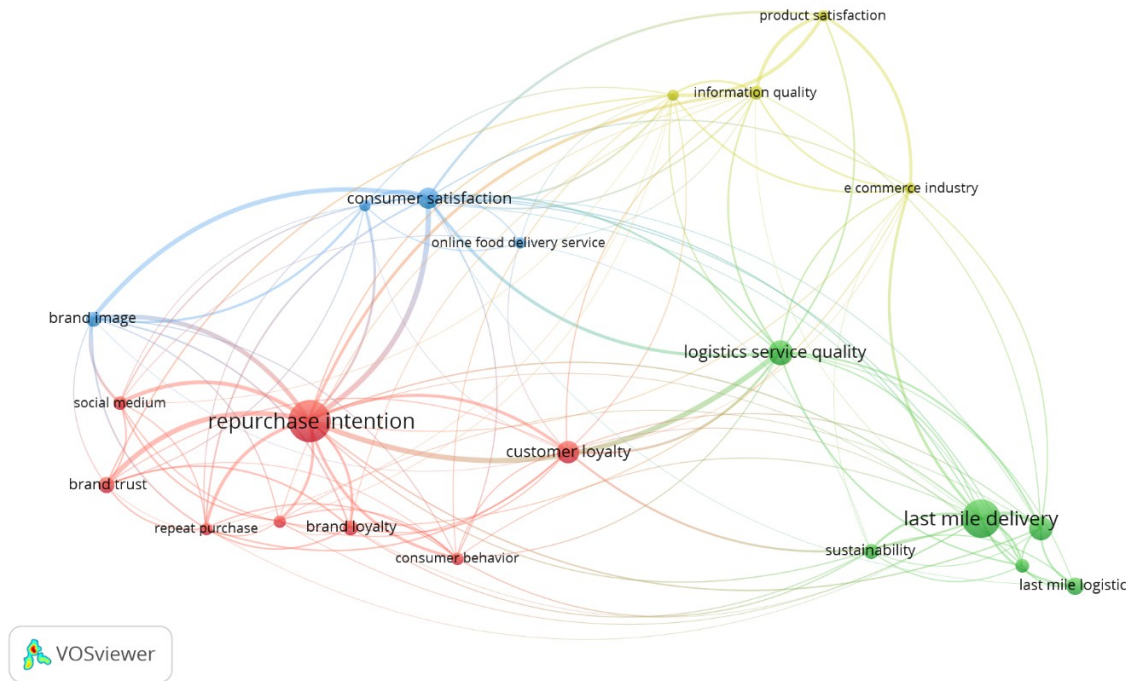


Figure 4.2: Keyword co-occurrence analysis by the author using VOSviewer

In the above figure, Cluster 1 (Red) represents consumer psychology. This cluster indicates that consumers intend to repurchase based on their trust in the brand, the medium through which the product is promoted and brand image. Cluster 2 (Green) represents supply chain operations. It reflects one of the crucial aspects of the e-commerce platforms i.e., the delivery process. The strong linkage among last mile delivery, logistics and supply chain shows that there is a close relationship among these concepts. Cluster 3 (Blue) depicts customer retention. It denotes customer satisfaction and loyalty towards the products. This reveals that for a customer to be loyal, customer satisfaction and brand image plays a major role. Cluster 4 (Yellow) shows the linkage of product and information quality. It indicates the product aspects in the e-commerce platforms. Businesses should never compromise on the quality of the product or the quality of the information provided to customers.

Collectively, these linkages justify the purpose of our study to understand the effect of the last mile delivery experience on customer satisfaction and repurchase intention in e-commerce platforms

V. THEORETICAL FRAMEWORK

5.1 Stimulus – Organism – Response theory (S-O-R):

Stimulus – Organism – Response theory (S-O-R) developed by Albert Mehrabian and James A Russell in 1974, explains how external factors influence the emotions and final purchase behaviour of individuals. In this theory, Stimulus refers to the external factors that influence consumers. Organism is the internal factor or emotional or psychological effect that external factor has on consumers' mind. Response refers to the final behavioural outcome or reaction of consumers resulting from the stimulus and organism. The present study employs this theory because Last Mile Delivery Experience acts as the stimulus. Depending on the quality of the service provided, consumers may experience satisfaction or dissatisfaction, which forms the organism component. This experience influences repurchase behaviour which forms the response component of the theory. LMDE includes multiple cues which jointly or separately stimulates the behavioural reaction, customer satisfaction that results in the response of repurchase intention.

VI. CONCEPTUAL FRAMEWORK

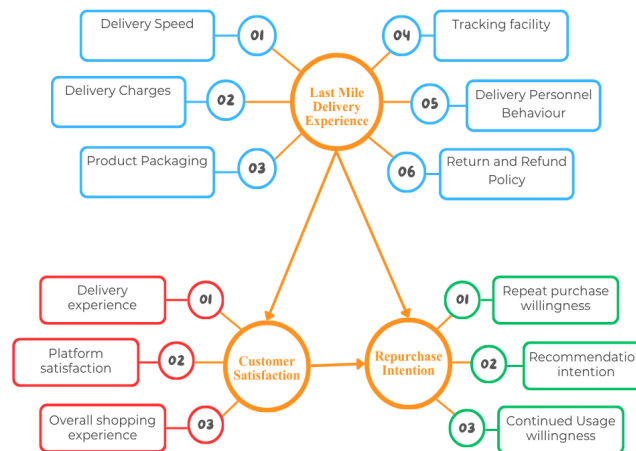


Figure 6.1: Conceptual path model developed by the author

This conceptual path model explains the interrelationship between the three variables: LMDE, customer satisfaction and repurchase intention in e-commerce platforms. LMDE directly affects both customer satisfaction and repurchase intention. It is not a single dimensional element as it comprises of various components namely delivery speed, delivery charges, product packaging condition, tracking facility, delivery personnel behaviour towards customers and return and refund policy. Satisfaction with all these components leads to overall customer satisfaction, which then leads to repurchase intention.

VII. RESEARCH METHODOLOGY

1. **Research design:** This study employs a descriptive and analytical research design
2. **Type of data:** In this study, both primary and secondary data were used. Primary data were collected through a structured questionnaire and secondary data were collected through Scopus, Web of Science and Dimensions
3. **Sampling technique:** Snowball sampling technique, a non-probability sampling technique was used in this study.
4. **Sample size:** Data were collected from 137 respondents who are regular users of e-commerce platforms.
5. **Area of study:** The study was conducted mainly in Tamil Nadu, particularly in regions including Chennai, Theni, Madurai, Dindigul, and Coimbatore.

7.1 Research Hypothesis:

H1: LMDE has a significant effect on customer satisfaction in e-commerce platforms.

H2: LMDE has a significant positive effect on repurchase intention of consumers.

H3: Customer satisfaction has a significant impact on repurchase intention of consumers.

H4: Customer satisfaction acts as a mediating variable between LMDE and repurchase intention.

6. **Statistical tools used:** For the data analysis, descriptives statistics, outer loadings, path coefficients, reliability and validity test and HTMT were done with the help of SPSS and SMARTPLS.

VIII. DATA ANALYSIS

8.1 Respondent's Profile

Table 8.1: Frequency and Percentage of Respondents' Profile

Variable	Category	Frequency	Percentage
Age	18 – 24	62	45.3
	25 – 34	34	24.8
	35 – 44	34	24.8
	45 – 54	5	3.6
	55 & Above	2	1.5
Gender	Female	78	56.9
	Male	59	43.1
	Others	-	-
Occupation	Self employed	16	11.7
	Government employee	2	1.5
	Private employee	66	48.2
	Unemployed	9	6.6
	Homemaker	7	5.1
	Student	37	27
Income Level (per month)	Below Rs.20,000	68	49.6
	Rs.20,001 – Rs.40,000	36	26.3
	Rs.40,001 – Rs.60,000	14	10.2
	Rs.60,001 – Rs.80,000	10	7.3
	Above Rs.80,000	9	6.6

The respondent's profile as presented in the above table, shows the largest proportion of the respondents are aged between 18 – 24 (45.3%). Most of the respondents are female, constituting 56.9% and highest proportion are private employees (48.2%). Most of the respondents had an income of below Rs.20,000 per month (49.6%)

8.2 Descriptive statistics

Latent variables	No. of Indicators	Mean range	S.D range
Last Mile Delivery Experience	15	3.16 – 3.81	1.036 – 1.263
Customer Satisfaction	4	3.52 – 3.67	1.075 – 1.125
Repurchase Intention	4	3.53 – 3.74	1.024 – 1.104

The above table presents the mean range and standard deviation range of various indicators associated with the latent variables namely Last Mile Delivery Experience (LMDE), customer satisfaction and repurchase intention. A latent variable is a variable which cannot be measured directly and instead, measured only through a set of observable indicators. The mean scores of LMDE ranges between 3.16 to 3.81 which indicates that delivery speed, delivery charges, packaging conditions, personnel behaviour and tracking facilities provided are perceived by the respondents as the important dimensions of LMDE. Similarly, the mean scores of customer

satisfaction and repurchase intention indicators ranged from 3.52 to 3.67 and 3.53 to 3.74 which indicates that respondents expressed favourable perceptions towards the dimensions of customer satisfaction and repurchase intention. The S.D range (1.036 – 1.263) for LMDE shows a moderate variation among the indicators whereas customer satisfaction and repurchase intention reflects lesser variation (1.075 – 1.125 & 1.024 – 1.104 respectively) among the indicators demonstrating consistent responses.

8.3 Outer Loadings of Indicators

Table 8.3: Outer Loadings of Indicators calculated using SmartPLS

Construct	Indicators	Customer Satisfaction	LMDE	Repurchase Intention
Customer Satisfaction	CS1	0.929		
	CS2	0.933		
	CS3	0.926		
	CS4	0.936		
Last Mile Delivery Experience	LMDED1		0.773	
	LMDED2		0.501	
	LMDED3		0.457	
	LMDEP1		0.829	
	LMDEP2		0.769	
	LMDEP3		0.800	
	LMDEPE1		0.762	
	LMDEPE2		0.815	
	LMDEPE3		0.837	
	LMDET1		0.850	
	LMDET2		0.843	
	LMDET3		0.841	
	LMDETR1		0.869	
	LMDETR2		0.880	
	LMDETR3		0.785	
Repurchase Intention	RP1			0.911
	RP2			0.914
	RP3			0.893
	RP4			0.883

Table 8.3 presents the outer loading calculations of different indicators associated with their related constructs. Outer loading is a statistical measure that indicates how strongly each indicator is related to or represents a latent variable. A higher loading denotes a strong indicator of the construct and a lower loading denotes a weak indicator. The results reveal that most of the indicators exhibited outer loadings above the threshold of 0.70, indicating satisfactory indicator reliability. However, LMDED2 and LMDED3 exhibit lower outer loadings of 0.501 and 0.457

respectively, showing that they are relatively weak indicators of their latent variable. Despite their lower outer loadings, it was decided to retain the indicators because they represent the delivery charges dimensions of LMDE, which is considered as an essential component of the latent construct. According to Hair et al., an indicator can be retained despite weak outer loading if it is considered as an essential dimension of the construct.

8.4 Construct Reliability and Convergent Validity

Table 8.4: Construct Reliability and Convergent Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Satisfaction	0.949	0.950	0.963	0.867
LMDE	0.953	0.962	0.959	0.614
Repurchase Intention	0.922	0.926	0.945	0.811

Table 8.4 presents the calculations of construct reliability and convergent validity of the indicators and the latent constructs. Construct reliability checks whether all the indicators of each construct measure the same construct and convergent validity measures whether the indicators collectively represent their respective construct. The composite reliability test scores and the Cronbach's Alpha test scores for all three constructs are above the threshold of 0.70, indicating all the constructs exhibit excellent internal consistency reliability. In other words, the indicators of each construct measure them consistently. The Average Variance Extracted (AVE) is used to assess the convergent validity. The AVE values for customer satisfaction and repurchase intention that is 0.867 & 0.811 respectively, explains that all the indicators collectively measure their respective construct. For LMDE, the AVE test score is 0.614, which is above the acceptable threshold of 0.50. This means that in spite of the less score compared to the other constructs, LMDE indicators still collectively measure the same construct consistently.

8.5 Discriminant Validity – HTMT Matrix

Table 8.5: Discriminant Validity showing HTMT Matrix

	Customer Satisfaction	LMDE	Repurchase Intention
Customer Satisfaction	-	-	-
LMDE	0.877	-	-
Repurchase Intention	0.816	0.787	-

The above table presents the discriminant validity test through Heterotrait – Monotrait Ratio (HTMT). Discriminant validity measures how distinct each construct is from the other. The HTMT matrix reveals the extent to which one construct overlaps another. The acceptable

threshold of HTMT matrix is less than 0.90 and from the above table it can be concluded that each construct is significantly different from each other.

8.6 Bootstrapping

Table 8.6: Bootstrapping as calculated in SmartPLS-SEM

Hypotheses			Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1	LMDE	->	0.848	0.848	0.035	24.458	0.000
H2	LMDE	->	0.342	0.348	0.126	2.721	0.007
H3	Customer Satisfaction	->	0.478	0.472	0.124	3.865	0.000
H4	Customer Satisfaction	->	0.405	0.400	0.107	3.800	0.000

Table 8.6 presents the bootstrapping calculations as calculated in SmartPLS-SEM. The SEM model in SMARTPLS provides the path coefficients which reveals the direction and relationship between the various indicators and their respective latent constructs. Bootstrapping is essential to calculate the t values and p values for hypothesis testing. For the H1, the $\beta = 0.848$ which indicates a strong positive relationship, $t = 24.458$ and $p = 0.000$ exhibits that the indicators of LMDE including delivery speed, delivery charges, packaging conditions, personnel behaviour and tracking facilities provided significantly enhance the customer satisfaction. Hence, H1 is accepted which states that LMDE has a significant effect on customer satisfaction in e-commerce platforms.

Similarly, for H2, the value of $\beta = 0.342$ indicates a moderate positive relationship between LMDE and repurchase intention. Although the values are moderate, the relationship is significant. The t value and p value for the same are 2.721 and 0.007 reveals that the indicators of LMDE significantly influences repurchase intention. Hence, H2 is supported which is LMDE has a significant positive effect on repurchase intention of consumers.

The value of $\beta = 0.478$ further reveals a moderate positive relationship between customer satisfaction and repurchase intention. Their respective t and p values are 3.865 and 0.000 which again reflects an impactful relationship between these constructs. Hence, H3 stating customer satisfaction has a significant impact on repurchase intention of consumers is accepted.

In addition to this, for H4 the value of $\beta = 0.405$ exhibits a strong mediating relationship between LMDE, customer satisfaction and repurchase intention. This reflects that customer satisfaction acts as a variable, mediating the relationship between LMDE and repurchase intention. Furthermore, t and p value for the same are 3.800 and 0.000 respectively exhibiting a significant mediating effect among these three constructs. Therefore, H4 is accepted which states Customer satisfaction acts as a mediating variable between LMDE and repurchase intention.

8.7 R² Co-efficient

Table 8.7: R² Co-efficient values calculated in SmartPLS

	R-square	R-square adjusted
Customer Satisfaction	0.718	0.716
Repurchase Intention	0.623	0.617

Table 8.7 presents the R² Co-efficient values of customer satisfaction and repurchase intention. R² Co-efficient explains the extent to which the variance in one construct can happen. From this table, it can be inferred that the variance of 0.718 in customer satisfaction (i.e 71.8%) is explained by LMDE and a variance of 0.623 in repurchase intention (i.e. 62.3%) is attributed to the combined effect of LMDE and customer satisfaction

8.8 f-square (f²) effect size

Table 8.8: f-square (f²) effect size

	Customer Satisfaction	LMDE	Repurchase Intention
Customer Satisfaction			0.170
LMDE	2.550		0.087
Repurchase Intention			

Table 8.8 shows the f-square (f²) effect size which is how strong the effect is among the constructs. It tells the importance of each latent variable that influences another construct. In this table, the values for LMDE and repurchase intention is 0.087 which explains that there exists a small but meaningful effect between the constructs. Similarly, the effect size of customer satisfaction and repurchase intention of 0.170 exhibits that there is a medium effect between these two constructs. In addition to this, the values for LMDE and customer satisfaction is 2.550 which shows that there is a large effect with a strong contribution between the latent variables.

8.9 Final Structural Equation Model created using SMARTPLS

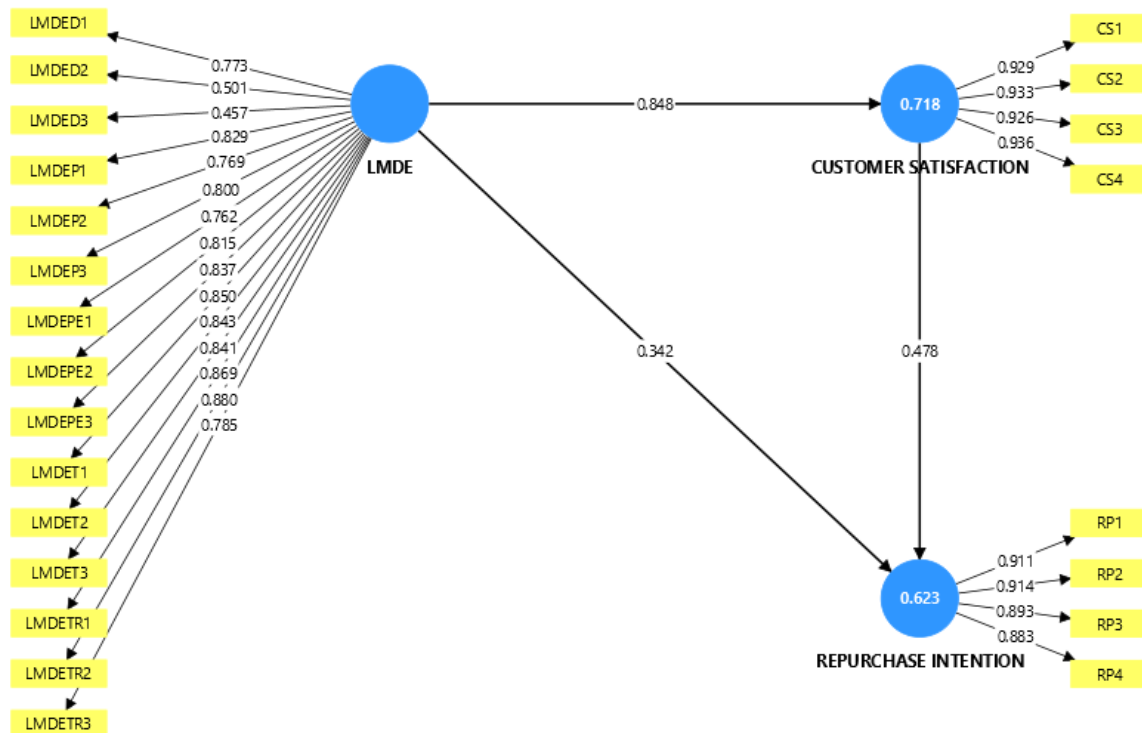


Figure 8.9: Final SEM created using SmartPLS

The above figure 8.9 presents the Structural Equation Model created using SMARTPLS. This model exhibits the relationship between the different constructs and their indicators. The values between the constructs are called as path coefficients denoted by β . It reflects the strength of relationship between the latent variables. The β value of 0.848 for LMDE and customer satisfaction reveals a significant strong relationship between these two variables. From this it can be understood that LMDE has a significant positive effect on customer satisfaction. The β value of customer satisfaction and repurchase intention is 0.478 which exhibits a moderate relationship between the variables. On the other hand, the β value of LMDE and repurchase intention is 0.342 denoting a moderate relationship between the constructs. Despite the relatively lower β value, the relationship between those constructs remains significant.

The values inside the constructs represents the R^2 coefficients denoting the extent to which the variance is explained by the latent variable. From the values in the model presented above, LMDE to a significant extent can be attributed as the reason for the variance in both customer satisfaction and repurchase intention. Since LMDE is an independent variable, R^2 coefficient is not applicable.

IX. DISCUSSIONS

From the findings of the study, it can be understood that LMDE has a significant effect on customer satisfaction, which supports the findings of studies carried out by researchers

including Niranjana et al. (2026), Regina et al. (2023) and Meng Ma et al. (2022). This supports H1 framed by the researcher. Hence, better delivery experience can lead to increased customer satisfaction.

Another notable finding of the study is that there is a positive relationship between LMDE and repurchase intention. Even though the relationship is moderate, it is still notable. This indicates that last mile delivery experience not only satisfies customers but also increases their repurchase intention. However, repurchase intention does not necessarily guarantee repeat purchase behaviour.

In addition, the results also support H3 framed by the researcher. This indicates that there exists a strong positive relationship between customer satisfaction and repurchase intention. This reveals that positive and increased customer satisfaction increases the repeat purchase intention as well. So better customer satisfaction leads to increased repurchase intention.

Finally, the most important finding of the study is the mediating effect of customer satisfaction in repurchase intention through last mile delivery experience. This supports H4 framed by the researcher. From the findings, it can be understood that customer satisfaction acts as a significant mediating variable in increasing the repurchase intention through LMDE. This means that customers satisfied with the last mile delivery experience have a greater intention to repurchase from the same retailers.

The results show the importance of S-O-R theory in this study. The Stimulus (LMDE) has a great impact which leads to the Organism (Customer Satisfaction) which in turn results in the Response (Repurchase Intention). However, the extent to which the repurchase intention is converted to actual repurchase behaviour is questionable.

From the combined results for the framed hypotheses, it can be concluded that LMDE has a great influence on the customer satisfaction and repurchase intention. Similarly, customer satisfaction contributes to a significant extent for repurchase intention. This shows that there exists a strong linkage between all the three latent variables.

X. MANAGERIAL IMPLICATIONS

The findings highlight essential points for the managers and business houses to consider. With the internet penetration, customers no longer expect only the purchase of a product. There is a shift in the buying behaviour of the customers from purchasing products to valuing the entire experience of the buying process. This shift has led to many customer expectations which the businesses are forced to satisfy. Failure to do so may lead to loss of customers. From the results of our study, it can be understood that LMDE constitutes an essential aspect of the buying process. Therefore, companies should concentrate more on improving delivery speed, packaging conditions, personnel behaviour, tracking facilities and reducing delivery charges. In the digital era, companies can use AI for providing better last mile delivery experience to

their customers. Artificial Intelligence is an emerging technology across industries. Effective integration of AI into business operations may lead to improve efficiency and customer satisfaction. AI can be used for better and prompt delivery speed, providing better customer support and offer prompt tracking facilities. This can lead to increased customer satisfaction and repurchase intention. Simultaneously, better LMDE directly leads to increased repurchase intention among customers. Companies should also put efforts to turn repurchase intention into repeat purchase behaviour. Because not every repurchase intention materialise into actual sales. So, for the companies to increase their sales, better LMDE should be created for the customers.

XI. CONCLUSION

This study was carried out with the main objective of understanding the effect of LMDE on customer satisfaction and repurchase intention in e-commerce platforms because of the increased internet usage. The results of the study confirmed that the last mile delivery experience significantly influences customer satisfaction and repurchase intention. This supports the hypotheses framed in the study. Additionally, customer satisfaction also acts as a mediating variable between LMDE and repurchase intention. This denotes that repurchase intention is not only influenced by LMDE directly but also indirectly through customer satisfaction. Despite these strong findings, this study has some limitations. First, this study follows a snowball sampling technique, which is a non-probability sampling technique. Future research can apply a probability sampling technique. Further, this is a cross-sectional study, in which data were collected at single point of time. Research in future can be conducted through longitudinal studies to better understand consumer behaviour. In addition, future research can include more dimensions by examining the usage of Artificial Intelligence in improving customer satisfaction through LMDE.

XII. REFERENCES

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