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The impact of quality of C2C online store on consumer satisfaction: an empirical study in Lithuania

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Abstract. *Thanks to constantly improving software packages, apps, and technologies themselves, creating and improving websites has become much easier. Excess or lack of information, inappropriate layout of website management, inefficiency of additional functions, excess of visual material - these are the problems faced by website users. These problems are usually not of a technological nature, so the change in technology will not determine what the user wants and what problems he faces. However, studies have ignored the fact that the type of business can affect decision outcomes (i.e., website evaluation) may also influence the perceived satisfaction and trust. This article examines consumer satisfaction and trust with services provided by the C2C websites. This study first proposes an analytical model that contains website quality indicators of consumer satisfaction and trust. Theoretical contributions and managerial implications are generated on the basis of the findings and analysis. The results showed a positive effect of website quality on consumer trust and satisfaction, which was partially mediated through consumer trust. Moreover, consumer trust had a positive association with all website quality indicators and satisfaction. The C2C website business should understand the consumer's website quality expectations with respect to online shopping, to attract new consumers and to retain their existing consumers.*

Keywords: services quality, system quality, content quality, C2C.

Please cite the article as follows: Ūsas, A., Jasinskas, E. and Streimikiene, D. (2022), "The impact of quality of C2C online store on consumer satisfaction: an empirical study in Lithuania", *Management & Marketing*, Vol. 18, No. 2, pp. 113-126. DOI: 10.2478/mmcks-2023-0007.

Introduction

The consumer satisfaction of internet websites is a measure of evaluation that depends on the quality of information, design, ease of use, user perception, and experience. Thus, satisfaction of website quality evaluation is perceived partly from the user's own attitude

while browsing the website and interacting with other users. This article aim - to determine consumer satisfaction in C2C (consumer-to-consumer) type of websites. Aim is important because number of C2C type of website growing rapidly. It's becoming easier to crate and present content in C2C type if websites. Consumer generated content could be a big benefit for entire platform. Also these research becoming popular due to the consumer behaviour which its changing all the time.

A website can serve as the main platform through which organisations or consumers communicate and trade with other consumers (Gonzalez et al., 2015; Pinzaru et al., 2022). Users' satisfaction is often forgotten in the context of evaluating the quality of websites. According to Schaupp (2010), the consumers' perception of the quality of the website is the main factor in developing a long-term mutual relationship between the user and the organisation. Nevertheless, there are many websites whose functionality does not meet the qualitative expectations of users. According to Azizi et al. (2020), the consumers' expectations for websites are growing so fast that websites often cannot meet them.

According to Chen et al. (2017) quality is understood as a way to make a certain decision according to the user's page. It is observed that the need for this type of "C2C" business type online sites is growing due to the increasing popularity of this type of online stores, but at the same time, additional risks are encountered. For this reason, the potential satisfaction of consumers' attitude may differ markedly in online stores of different business types. As the number of online users increases, the demand and popularity of C2C business type online stores will increase. That's why Chen et al. (2017) argue that research on C2C business-type websites should focus more on people from different social groups.

Sauro (2015) presented the SUPR-Q methodology, which measures the quality of website users' browsing. According to the author, in order to clarify the consumers' understanding of quality, it is necessary to review the indicators of website appearance, e-loyalty, satisfaction, and trust. Chang et al. (2019) and Hung (2017) had a different opinion, claiming that not only the quality of websites, but also that of the brands, influence the consumers' trust and risk when browsing and buying online. Each C2C business type website is a unique case where consumers sell common or uncommon brands to other consumers. This opinion is also supported by Zahran et al. (2014), who use user satisfaction as a moderating factor to evaluate the quality of a website in relation to the consumer. Understanding the quality of a website is a nonspecific variable phenomenon that is associated with the type of website, user priorities, and structural elements of the website. The objective of this article is to examine the consumers' satisfaction and trust with services provided by the C2C websites.

Literature review

Website service quality and consumer satisfaction

On each representative website, there is contact information, brief information about the organisation. These aspects are particularly important for promoting consumer confidence and satisfaction (Dima and Vasilache, 2009; Usas, Jasinskas, 2021; Jiang et al., 2022; Vavrecka et al., 2021). Also, the main structural elements of the website remain, as the main page, the menu item is adapted to the design, and additional pages to achieve different goals. According to Chang (2019), the structure of the website can be adjusted accordingly according to user feedback focused on more convenient and productive consumption. That helps to ensure good website quality and possible higher consumer satisfaction. With website quality help, a

virtual image of the organisation is formed, basic information about the organisation is shared, sites contribute to sales promotion and perform the function of a virtual intermediary between the recipient of the product and the supplier. For these reasons, various methodologies are used to assess quality and consumer satisfaction.

Website evaluation and consumer satisfaction methodologies are divided in different ways. According to Zahran et al. (2014) and Maraqa et al., (2018) in analysing website evaluation and consumer satisfaction methodologies, distinguishes between analytical assessment methodologies, user-knowledge-based assessment methodologies, and assessment methodologies based on the researcher's knowledge and service quality. Dekeke (2016) and Sharma (2015) divide methodologies according to the areas of article into information quality, systematic quality, and quality of service.

Rekik et al. (2018) distinguished 73 areas of website research. The meta-analysis carried out by the authors showed in which areas of the websites in 2009-2015, most often research was carried out and published.

Table 1. Websites research areas 2009-2015

Area	Number of publications
Content / information	320
Usability/suitability	131
Search	122
Design, layout, structure	111
Services	106
Availability	92
Navigation	89

Source: Rekik et al., 2018.

According to Paulheim (2017) and Zahran (2014), not all websites can be evaluated based on user knowledge or analytical evaluation methodologies. Methodologies based on the researcher's knowledge are distinguished by the application of evaluation methodologies developed for the evaluation of non-websites and the application of different methods during the research. These methodologies can be divided into two types. The methodologies were not created for the evaluation of the quality and satisfaction of the website, but the methodologies are adapted to it and are intended for specific websites. Satisfaction evaluation models are focused on the consumer, their opinion, and ideas.

User trust and satisfaction with the content of websites

Satisfaction and trust models are focused on users, their desires, and expectations. Early models such as the Muylle, Moenaert and Depotin (2004) model explored the relationship between the understanding of website developers and consumers' expectations. The model is divided into 4 main indicators: layout, information, communication, and language adaptation. The authors break down the indicators of information and accessibility into smaller indicators. The category of information consists of relevance, accuracy, understanding, and completeness. The accessibility category consists of ease of use, home page relevance, structure, clarity of links, and speed. The model shows the current satisfaction or dissatisfaction of users' desires, but does not include the emotional state and behaviour of the user.

Later on, Schaaupp (2010) crate a model of user satisfaction with a website. This consumer satisfaction model is an excellent complement to the first model presented by Muylle, Moenaert and Depotin (2004). The model is focused on the desire of users to return to the website, so it is perfectly suitable for e-commerce business organisations. The model distinguishes 4 success factors from which the authors of the model determine whether the user will want to return to a certain website again. According to Schaaupp (2010), success factors are: information quality, system quality, perceived usefulness, and social impact. The importance of success factors in evaluating different websites may differ; it depends on the specifics of the website and the target audience. Authors Chen et al. (2010); Lian and Yen (2014); Maraga et al. (2018) did their research based on this model. Chen et al. (2010) studied consumers' purchase intentions based on success factors. Lian and Yen (2014); used success factors to study purchase barriers among older consumers. Maraga et al. (2018) conducted a study on user satisfaction with bank websites based on success factors. The simplicity of the model increases the adaptability to different sites. Most consumer satisfaction models are easy to use, so researchers have a lot of freedom for interpretation.

Consumer satisfaction models are used to collect user feedback on a website after an update or change to the website. The models focus on meeting the expectations of the users. They usually leave space for respondents to express their opinions. Consumer satisfaction models and research are useful tools for website development.

In view of the above, we also hypothesize that:

H1 Quality of content has a positive effect on consumer trust with a C2C business type website.

Hypothesis H1 is proposed based on studies conducted by (Ha, Chung and Lim 2017; Zhou et al., 2019). The authors focused on the impact of content quality on consumer behaviour through website satisfaction and trust. They have all demonstrated that content quality influences consumer behavioural e-loyalty trust and satisfaction; however, the studies did not focus on C2C business type of websites.

H2 System quality has a positive impact on consumer trust with a C2C business type website.

Hypothesis H2 is proposed on the basis of the studies conducted by (Hsu, Chen and Kumar 2018). Studies have shown the impact of system quality on consumers' e-loyalty behaviour through website satisfaction and trust. However, the results were mixed as the correlations varied from weak to moderate.

H3 Service quality has a positive impact on consumer trust with a C2C business type website.

Hypothesis H3 is put forward based on the studies conducted by Tsao et al. (2016) and Alhulail, Dick and Abaresh (2018). The results of the studies do not detail the impact of service quality on attitudes towards e-loyalty through consumer satisfaction and trust with the website.

H4: Website trust has a mediator effect between the formative variables and user satisfaction.

The hypothesis is presented based on the studies by Kouser et al. (2018) and Albayak et al., 2020). According to the authors, trust in a website determines consumer satisfaction, and this factor should be emphasised and investigated in all similar research.

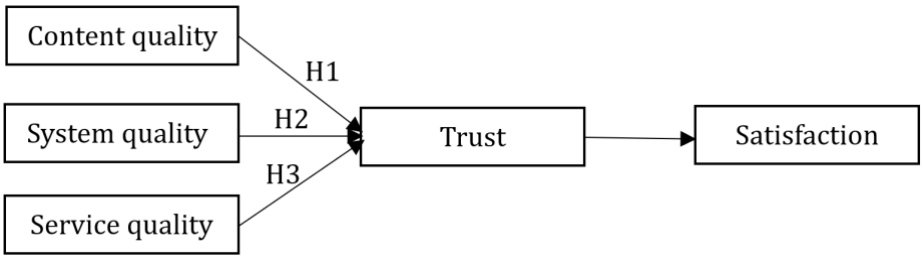


Figure 1. Research model

Source: Authors' own research.

The research model is based on analysed literature, which followed from the consumer satisfaction, C2C business type website trends, and analysis. Model base on 2 main parts:

1. Quality components of websites that are further divided into content, information, and system qualities which result in consumer satisfaction and trust in a website. The first part of the model distinguishes between the indicators of content and information, system, and service quality, which have different impacts on consumer satisfaction and trust.
2. An expression of a consumer's perceived quality through trust and satisfaction with a website. In the second part, the common quality of a website affects consumer satisfaction and trust. Based on the common quality and previously evaluated indicators, a consumer assesses their satisfaction and trust in a website.

The model works when consumers primarily value the quality of a website's content – information, system, and service quality. They allow the user to assess how an individual category of website quality affects user satisfaction and trust. The way trust in a website affects common consumer satisfaction is presented.

Methods and data

The aim of the research is to determine the impact of the quality of "C2C" online store website on consumer satisfaction in Lithuania.

Research objectives: Evaluate C2C online website store quality, consumer trust and satisfaction; evaluate trust as a mediator between website quality and consumer satisfaction. These objectives will help to solve current issues. Which website quality category are most important of C2C business type of online store. How consumer trust can affect their satisfaction.

A questionnaire survey was chosen as a quantitative research method. Quantitative research will allow the collection of data suitable for statistical analysis. The questionnaire comprised 24 questions on the Likert scale. The questionnaire is based on Kumar and Kashyap (2018), Chiu and Won (2016) and Huang (2017) questionnaires. The Likert Scale data evaluation method allows assessing a respondent's common opinion on the presented objects and determining which of them are more positively evaluated (Dikčius, 2011). The statements presented were rated from 1 – strongly disagree to 5 – strongly agree. This method allows us to answer the following objectives:

1. Determine the website quality impact on consumer trust.
2. Measure the direct and indirect effect of consumer trust on consumer satisfaction.

Data was calculated by using the SPSS (Statistical Package for Social Sciences) software (SPSS version 20) and the MS Excel programme. The collected data was presented

in charts and tables. Means (Mean) and standard deviations (SD) were calculated for data expressed on an interval scale. Factor analysis was carried out to test the validity of the designed questionnaire (the validity of the grouping of the individual statements on specific scales. Cronbach's alpha coefficients were calculated to check the internal consistency of the individual scales of the questionnaire, and the questionnaires were considered to be well-constructed if their Cronbach's alpha was above 0.7.

The survey sample. Target audience - people who live in Lithuania and intend to or make purchases on the Internet. In this work, the aim was to make the distribution of users as diverse as possible in terms of demographic aspects. The studied population consists of 1 350 385 citizens used online shopping. An N=383 sample size was necessary for a 95 % confidence interval with a 5% margin of error. Level of confidence: 95 %.

Sample Size Formula = [z2 * p(1-p)] / e2 / 1 + [z2 * p(1-p)] / e2 * N].

During the survey conducted time in June and July of 2022, the answers from 400 respondents from Lithuania were collected. Quantitative research techniques within a probability systematic sampling methodology were used in this study. Systematic sampling is a type of probability sampling method in which sample members from a larger population are selected according to a random starting point but with a fixed, periodic interval. Quantitative research technique – survey were used to represent website consumers.

The article mainly assessed the quality and satisfaction of the "C2C" type website of the online store. Respondents were shown an online store that hides the brand name due to possible bias or prejudice. The examined website is the leader in their type of business in Lithuania.

Table 2. Demographic characteristics

		Survey	
		C2C (N=400)	
		N, units.	**%.**
Gender	Women	192	49.5
	Men	202	50.5
Age	16-42	156	39
	33-74	244	61
Place of residence	Village	132	33
	Town	43	10.8
	City	225	56.3

Source: Authors' own research.

The research covered 400 respondents. The proportion of men and women was similar and in terms of educational background, more than half of the respondents had higher university education. By place of residence, most of the respondents were city residents.

Results

The first step was to establish the reliability of the questionnaire. Cronbach's alpha coefficients were calculated to determine the reliability (internal consistency) of the questionnaire.

Table 3. Cronbach's Alfa coefficients

Scale	C2C website questionnaire
Content quality	0.878
System quality	0.889
Service quality	0.891
Common website quality	0.948
Satisfaction	0.926
Trust	0.933

Source: Authors' own research.

It can be seen that Cronbach's alpha for all scales was sufficiently high (>0.8), indicating that the internal consistency of the questionnaire is adequate. This high common internal consistency is due to previous exploratory research during which the questionnaire was adapted and improved.

In this part of the results, we will review the evaluation of the quality of website and the evaluation of the consumers' satisfaction. This section of the results will show the mean and standard deviation of responses to different types of websites. On the C2C website, the highest rated category was information comprehensibility.

Table 4. Statistical analysis of content, system and service quality.

Content quality		
Question	**C2C Mean**	**C2C Standard deviation**
The information provided on the website is accurate and sufficient	3.63	0.908
The website provides me with the most up-to-date information	3.46	0.946
The website provides me with reliable information	3.40	0.864
The information provided on the website is easy to understand	3.89	0.846
System quality		
The website looks easy and convenient to use	3.83	0.864
The website design is attractive	3.51	0.920
The structure and layout of the website is correct	3.72	0.903
The website seems to be able to effectively meet the needs of the user	3.63	0.862
Service quality		
The website's communication with users seems to be sufficient	3.57	0.923
The website seems to be able to answer all the questions raised	3.34	0.933
The website meets my service needs	3.40	0.972
The website ensures security and privacy	3.27	0.905

Source: Authors' own research.

The worst rated issue in C2C was information reliability with a score of 3.40 out of a possible 5. Such results allow us to say that the quality of information and content of the investigated C2C website is positively evaluated.

The next category of website quality is system quality, which aims to find out users' opinions about usability, design, layout, and overall image.

On the C2C website, the top-rated question was ease of use. The worst rated C2C element was website design and attractiveness, which also had the largest standard deviation. The overall evaluation of C2C website system quality was positive.

The next category of website quality is service quality, which aims to find out users' opinions about the adequacy of communication options, meeting needs, and security and privacy.

On the C2C website, the best rated question was the amount of communication with users - 3.57. The worst rated category was ensuring security and privacy with a score of 3.27, this item also had the lowest standard deviation in this category. According to these results, Lithuanian consumers see problems with data privacy and consumer-to-consumer communication.

The next category is trust. With its help, it is possible to see how the quality of the website affects the confidence of users when using the website. In the category, the respondents evaluated reliability, reliability of content, the honesty of website managers, ensuring the security of data and browsing, and the overall image of reliability.

Table 5. Statistical analysis of website trust and satisfaction

Trust		
Question	**C2C Mean**	**C2C Standard deviation**
I believe that the content provided by the web site managers is reliable	3.47	0.881
I think the webmasters are doing their job honestly	3.48	0.906
I believe that website operators ensure the safety of data and browsing	3.40	0.915
Overall, the website seems reliable	3.61	0.889
Satisfaction		
I am assured that the content, services and system seen meet the needs of the user	3.49	0.945
My experience with this website is pleasant	3.39	0.954
The website meets my expectations	3.36	1.010
Overall, I was satisfied with the quality of the website	3.53	0.957

Source: Authors' own research.

The best rated indicator for the C2C business type website, as well as in the satisfaction category, was the overall reliability of the website - 3.82 points, which also had the smallest standard deviation. Respondents singled out data and browsing security as the least reliable indicator, and this indicator also had the largest standard deviation. Overall, respondents have a positive assessment of trust in the content they see on and the C2C website.

The last category is satisfaction. With its help, you can see how the quality of the website affects user satisfaction when using the website, as well as understanding its quality. This category aims to find out the user's experience on the website, the expectations raised, and the compliance of the provided content with the user's needs.

User satisfaction with the quality of the C2C website complemented the previously obtained results. The distribution of results and the difference in the category are more visible than in the previous website quality indicators. Respondents on C2C website satisfaction rated better than overall with website quality. Respondents positively assess their satisfaction with the content seen on the C2C website.

We tested the research hypotheses using the polynomial regression method. Based on model parameter estimates and their statistical significance, conclusions were drawn about the influence and reliability of website quality on the consumer satisfaction. The tables below show the results of the hypothesis testing on the C2C website.

The first, second, and third hypotheses were used to find out the effect of content - information, system and service quality on user satisfaction in a C2C business-type Internet website. Considering the ANOVA (F=439.161, p<0.000) data, it can be seen that regression analysis is possible. All three factors (quality of content - information, system, services) explain 76.7 percent. dissemination of satisfaction data. The Durbin-Watson criterion is close to (1.990) 2, which indicates that the content-information, system, and service quality values are suitable for predicting satisfaction.

Table 6. The effect of online store C2C quality on consumer trust

Hypothesis		**Regression data**			**Conclusion**
		Stand. Beta	**t**	**Sig.**	
H1	H1 Quality of content has a positive effect on consumer trust with a C2C business type website.	0.263	4.588	**p=0.000**	**Confirmed** The quality of content and information has a positive effect on user trust with the website (influences 26.3 % of the distribution of trust data)
H2	H2 System quality has a positive impact on consumer trust with a C2C business type website.	0.085	1.637	**p>0.05**	**Not confirmed** The quality of the system does not have a positive effect on user trust with the website
H3	H3 Service quality has a positive impact on consumer trust with a C2C business type website.	0.519	10.377	**p=0.000**	**Confirmed** Service quality has a positive effect on user trust with the website (affects 51.9 % of the distribution of trust data)

Source: Authors' own research.

It can be seen from the presented table that two out of the first three hypotheses, H1, H3, were confirmed. Analysing the influence of the quality of the online C2C store on trust, it is observed that the quality of services has the greatest influence, which influences the 51.9 % distribution of trust data. In the 2nd place is the quality of content – information influencing 26.3 % distribution of trust data, while the quality of the system does not have a positive effect on user trust.

Trust in a C2C online store positively affects consumer satisfaction. Trust influences 77.4 % distribution of satisfaction data. In C2C business type online websites, attention should first be focused on service quality to increase trust with the websites.

Partial mediation analysis

In order to expand the analysis of the results, mediation analysis was used. The mediation analysis aimed to determine the direct and indirect effect of website quality elements on consumer satisfaction. The mediation part presents the impact of website quality elements on consumer satisfaction.

The obtained data showed that the quality of content – information has a statistically significant effect on consumer trust ($R^2 = 0.479$, $p < 0.001$). H4 were confirmed, website trust has a mediator effect between the formative variables and user satisfaction.

Table 7. Mediation analysis

Mediation path	R^2	Direct effect	Indirect effect	Overall effect
Content-information quality - Trust - Satisfaction	$R^2 = 0.479$, $p < 0.001$	0.4582 (56.19 %)	0.3572 (43.81 %)	0.8155 (100 %)
System quality - Trust - Satisfaction	$R^2 = 0.412$, $p < 0.001$	0.5306 (62.85 %)	0.3136 (37.15 %)	0.8442 (100 %)
Service quality - Trust - Satisfaction	$R^2 = 0.583$, $p < 0.001$	0.5534 (66.02 %)	0.2848 (33.98 %)	0.8382 (100 %)

Source: Authors' own research.

Analysing the quality of the system, a statistically significant effect on consumer trust was also obtained ($R^2 = 0.412$, $p < 0.001$). Service quality also had a statistically significant effect on consumer trust ($R^2 = 0.583$, $p < 0.001$). This shows that trust in a website can be a mediator of content - information, system and service quality.

The performed analysis showed that the quality of content - information has a greater direct effect on user satisfaction (56.19 %), compared to the indirect effect caused by consumer trust in the website (43.81 %). The system quality also had a greater direct effect (62.85 %) compared to an indirect effect (37.15%) through consumer trust. Service quality, as well as content information, and system quality, had a greater direct effect (66.02%) on satisfaction compared to an indirect effect (33.98%) through trust. We can say that it is recommended to link the quality of content information, system quality, and service quality directly with satisfaction.

Summarising the results of the meditative analysis, the direct and indirect relationships between the variables of the quality of the results were analysed, in the case where the elements of the website have a direct effect on the user satisfaction. The use of trust as a mediator in the analysis of satisfaction is not suggested because the indirect effect was smaller than the direct one in this mediation.

Discussion

The purpose of this research was to explore the link between the website quality and consumer satisfaction in C2C website stores, as mediated by consumer trust. Furthermore, the influence of consumer trust and satisfaction was assessed using the content, system, and service categories of website quality. Empirical research used data from a survey with customers to test the research model.

With the help of the scientific literature review, the methodologies for evaluating the quality of the website and consumer satisfaction have been systematised, and methodological links have been highlighted. After reviewing the empirical level of research, the most important elements of the quality of the website were identified: content/information, systems and services that influence consumer satisfaction and trust. The same elements were used in the research by Ha, Chung and Lim (2017); Zhou et al, (2019).

The first conclusion is that all website quality categories, except the system quality, have a significant and positive influence on consumer trust. Previous research (Giao, Young and Quan 2020; Chen et al., 2010) has indicated that all website quality categories have an impact on consumer trust.

Literature analysis finds show that website quality could be understood differently. The quality of C2C websites has a strong impact of service quality. Similar finds was made by Giao, Young and Quan (2020), who use consumer satisfaction as a moderating factor to assess the quality of a website in relation to consumers.

Although there is evidence of the importance of all website quality categories to consumer trust and satisfaction (Quan 2020; Chen et al., 2010), there is also some evidence showing that some categories fail to improve C2C website quality. Albayrak et al. (2020) find that presided website quality had no significant difference on consumer trust. There is a belief (Chen et al., 2017; Azizi et al., 2021) that trust and satisfaction should be used as a tool to measure consumer loyalty. According to Ahmad et al. (2017) and Zhou et al. (2019) the consumers' loyalty on the internet is the result of experienced benefits, satisfaction, trust, and habits. This article could be expanded to loyalty or consumer habits areas.

When analysing the effect of website quality on consumer satisfaction with C2C business type websites, the focus should be on service quality. The results have demonstrated that on a C2C website, the quality of service influences 51.9% of the dissemination of trust data, and then there was quality and information quality, which influences 26.3% and the system quality which did not have a significant influence on the distribution of trust data. Similar results were found in Gonzalez et al. (2015) research where he tried to find out of quality management tools in the evaluation of websites. Similar results were found in Wilson (2021) article, he chose for the study the type of C2C online store and researched product image, websites the impact of quality and trust on consumers' loyalty.

The second conclusion points to the relevance of trust as a mediator of the C2C website between website quality categories and consumer satisfaction. Consumer trust has been investigated as a mediator of several website quality-related outcomes (Giao et al., 2020), either in B2C or C2C type of website stores. The literature reports and empirical study that consumer trust successfully mediates the relation between website quality and consumer satisfaction (Giao et al., 2020).

Research results allow us to think that by assessing satisfaction and trust in the website, the user ultimately assesses his/her potential e-loyalty to the website and the

potential actions he/she can take, which are manifested through attitude and behaviour. This could be an interesting study topic for future studies.

Conclusion

The analysis of the literature suggests that different types of websites need to be defined differently. The perception of website quality is an evolving phenomenon, related to the website type, the consumer's priorities, and the structural elements of a website. Different evaluation methods can be applied to websites depending on the objectives to be achieved. Depending on the type and purpose of methodologies, they provide different indicators to assess the quality of a website.

The quality of the service had the biggest impact on the C2C business type website. The service quality had the greatest effect on the consumers' trust in the C2C website types. Hypotheses H1, H3, and H4 in the C2C type of online store were accepted. Mediation has demonstrated that trust is a suitable mediator between website quality and consumer satisfaction. The impact of website quality on consumer satisfaction is seen through the impact of the website content and information, system and service quality on consumer trust, which influence consumers' satisfaction.

Theoretical contributions. The best-rated quality category of the surveyed C2C online store is the quality of the system. The quality of services in C2C business-type online store had the greatest impact on consumer trust in the website. Trust in a C2C online store positively affects consumer satisfaction. The performed partial mediation analysis showed that is recommended to link the quality of content information, system quality, and service quality directly with satisfaction.

Limitations of the research. This study has some limitations, study results can be used only for C2C type of websites. The chosen data collection method, the questionnaire, as the answers to how consumers judge their website quality categories might have been influenced by the ongoing pandemic of COVID-19, which changed the purchasing experience, process and purchased products. Further research should also include experts or other stakeholders, administrators, and community representatives of selected websites.

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