

# The effect of customer satisfaction on purchase intention in ecommerce among second-year ILEGG students at Davao del Norte State College

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## Abstract

This quantitative study looks at the effect of customer satisfaction on e-commerce purchase intention in a sample of second-year students at Davao del Norte State College's Institute of Leadership, Entrepreneurship, and Good Governance (ILEGG). This study investigates customer satisfaction with product quality, application safety, delivery assurance, and promotions, as well as purchase intention regarding website design, reliability, responsiveness, trust, and personalization. The study, which used a structured survey questionnaire distributed to 260 students, found higher levels of customer satisfaction and purchase intention across all metrics. Customer satisfaction has a significant positive correlation with purchase intention ( $r = 0.855$ ,  $p < .001$ ). The findings indicate that increasing customer satisfaction can have a significant impact on students' intentions to make online purchases. The study emphasizes the importance of improving user experience, trust, and personalization strategies in e-commerce platforms for student consumers.

**Keywords:** customer satisfaction, purchase intention, ecommerce, Davao del Norte State College

## **The effect of customer satisfaction on purchase intention in ecommerce among second-year ILEGG students at Davao del Norte State College**

### **1. Introduction**

Shopping cart abandonment constitutes a substantial barrier to transforming purchase intentions into finalized transactions. Worldwide, 60% to 80% of online shopping carts are abandoned, with an average abandonment rate of approximately 71.4%. The Baymard Institute (2023) synthesis of 49 studies establishes an average abandonment rate of 70.19%. Researchers identify factors such as unforeseen shipping and taxes (impacting 55% of instances), cumbersome checkout procedures (21%), and security concerns (17%) substantially contribute to cart abandonment. Empirical research underscores that friction during the checkout process—such as concealed costs, restricted payment methods, and protracted procedures—significantly impedes the intention-to-purchase trajectory (Kukar-Kinney & Close, 2010; Erdil, 2018). Erdil (2018) illustrated via regression analysis that perceived cost, perceived risk, and transaction inconvenience collectively explain 86.2% of the variance in abandonment behavior ( $R^2 = .862$ ;  $\beta = .836$ ,  $p < .01$ ). The systematic review by Chopra et al. (2024) synthesized recent literature and highlighted that abandonment is influenced by a combination of customer attributes and website characteristics, mediated by comparison and decision friction. These findings reveal a significant disparity between consumer purchase intentions and actual purchasing behavior, highlighting the necessity of addressing checkout friction, cost transparency, and confidence barriers to enhance online conversion rates.

In the context of traditional domestic online shopping, consumers who are unfamiliar with the characteristics of online shopping products can avoid or significantly reduce potential losses by utilizing mechanisms such as the seven-day return/exchange policy, freight insurance, and other safeguards. It is often difficult for the seller to effectively provide such a guaranteed mechanism due to barriers such as international logistics costs, procedures, and tariffs. As a result, consumers are likely to be more cautious when making cross-border online purchase decisions, and the factors influencing their intention to buy online across borders may differ significantly from those in domestic e-commerce (Han & Kim, 2019). Internet users may subscribe to review networks to express their levels of satisfaction and dissatisfaction regarding the services they have encountered (Han & Kim, 2019).

The rapid growth of online shopping and its significant influence on consumer behavior create an urgent need to study how customer satisfaction affects purchase intention in e-commerce among second-year students. As e-commerce continues to expand, understanding how satisfaction impacts students' purchasing decisions is critical for businesses aiming to tailor their strategies for this demographic. Second-year students are at a stage where they are increasingly independent in their purchasing choices, making them a valuable target market. This study will show how customer satisfaction factors, such as website usability, product quality, service delivery, influence their intent to purchase, helping e-commerce businesses enhance their strategies to improve customer retention and drive sales.

This study aims to determine if there is a relationship between customer satisfaction and purchase intention among the selected second-year students of ILEGG at Davao del Norte State College. Specifically, it aims to, first, identify the level of customer satisfaction among selected second-year students of ILEGG at Davao del Norte State College in terms of product quality, application safety, delivery guarantee, and offers. Second, identify the level of purchase intention among selected second-year students of ILEGG at Davao del Norte State College in terms of website design, reliability, responsiveness, trust, and personalization. Lastly, is there any significant relationship between customer satisfaction and purchase intention among selected second-year students of ILEGG at Davao del Norte State College? The null hypothesis of the study will be tested at 0.05 level of significance if there is no significant relationship between customer satisfaction and purchase intention among

selected second year students of ILEGG at Davao del Norte State College.

Anchored on Davis' TAM and Icek Ajzen's TPB. Davis created the Technology Acceptance Model (TAM) theory in 1989 to predict system acceptance and user behavior. TAM relies on two behavioral beliefs—PEOU and PU—to influence behavior. PEOU is a system or app's perceived ease of use. Perceived ease of use and usefulness affect system use, according to TAM. As an information system, a website provides users with information. (Shih, 2004). Today, TAM best explains technology acceptance in information system research (Gefen et al., 2003). The technology acceptance model should explain online purchase intention as a measure of website use.

There have been few empirical studies in the Philippines that investigate the relationship between customer satisfaction and purchase intention among college students. Capitulo and Yturralde (2025) conducted a significant study on customer satisfaction with online versus in-store shopping experiences among university students in Angeles City, finding only minor differences in overall satisfaction between the two modes. Bautista et al. (2020) studied the impact of country of origin on purchase intent among Filipino college students but did not focus on satisfaction in e-commerce settings. These studies highlight a gap in literature: while local student behaviors have been examined, the direct influence of customer satisfaction on online purchase intention in provincial collegiate contexts particularly among specific programs such as ILEGG at Davao del Norte State College has received little attention.

This study would be beneficial to the following: Students. The results of the study will show how students' purchase intentions and satisfaction levels can influence their e-commerce habits, helping them make more informed and fulfilling online shopping choices. Customers. The outcome of this study will have a huge impact on customers that leads to fostering long-term brand loyalty, which in turn will increase sales growth, market competitiveness, and business success. Researchers. The findings of this study will provide researchers with valuable insights that can guide their future endeavors as entrepreneurs, facilitating further exploration and innovation in the fields of purchase intentions and customer satisfaction within the e-commerce sector. Online Businesses. The findings will help online businesses understand how important customer satisfaction is in generating purchase intentions. Businesses can strategize to improve key satisfaction characteristics such as website usability, customer assistance, product quality, and delivery experience, resulting in improved sales, enhanced customer loyalty, and long-term success in a competitive marketplace.

## 2. Method

**Research Respondents** - The study concentrated on selected second-year ILEGG students of Davao del Norte State College (DNSC) located in New Visayas, Panabo City, Davao del Norte. Since the purpose of the study involves e-commerce towards online shopping, it was suitable and acceptable to include students, especially the second-year ILEGG students, as they are easily reachable within the college setting, allowing for convenient data collection through surveys or interviews. It also ensures a comprehensive understanding of online shopping behavior that allows them to experience the dynamics towards satisfaction. The population sample was determined using simple random sampling, which ensures that every individual would be able to participate.

Researchers used simple random sampling to select a subset of the population for analysis. The sample is more representative because each respondent has an equal chance of being selected. The main advantage is that researchers can examine stratum data independently as separate studies. Probability sampling ensured a diverse representation of consumer behavior throughout the population. This method showed superior accuracy in analyzing online shopping determinants such as purchasing decisions, trust, and satisfaction, making it relevant to the e-commerce sector (Rita & Ramos, 2022). This study used simple random sampling to ensure that all respondents had an equal opportunity. The researchers sent a formal letter to the program chairperson, requesting respondent data to determine sample size. This method ensured that the sample accurately reflected the

population.

***Inclusion, Exclusion and Withdrawal Criteria*** - The study included respondents who met specified criteria to ensure the relevance and reliability of the results. Eligibility requires that respondents are currently enrolled as second-year students in the ILEGG program at Davao del Norte State College (DNSC). Additionally, they must have conducted at least two online transactions within the prior three months. Only individuals who voluntarily agree to participate in the research and furnish informed consent were included in the study. Individuals were omitted from the study to maintain focus on the target population. Students in their first, third, or fourth year of study will be ineligible for consideration. This exclusion was intended to restrict the scope to second-year students, who were the primary focus of the research. Respondents were excluded from the study under conditions. Individuals who cannot complete the survey or questionnaires due to technical difficulties or personal circumstances were excluded. Respondents demonstrated disengagement or providing insubstantial responses were excluded from the study to preserve the integrity and effectiveness of the collected data. The research was conducted at Davao del Norte State College (DNSC), located in New Visayas, Panabo City, Philippines. DNSC is a prestigious institution in Panabo City, Davao del Norte Province. It is situated roughly 30.44 kilometers from Davao City, the regional capital.

***Materials and Instruments*** - The researchers will utilize adapted questionnaires from web sources to measure the variables. These adapted questionnaires used in this study underwent thorough expert validation before the dissemination of the research questionnaires to the ILEGG students of Davao del Norte State College. The first set of questions assessed customer satisfaction with its indicators: product quality, application safety, delivery guarantee, and offers (Alam & Yasin, 2010). The second set of questions focused on the purchase intention of the students with its indicators: website design, reliability, responsiveness, trust, and personalization (Dhingra et al., 2020). A Likert scale, a five-point measurement tool, enabled individuals to convey their degree of agreement or disagreement with a specific statement. Typically, it offered five response options, allowing respondents to express the strength of their agreement or feelings towards the statement (McLeod, 2023). In this study, the 5-point Likert scale was utilized to assess the levels of respondents' customer satisfaction and purchase intention.

***Research Design and Procedures***—The research utilized statistical methods to examine the relationships among various variables, employing a quantitative approach to collect and evaluate numerical data. This research encompassed survey designs and cross-sectional analyses. The survey research method utilized a standardized questionnaire to gather responses from a representative sample of the population. The respondents were approached using a cross-sectional method, which is defined as a research design that collects data from multiple individuals at a single point. Creswell and Creswell (2018) highlight the importance of choosing a suitable research design to ensure alignment with research questions, objectives, and practical limitations, including time and resources. Lavrakas (2008) emphasizes that standardized questionnaires in survey research improve the reliability and validity of the data collected.

***Data Collection***—The researchers sought authorization to carry out a study. Once the questionnaire was ready for administration, the researchers drafted a letter of request to the dean, program chairperson, adviser, and subject instructor requesting permission to conduct the study. The letter was sent to all within the study's scope. The research instruments were given directly to the respondents through face-to-face surveys with permission, and the study was conducted by the researchers. After performing the survey, the researchers tabulated and analyzed the data collected. The statistical data were analyzed, and the results were interpreted. Based on the final data, conclusions were drawn, and recommendations were presented based on the results obtained.

***Statistical Treatment of Data—Mean.*** This was used to determine the level of purchase intention and customer satisfaction among the respondents. *Pearson r.* The test was used to determine the significant relationship between purchase intention and customer satisfaction of the respondents.

***Ethical Considerations***—The researchers guaranteed data privacy. The researchers removed identifying

information from presentations and publications used their findings to protect privacy. The researchers verified that they informed the external examiner and the researcher's supervisor about reviewing and discussing the thesis results. Future course respondents and researchers may read and publish this document in a research publication, but they know no one can identify them. The study respects respondent willingness to participate and right to withdraw, privacy and confidentiality, justice and beneficence, and the fact that no new data was collected or reviewed after this point; all existing data will be deleted. This procedure ensured the safety of study respondents and the integrity of the data.

### 3. Results and Discussion

**The level of Customer Satisfaction among selected second year students of ILEGG at Davao del Norte State College** - The level of customer satisfaction among selected second-year students of ILEGG at Davao del Norte State College was assessed using a survey questionnaire, focusing on the following indicators: product quality, application safety, delivery guarantee, and the offers. The responses from the selected second-year ILEGG students for each indicator were presented and analyzed in detail below.

**The Level of Customer Satisfaction in terms of Product Quality** - Presented in Table 1 is the level of customer satisfaction of selected second-year ILEGG students in terms of product quality, which obtained the overall mean of 3.93 and has a descriptive equivalent of high, indicating that the level of customer satisfaction of selected second-year ILEGG students in terms of product quality is oftentimes observed. The findings indicate that online shopping platforms successfully serve customers with high-quality products and accurate information.

**Table 1**  
*Level of Customer Satisfaction in terms of Product Quality*

Product Quality	Mean	Description
1. The quality of the product was ensured while purchased online.	4.00	High
2. Through online shopping, we get reliable information about the product and the brand.	3.84	High
3. During online shopping, we get more diversified products with price and quality.	4.01	High
4. Information obtained through online shopping is consistent with the quality of the product.	3.87	High
5. Product quality & service guarantee during online influences comfort and satisfaction.	3.94	High
OVERALL	3.93	High

The data revealed that the highest mean score of 4.01 was obtained from item no. 3: During online shopping, we get more diversified products with price and quality. This implies that this item is oftentimes observed. This item indicates that students believe online shopping provides a wide range of product selections at various prices and qualities. This result shows that students value the diversity and flexibility that online shopping platforms provide in terms of product options. The study by Gefen et al. (2003) suggests that factors contributing to online shoppers' trust and satisfaction include the variety of products offered and the ability to evaluate price and quality. E-commerce websites with a large selection of products are more likely to be trusted by customers, and this trust has a direct impact on their level of satisfaction.

The study supports the idea that one of the main factors influencing customer satisfaction in purchasing online is product diversity, which includes options for various prices and quality. In contrast, item no. 2—through online shopping, we get reliable information about the product and the brand—got the lowest mean of 3.84 with a descriptive equivalent of high, which means that the item was oftentimes observed by the respondents. It demonstrates that students believe the information offered about items and businesses online. This finding is adhering to the result of the study of Moe et al. (2004), which shows how online shoppers assess the reliability of product information. Customers rely on the information that e-commerce websites provide, but 0 x ÿ x ÿ ÿ ÿ Hb rÄ□ räl r電瀨Ö □ □ □ □ clear and detailed the description is. According to the study, product information on e-commerce platforms is frequently considered trustworthy, but its level of detail or trust can vary, which results in a high but not perfect score.

Deming defines quality as “a predictable degree of uniformity and dependability at low cost, suited to the

market” (Deming, 1978/2025). The primary objective of designing product attributes is to fulfill customer requirements. To surpass competitors, companies can create additional value through product attributes to actively satisfy customers—“consumers will prefer products that provide superior quality, performance, or innovative features,” as articulated in the product concept (Kotler, 2024). Olsen (2002) indicates that quality can be considered a precursor to customer satisfaction. Conversely, greater satisfaction with a brand's product quality tends to generate more trust. Research has confirmed that when customers have a higher perception of product quality, their satisfaction with the product is higher.

**The Level of Customer Satisfaction in terms of Application Safety** - Presented in Table 2 is the level of customer satisfaction of selected second-year ILEGG students in terms of application safety, which obtained the overall mean of 3.75 with a descriptive equivalent of high, indicating that the level of customer satisfaction of selected second-year ILEGG students in terms of application safety was oftentimes observed.

**Table 2**  
*Level of Customer Satisfaction in terms of Application Safety*

Application safety	Mean	Description
1. I feel safe entering my payment information on well-established online shopping platforms.	3.69	High
2. Online shopping has adequate security features payment.	3.77	High
3. I trust online shopping websites as they do online trade responsibly.	3.60	High
4. I avoid shopping at online stores that don't offer easy returns.	3.90	High
5. Payment process can be relied upon during online shopping.	3.79	High
OVERALL	3.75	High

The data revealed that the highest mean score of 3.90, which means high, was obtained from item no. 4—I avoid shopping at online stores that don't offer easy returns. This implies that this item is always observed. Students show a strong concern for return policies when assessing the safety and trustworthiness of an online store. The ease of return plays an important role in making customers feel safer since it creates a sense of assurance in the event of a problem with the goods. On the other hand, item no. 3—I trust online shopping websites as they do online trade responsibly—got the lowest mean of 3.60 with a descriptive equivalent of high, which means that the item is oftentimes observed by the respondents. Students believe that internet purchasing platforms have effective payment security safeguards. The high ranking indicates that respondents have a positive opinion of the protections online shopping platforms provide for safeguarding customers' financial information.

This finding is adhering to the result of the study of Wang et al. (2017) that online customer behavior is reviewed in this literature review, with a focus on the ways in which return policies affect customer buying habits. Easy return policies boost customer satisfaction and trust, which increases the likelihood that a customer will make a purchase. The high mean score (3.90) suggests that simple returns are important, which is in line with the study's emphasis that customers tend to avoid online retailers that do not provide hassle-free returns. Furthermore, the second indicator of customer satisfaction is application safety, which obtained a descriptive equivalent of high 3.75, indicating that the said items within such an indicator are often observed. This emphasizes the necessity of maintaining rigorous standards and practices to ensure the reliability and security of the application. It also implies the need for second-year ILEGG students to further improve their knowledge of application safety, as it is their responsibility to adhere to the safety of this aspect of customer satisfaction. Strengthening their understanding and implementation of safety protocols enhances user confidence and aligns with industry standards for high-quality service.

Suh and Han (2014) assert that security is the primary concern for online shopping customers; thus, enhanced security system correlates with increased customer satisfaction. Vehovar (2003) demonstrated that security concerns serve as an impediment to online retailing and directly influence customer satisfaction. Addressing these concerns by implementing robust security measures and transparent communication builds trust and can significantly enhance the overall online shopping experience.

**The Level of Customer Satisfaction in terms of Delivery Guarantee** - Presented in Table 3 is the level of

customer satisfaction of selected second-year ILEGG students in terms of delivery guarantee, which obtained the overall mean of 3.91 with a descriptive equivalent of high, indicating that the level of customer satisfaction of selected second-year ILEGG students in terms of delivery guarantee is oftentimes observed. It shows that second-year ILEGG students tend to be happy with the delivery guarantees provided by online buying platforms. Students believe that parcels are handled with care and delivered on schedule to be received in good shape, boosting their trust in the delivery process.

**Table 3**  
*Level of Customer Satisfaction in terms of Delivery Guarantee*

Delivery guarantee	Mean	Description
1. Online shopping delivery & package were flexible & responsible.	3.99	High
2. I am satisfied with the package and delivery process as it is tangible.	3.94	High
3. I prefer online shopping as I received the product without any damage.	3.87	High
4. I got my product delivered in time as per the service assurance.	3.83	High
5. The delivery process does not compromise with the price and the quality.	3.90	High
OVERALL	3.91	High

It can be gleaned from the result that the highest mean of 3.99 was obtained from item no. 1—online shopping delivery & package were flexible & responsible—which has a descriptive equivalent of high. This indicates that this item is always observed by the respondents. This indicates that students consider online purchasing platforms to be flexible and responsible when it comes to shipment delivery. Students value the adaptability of delivery services and couriers' care in handling items properly, as seen by their excellent scores. This finding aligns with the results of the study by Bahari et al. (2021), which examined several factors of e-commerce affecting customer satisfaction, primarily focusing on packaging and shipping. They found that the adaptability and accountability of online shopping delivery systems play a significant role in influencing how customers see products. According to their research, customers place a high value on efficient and responsible delivery services, and packaging plays an important part in guaranteeing customer satisfaction and minimizing unfavorable encounters. This aligns with the item's high mean score (3.99) on "online shopping delivery & package were flexible and responsible," indicating that buyers consider flexibility and responsibility in the delivery process to be important aspects.

According to the study of Bahari et al. (2021), e-commerce businesses that manage package handling and provide various delivery options typically see an increase in consumer satisfaction and loyalty. This confirms that the item is "always manifested by the respondents," suggesting that these elements are probably important to the respondents when they shop online. In contrast, item no. 4—I got my product delivered in time as per the service assurances determined as the lowest mean of 3.83 with a descriptive equivalent of high, which means that the item was oftentimes observed by the respondents. The slightly lower score suggests that delivery timeliness is crucial, yet there may be instances of late deliveries that affect overall satisfaction. Ensuring on-time delivery can increase consumer trust and happiness, as delivery speed has been identified as a major determinant of customer satisfaction in logistics and e-commerce (Maesazshandy & Tohir, 2025; Ravula, 2022).

Also, Ali and Bhasin (2019) argue that the availability of express delivery options has a significant impact on customer satisfaction. Their findings revealed that expedited delivery boosts customer trust and encourages repeat purchases. These options improve the overall customer experience by meeting efficiency and convenience expectations (Keeney, 1999). Keeney emphasizes the importance of timely delivery in meeting customer requirements and ensuring satisfaction.

*The Level of Customer Satisfaction in terms of The Offers* - Presented in Table 4 is the level of customer satisfaction of selected second-year ILEGG students in terms of the offers, which obtained the overall mean of 3.95 with a descriptive equivalent of high, indicating that the level of customer satisfaction of selected second-year ILEGG students is always observed. This evidence suggests that students tend to be satisfied with the promotional deals accessible online, and their pleasure is always evident. The findings indicate that students value the discounts, service guarantees, and price advantages provided by online shopping, which favorably

influences their purchasing behavior.

**Table 4**  
*Level of Customer Satisfaction in terms of The Offer*

The Offers	Mean	Description
1. Discount coupons are offered during online purchases encourages me to purchase more.	4.19	High
2. Various offers available in online shopping are genuine and reliable.	3.95	High
3. Online shopping offers outweigh the offers available in the traditional shopping.	3.93	High
4. Service guarantee is assured during online shopping.	3.82	High
5. In online shopping, I got the lowest price without compromising quality.	3.85	High
OVERALL	3.95	High

The result showed that the highest mean of 4.19, which means "high," was obtained from item no. 1: "Discount coupons are offered during online purchases encourages me to purchase more." This implies that this item is always observed. The high score indicates that students are strongly encouraged to purchase more things when discounts and promotional coupons are available. This shows that online platforms should continue to provide appealing offers to increase customer engagement and happiness. In a study conducted by Capers (2022), discount coupons have a significant impact on consumer purchasing decisions, particularly for online shoppers. According to a Capterra survey from 2022, 86% of consumers are more likely to engage with a new business when a coupon is provided, while 78% avoid purchases in the absence of a discount. This suggests that promotional offers significantly increase customer engagement and sales, reinforcing the idea that discounts encourage consumers to complete and supplement their purchases.

On the other hand, item no. 4—service guarantee is assured during online shopping—got the lowest mean of 3.82 with a descriptive equivalent of high, which means that the item is oftentimes observed by the respondents. The somewhat lower score suggests that students respect service assurances while shopping online but may believe that there is room for improvement in terms of customer protection, such as return policies, warranties, and after-sales services. Lastly, the fourth indicator of customer satisfaction among selected 2nd-year ILEGG students of DNSC, as identified in the study, is offers. It is evident from the mean of 3.95 that consumers are generally happy with the deals they come across when they purchase online. This score indicates that customers value the available discounts, promotions, and prices because most of the statements in the table received positive ratings. Consumers think that online shopping offers greater discounts than traditional shopping, and they perceive the offers to be trustworthy and authentic. Additionally, they believe they receive competitive pricing without sacrificing quality, giving them excellent value for their money.

Research indicates that customer satisfaction with the shopping experience is contingent upon the ability to locate desired items, which subsequently influences purchase intention (Watanabe et al., 2019). Contented customers are likely to return, as demonstrated by numerous prior studies (Phan et al., 2021). Most customers favor shopping during sales promotions, particularly during festive seasons and weekends (Vranceanu et al., 2020). Retailers have employed this strategy successfully to draw customers to their stores. The strategy includes discounts, free gifts, vouchers, and others that they think will lure customers to purchase their products (Kaveh et al., 2021). These promotional techniques not only boost sales but also create a sense of increase and exclusivity, encouraging customers to make quicker purchasing decisions and potentially in Capterra easing their overall shopping frequency.

**Summary on the Level of Customer Satisfaction among selected second-year students of ILEGG at Davao del Norte State College** - Presented in Table 5 is the overall level of customer satisfaction of selected second-year ILEGG students in terms of product quality, application safety, delivery guarantee, and the offers. The data revealed that the level of customer satisfaction of selected second-year ILEGG students has an overall mean of 3.89, with a descriptive equivalent of high. This figure indicates that customer satisfaction was oftentimes observed as perceived by the respondents.

**Table 5**  
*Summary of the Level of Customer Satisfaction*

Indicators	Mean	Description
Product Quality	3.93	High
Application Safety	3.75	High
Delivery Guarantee	3.91	High
Offers	3.95	High
OVERALL MEAN	3.89	High

The data showed that the offers got the highest mean of 3.95, with a descriptive equivalent of high. This indicates that the level of customer satisfaction in terms of offers was always observed. With the highest score, online platforms could take advantage of exclusive deals, loyalty programs, and competitive pricing to retain current customers and attract new ones. In contrast, the indicator that has the lowest mean is application safety, which obtained a mean of 3.75, with a descriptive equivalent of high. This statistic indicates that the level of customer satisfaction in terms of application safety is oftentimes observed. Application safety received the lowest grade, online platforms should focus on improving payment security features and increasing transparency to boost customer trust in the security of their financial and personal data.

Additionally, product quality received a mean score of 3.93, which is classified as high. This indicates that the level of customer satisfaction in terms of product quality is oftentimes observed. As these indicators obtained the highest scores, it is important for online platforms to continue supplying dependable, high-quality items and compelling promotional offers to sustain consumer happiness. Lastly, the result showed that delivery guarantee got a mean of 3.91 with a descriptive equivalent of high. The result indicates that the level of customer satisfaction in terms of delivery guarantee is oftentimes observed.

This is also in agreement with the Expectancy Disconfirmation Theory (EDT) by Oliver (1980). This theory explains how customer satisfaction is influenced by the discrepancy between expectations and actual performance or outcomes. Expectancy Disconfirmation Theory (EDT) is a widely recognized theory in consumer behavior that explains how customer satisfaction is affected by the comparison between pre-purchase expectations and post-purchase perceptions of a product or service. According to this theory, customer satisfaction results from the disconfirmation of expectations. This theory is applicable to our study because the factors we identified—product quality, application safety, delivery guarantee, and offers—align with the types of expectations that consumers have when making online purchases. The respondents' satisfaction can be explained by the degree to which these factors meet or exceed their expectations.

Expectancy Disconfirmation Theory (EDT) offers a solid theoretical foundation for interpreting our study's results. This explanation illustrates the high degree of customer satisfaction (mean score of 3.88) that respondents indicated, which shows that their expectations were met or surpassed regarding elements like product quality, application safety, delivery guarantee, and offers. The stated study also offers more evidence in favor of the link between online shopping disconfirmation of expectations and customer satisfaction.

***The level of Purchase Intention among selected second year students of ILEGG at Davao del Norte State College*** - The level of purchase intention among selected second-year students of ILEGG at Davao del Norte State College was measured through the survey questionnaire with the following indicators: website design, reliability, responsiveness, trust, and personalization. The respondents' responses to each indicator were presented and analyzed below.

***The Level of Purchase Intention in terms of Website Design*** - Presented in Table 6 is the level of purchase intention of selected second-year ILEGG students in terms of website design, which obtained the overall mean of 3.96 with a descriptive equivalent of high, which indicates that the level of purchase intention of selected second-year ILEGG students in terms of website design was oftentimes observed. This data implies that a well-designed website has a considerable impact on students' intentions to make purchases online.

**Table 6**  
*Level of Purchase Intention in terms of Website Design*

Website design	Mean	Description
1. The e-commerce website is visually appealing.	3.92	High
2. The user interface of the e-commerce website has a well-organized appearance.	3.90	High
3. It is quick and easy to complete a transaction at the e-commerce website.	4.02	High
4. The website layout of e-commerce website helps	3.99	High
OVERALL	3.96	High

The data revealed that the highest mean score of 4.02 was obtained from item no. 3—it is quick and easy to complete a transaction at the e-commerce website, which has a descriptive equivalent of high, indicating that the item is oftentimes observed by the respondents. This suggests that students find it quick and simple to perform transactions on e-commerce platforms. The ease and speed of transaction completion are important factors that influence students' purchasing intentions. A speedy and hassle-free checkout procedure increases client satisfaction, which leads to more purchases. Meanwhile, item no. 2—the user interface of the e-commerce website has a well-organized appearance—has the lowest mean of 3.90 with a descriptive equivalent of high, which means that the item is oftentimes observed by the respondents. A well-organized user interface is vital for simple use, allowing students to quickly locate products. The high rating implies that a clean, user-friendly layout is essential for providing a great online buying experience. The first indicator of purchased intention is the website design obtaining a mean score of 3.96, which is the descriptive equivalent of "high," which implies that the indicator plays a significant role in influencing potential customers' decisions. A well-designed website can enhance user experience, facilitate navigation, and foster trust, all of which contribute to a greater likelihood of purchase intention.

As stated by Liat et al. (2014), good-quality website design increases consumers' satisfaction, which leads towards higher purchase intention. In contrast, a website with a poor, ambiguous, and difficult design fails to satisfy and attract consumers, leading to lower purchase intentions. The interfaces of websites have a strong influence on consumer attitude, behavior, and decision-making. Therefore, it is essential to know about the design artifacts that influence consumer attitude and behavioral intentions. As noted by Brackett and Carr (2001), factors such as user interface, information diversity, community, online reservations, amusement, aggravation, and credibility impact purchase decisions and customer satisfaction. Contemporary websites must fulfill additional responsibilities. A company's website must not only inform visitors but also persuade them to purchase, seek further information, or reach out to the company. Alford (2014) and others demonstrated the impact of website design and marketing strategy on customer satisfaction.

***The Level of Purchase Intention in terms of Reliability*** - Presented in Table 7 is the level of purchase intention of selected second-year ILEGG students in terms of reliability. The data showed that the level of purchase intention in terms of reliability has a total mean of 3.85 with a descriptive equivalent of high. This indicates that the indicator reliability is oftentimes observed and has significant effects on purchasing intentions. This study demonstrates that students believe e-commerce websites are reliable, including their capacity to meet obligations, provide error-free transactions, and promote easy processes.

**Table 7**  
*Level of Purchase Intention in terms of Reliability*

Reliability	Mean	Description
1. E-commerce website keeps its promises to deliver a product or service on a specified date.	3.94	High
2. Transactions with the e-commerce website are error-free.	3.67	High
3. I believe the estimated delivery.	3.85	High
4. The website layout of e-commerce website helps me in searching and selecting the right product	3.92	High
OVERALL	3.85	High

The result showed that item No. 1— e-commerce website that keeps its promises to deliver a product or service on a specified date—got the highest mean of 3.94 with a high descriptive score, signifying that the item

is oftentimes observed by the respondents. This indication shows that students believe e-commerce websites are dependable in meeting delivery promises. Meeting delivery deadlines fosters trust and satisfaction, which positively improves purchasing intentions. On the other hand, the item no. 2—transactions with the e-commerce website are error-free—has the lowest mean of 3.67, with a descriptive equivalent of high. This indicates that the item is oftentimes observed by the respondents. This indication implies that students believe transactions are error-free and reliable. Reliability in payment and order processing reduces frustration and guarantees smooth customer experience, encouraging repeat transactions.

The study conducted by Santos (2003) refers to the ability to perform the promised service accurately and consistently, including the frequency of updating the website, promptly replying to customer inquiries, and accuracy of online purchasing and billing. According to the study of Scott (2015), online consumers should receive equivalent product quality and quantity within the timeframe established by online retailers. Online retailers must ensure timely delivery to establish trust. Customers' expectations regarding the fulfillment of commitments by online businesses render reliability nearly synonymous with risk. Natarajan et al. (2017); Nili et al. (2019).

**The Level of Purchase Intention in terms of Responsiveness** - Presented in Table 8 is the level of purchase intention of selected second-year ILEGG students in terms of responsiveness, which obtained the overall mean of 3.94 with a descriptive equivalent of high, indicating that the level of purchase intention of selected second-year ILEGG students in terms of responsiveness is oftentimes observed. suggests that students regularly receive responsive assistance from e-commerce platforms. Responsiveness, as demonstrated by quickness, desire to assist, and communication, has a significant impact on students' purchase intentions.

**Table 8**  
*Level of Purchase Intention in terms of Responsiveness*

Responsiveness	Mean	Description
1. The e-commerce website gives prompt service.	3.99	High
2. The e-commerce website is always willing to help customers.	3.88	High
3. The e-commerce website keeps customers updated on the status of the product.	3.98	High
4. When a service is inefficient, the e-commerce website offers other alternatives to minimize inconvenience.	3.90	High
OVERALL	3.94	High

It can be gleaned that item no. 1—the e-commerce website providing prompt service—got the highest mean of 3.99 with a descriptive equivalent of high, indicating that the item is oftentimes observed. Students notice and appreciate the speed and efficiency with which e-commerce platforms deliver services. Prompt responses to inquiries and short processing times are highly desired since they contribute to a great customer experience and boost purchase likelihood. In contrast, item no. 2—the e-commerce website is always willing to help customers—has the lowest mean of 3.88 with a descriptive equivalent of high, which means that the item is oftentimes observed by the respondents. This item emphasizes how students view e-commerce websites as generally helpful and customer oriented. The willingness to answer issues helps foster trust and increases buying intention. However, this indication had a somewhat lower score than others, indicating that proactive consumer engagement may require more improvement.

This finding aligns with the results of Chi's (2018) study. Believing that responsiveness is an effective means of increasing purchase intention. Responsiveness in e-commerce ensures that customers gain perfect and consistent experience, thus encouraging them to have intentions to make purchases.

**The Level of Purchase Intention in terms of Trust** - Presented in Table 9 is the level of purchase intention of selected second-year ILEGG students in terms of trust, which obtained the overall mean of 3.87 with a descriptive equivalent of high, which indicates that the level of purchase intention of selected second-year ILEGG students in terms of trust was oftentimes observed. This implies that respondents' trust serves as a significant predictor of their purchase intention. Students rely on the integrity of e-commerce websites,

especially in terms of payment legitimacy, reputation, and data security.

**Table 9***Level of Purchase Intention in terms of Trust*

Trust	Mean	Description
1. The e-commerce website is trustworthy.	3.77	High
2. The e-commerce website instills confidence in customers while purchasing.	3.91	High
3. The e-commerce website provides customers authentic payment for the products purchased.	3.93	High
4. The e-commerce website's name is well known and has a good reputation.	3.92	High
5. Customer's personal information is not misused is ensured by the e-commerce website.	3.90	High
OVERALL	3.87	High

The data revealed that the highest mean score of 3.93 was obtained from item no. 3—the e-commerce website provides customers authentic payment for the products purchased, which has a descriptive equivalent of high, indicating that the item is oftentimes observed by the respondents. This statistic indicates that students believe e-commerce payment methods are real and reliable. Trust in secure and transparent payment systems increases purchasing intention and lowers hesitation to complete transactions. This is in line with the study of Zhou (2012), which discovered that when customers believe the transaction procedure is easy, secure, and transparent, their level of satisfaction with e-commerce websites increases significantly.

Meanwhile, item no. 1—the e-commerce website is trustworthy—has the lowest mean of 3.77 with a descriptive equivalent of high, which means that the item is oftentimes observed by the respondents. This indicator indicates that students typically believe e-commerce websites to be trustworthy. While the score remains high, it is the lowest of the indicators, implying that ongoing efforts to assure openness, dependability, and security could improve trust in online platforms. According to the study of Jarvenpaa et al. (2006), trust has a big impact on customers' tendency to transact online, especially when there are no personal interactions involved. Although 3.77 is still considered a "high" level of trust, it indicates that some respondents may still have doubts about the website's reliability due to worries about data privacy, possible fraud, or bad experiences with other platforms.

The fourth indicator of purchase intention among selected 2nd-year ILEGG students of DNSC, as identified in the study, is trust. The high score of 3.87 indicates that these students have a strong belief in the reliability and credibility of the products or services they consider purchasing. Trust is essential in reducing perceived risk, and when students trust a brand or product, they are more likely to make a purchase decision. This level of trust reflects how important it is for consumers to feel confident in their choices before committing to a purchase. According to Gefen et al. (2003), trust is considered an essential element of online shopping for both types of customers: first-time shoppers and experienced shoppers (Gefen et al., 2003). Further, online purchase experience is a significant factor in determining the effect of trust on purchase intention. Trust is affected by electronic word of mouth, which means reading the reviews or user experiences on social media impacts someone's trust in the information (Handi et al., 2018). Additionally, customer reviews significantly influence purchasing decisions indirectly by enhancing customer trust; this means that positive reviews can boost trust and ultimately lead to increased purchasing decisions (Pasi & Sudaryanto, 2021).

*The Level of Purchase Intention in terms of Personalization* - Presented in Table 10 is the level of purchase intention of selected second-year ILEGG students in terms of personalization. The data showed that the level of purchase intention in terms of personalization has a total mean of 4.06, with a descriptive equivalent of high. This indicates that the indicator personalization is oftentimes observed. This indicates that customization plays a significant role in driving purchase intent. Students like experiences that are tailored to their specific needs and preferences, especially in areas such as product suggestions and communication in their preferred language. Personal touches, such as wrapping and targeted mailings, help to improve the image of the e-commerce platform.

**Table 10***Level of Purchase Intention in terms of Personalization oftentimes manifested.*

Personalization	Mean	Description
1. The e-commerce website provides targeting e-mail to customers.	3.90	High
2. The e-commerce website provides the recommendation of products by customer's preferences.	4.08	High
3. The e-commerce website provides products to customers with personal wrapping on them.	3.95	High
4. The e-commerce website's services are offered in a language which is understandable by the customer.	4.31	Very High
OVERALL	4.06	High

The result showed that item no. 4—the e-commerce website's services are offered in a language which is understandable by the customer—got the highest mean of 4.31 with a descriptive of very high, signifying that the item is always observed by the respondents. This indicates that showing that providing services in a language that customers understand is very important. Clear communication fosters confidence and guarantees that clients can easily access and use the platform's services. In contrast, item number one—where the e-commerce website provides targeted emails to customers—has the lowest mean score of 3.90, which is classified as high. This indicates that the item is oftentimes observed by the respondents. This indicator demonstrates that customized emails are effective but have a somewhat lower impact than other personalization tactics. While students appreciate the need for targeted communication, the relevancy and appeal of these messages might be improved.

Additionally, the last indicator of purchase intention was personalization, obtaining a high-level score of 4.06 manifestation among the respondents. This suggests that the 2nd-year ILEGG students of DNSC place significant value on personalized experiences when making purchasing decisions. A high score indicates that tailored offerings or customized experiences resonate well with this demographic, making them more likely to engage with and purchase from brands that cater to their individual preferences. Personalization can create a sense of uniqueness and emotional connection with the product or service, which enhances customer satisfaction and loyalty. This finding emphasizes the importance of marketers focusing on personalized approaches to attract and retain this group of students as potential customers.

According to the study of Li and Karahanna (2022), personalization has a direct impact on purchase intentions, which is a key metric for e-commerce success. When done effectively, personalization can significantly increase the likelihood of a purchase by aligning the shopping experience with the consumer's needs and preferences. It highlights that personalized recommendations and communications are particularly effective in driving purchase intentions, as they make the shopping experience more relevant and convenient for the consumer. However, the impact of personalization on purchase intentions is mediated by trust. McKnight et al. (2023) suggest that while personalization can increase purchase intentions, this effect is contingent on the level of trust that consumers have in the brand. If consumers trust that the brand is using personalization to genuinely enhance their shopping experience, they are more likely to follow through with a purchase. Conversely, if trust is lacking, personalization efforts may be ineffective or even counterproductive.

***Summary on the Level of Purchase Intention among selected second year Student of ILEGG at Davao del Norte State College*** - Presented in Table 11 is the overall level of purchase intention for selected second-year ILEGG students in terms of website design, reliability, responsiveness, trust, and personalization. The data revealed that the level of purchase intention of selected second-year ILEGG students has an overall mean of 3.94, with a descriptive equivalent of high. This finding indicates that purchase intention was oftentimes observed as perceived by the respondents.

The data indicated that personalization achieved the highest mean score of 4.06, which corresponds to a descriptive rating of 'high.' Personalization received the highest score, indicating that tailored experiences, such as personalized suggestions and language accessibility, are highly desired by students. This indicates that the level of purchase intention in terms of personalization was oftentimes observed. In contrast, the indicator that has the lowest mean is reliability, which obtained a mean of 3.85 with a descriptive equivalent of high. E-commerce platforms are seen as dependable, with prompt delivery and accurate transactions highly valued. This indicates

that the level of purchase intention in terms of reliability is oftentimes observed. The second variable being studied is the purchase intention of second-year ILEGG students at Davao del Norte State College. The overall evaluation of the level of the purchase intention came up as predominantly high, as analyzed from the responses of selected second-year ILEGG students of DNSC, which were examined across various indicators: website design, reliability, responsiveness, trust, and personalization.

**Table 11**  
*Summary of the Level of Purchase Intention*

Indicators	Mean	Description
Website Design	3.96	High
Reliability	3.85	High
Responsiveness	3.94	High
Trust	3.89	High
Personalization	4.06	High
OVERALL MEAN	3.94	High

The findings show that the selected second-year ILEGG students have a high level of purchase intention, which is supported by positive experiences across all aspects. Among them, customization is the most important feature, followed by website design and responsiveness. To preserve and enhance purchase intention, e-commerce platforms should prioritize improving personalized experiences, retaining trust, and providing trustworthy and timely services. Comprehensively, the high mean score highlights the effectiveness among selected second-year ILEGG students of DNSC, indicating a strong commitment to the purchased intention, with the high ratings for website design, reliability, responsiveness, trust, and personalization reflecting that the platform is perceived as user-friendly, dependable, secure, and tailored to individual needs, all of which contribute to a positive user experience and greater consumer confidence in their purchasing decisions.

The findings about the overall level of purchase intention, especially when considering factors like website design, reliability, responsiveness, trust, and personalization. The result anchored with the help of the Theory of Planned Behavior (TPB) by Ajzen (1991). This theory explains how attitudes, subjective norms, and perceived behavioral control influence an individual's intentions to engage in a particular behavior, including making a purchase. According to TPB, these factors have a direct impact on purchasing intention. Website design, reliability, responsiveness, trust, and personalization are all important factors in influencing how customers feel and their sense of control when it comes to online buying, which in turn impacts their intentions to make a purchase.

*Significant Relationship Between Customer Satisfaction and Purchase Intention among Selected Second Year Students of ILEGG at Davao del Norte State College*

Variables Correlated	Mean	R	p-value $\alpha=0.05$	Decision
Customer satisfaction	3.88			
Purchase intention	3.94	.855	<.001 H <sup>0</sup>	Rejected

The primary aim of the study was to determine the relationship between two variables. The analysis revealed that there is a significant correlation between customer satisfaction and purchase intention in e-commerce among the selected second-year ILEGG students. The strong correlation between e-commerce purchase intention and customer satisfaction among a selected group of second-year ILEGG students can be explained by the fact that satisfied customers are more likely to plan to make more purchases in the future. Positive experiences like high-quality products, easy online shopping, and excellent customer service provide students the confidence to make wise purchases. This satisfied customer builds trust and raises the probability that they will make additional purchases from the same brands, establishing a clear connection between satisfaction and intention to buy.

The findings show a strong and statistically significant correlation between customer satisfaction and purchase intention among second-year ILEGG students at Davao del Norte State College. This suggests that customer happiness is a significant predictor of purchase intention. Efforts to improve satisfaction, such as

application safety, trust, and the overall online buying experience, are likely to result in increased purchase intentions.

#### 4. Conclusion and Recommendations

**Conclusion** - The study found that the level of customer satisfaction among selected second-year ILEGG students at DNSC in terms of product quality, application safety, delivery guarantee, and offers is generally high. This information indicates that the online shop is meeting the students' expectations and providing a positive shopping experience. The students' satisfaction with these factors suggests that the online shop has effectively addressed their needs and preferences. The research revealed that the level of purchase intention among selected second-year ILEGG students at DNSC is positive toward the online shop. This is influenced by factors such as website design, reliability, responsiveness, trust, and personalization, which are high, and it is observed among selected 2nd-year students. These factors contribute to the students' overall perception of the online shop and their willingness to make future purchases. The study confirmed a significant relationship between customer satisfaction and purchase intention among selected second-year ILEGG students at Davao del Norte State College. This means that higher levels of customer satisfaction have led to higher levels of purchase intention. The online shop should continue to prioritize customer satisfaction to maintain and increase customer loyalty. By consistently delivering high-quality products, excellent customer service, and a positive shopping experience, the online shop can strengthen its relationship with customers and encourage repeat business.

**Recommendations** - Given the consistently high level of customer satisfaction demonstrated by second-year ILEGG students at DNSC, the indicator application safety is high, implying that it is oftentimes manifested. While online shopping platforms are generally perceived as safe, continued investment in trust-building, return policies, and payment security can further enhance the overall customer experience. Given the continuously high level of purchase intention demonstrated by second-year ILEGG students, this positive response represents key indicators such as website design, reliability, responsiveness, trust, and personalization. Reliability stated as high indicates that it is oftentimes manifested. Online stores should focus on maintaining their strong performance in delivery timeliness, improving transaction accuracy, refining delivery estimates, and continuing to personalize experiences based on customer data. These areas of focus will help ensure that customers' reliability expectations are consistently met.

Considering that there is a clear relationship between student purchase intention and customer happiness. Customers' pleasure has a significant impact on students' decision-making processes as internet users, who rely on reviews' social proof, sentiment, and trust to guide their choices. While negative feedback may make people reluctant to or abandon a potential purchase, positive feedback from peers and reliable sources promotes trust and confidence. Students' inclination to buy is also significantly influenced by the quantity of reviews and the sentiment they convey; more favorable evaluations are typically found than specific review data.

The findings of this study can help educators incorporate real-life consumer behavior into e-commerce and entrepreneurship education. Teachers can contextualize lessons that are relevant to students' online purchasing experiences by understanding the impact of satisfaction factors such as application security and personalization on purchase intention. Also, the findings help students become better digital consumers. Students can better evaluate e-commerce platforms and avoid risky transactions by understanding which satisfaction factors (for example, website design, trust, and delivery guarantees) influence their purchase decisions.

Lastly, the changing relationship between customer satisfaction and purchase intention should be carefully studied in future studies, accounting for a variety of influencing factors like changes in consumer behavior, the growing significance of digital transformation and emerging technologies, the effect of tailored marketing strategies, and the differing influence of social media trends across various consumer segments and international markets. It should also examine the ways in which cultural, economic, and psychological aspects influence these dynamics and evaluate how these changing elements can influence future brand loyalty and customer choices.

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