

The Role of E-Service Quality and E-Trust in Shaping Generation Z's Online Purchase Intentions in Jordan

Rami Mohammad Al Dweeri

The University of Jordan, Jordan

Abstract

Online purchasing is becoming an intrinsic element of the Z generation's consumer experience, offering convenience, variety, and accessibility like never before. This research aims to examine the causal link between e-service quality variables (website design, entertainment, reliability, security and customer service) on online buying intention via the mediation performance of e-trust. The sample is 322 respondents' online shopping users from generation Z in Jordan. Based on analysis using AMOS it has been found that entertainment, reliability and customer service, positively and significantly influence trust for Z generation customers, while website design does not. Furthermore, E-trust has been shown as an indicator of online buying intention.

Keywords

e-Service Quality, E-Trust, Purchase Intention, Generation Z, Jordan.