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Post-purchase Experience During the Covid-19 Pandemic on Consumer Behavior in the New Normal Era

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Keywords

Post Purchase Experience; Customer Satisfaction; Repurchase Intention; electronic Word of Mouth (e-WOM)

Abstract

The decreasing number of Covid-19 patients, which changed the status of the Covid-19 pandemic to endemic (the new normal), resulted in the government gradually loosening Covid-19 pandemic regulations. This further expands consumer access to conventional retail (offline shopping). Thus, the question is whether consumers' online shopping behavior during the pandemic will shift back to offline shopping in this new normal, or whether they will continue to shop online. The purpose of this study was to analyze the effect of post-online purchase experiences in the Covid-19 pandemic on consumer behavior in the new normal. Data collection was carried out on 200 consumers who had done online shopping during the Covid-19 pandemic, with hypothesis testing carried out using SEM PLS. The results proved that post-online purchase experiences during the Covid-19 pandemic, which included delivery, product in hand, customer support, and feeling good, played a role in creating consumer satisfaction and had an impact on consumer online shopping behavior in the new normal, namely, repeat purchase intentions and e-WOM. Consumers who were satisfied with their online purchases during the pandemic will continue their online purchases during the new normal, share their shopping experiences, and recommend online retail sites where they shop for others.

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Abstract. The decreasing number of Covid-19 patients, which changed the status of the Covid-19 pandemic to endemic (the new normal), resulted in the government gradually loosening Covid-19 pandemic regulations. This further expands consumer access to conventional retail (offline shopping). Thus, the question is whether consumers' online shopping behavior during the pandemic will shift back to offline shopping in this new normal, or whether they will continue to shop online. The purpose of this study was to analyze the effect of post-online purchase experiences in the Covid-19 pandemic on consumer behavior in the new normal. Data collection was carried out on 200 consumers who had done online shopping during the Covid-19 pandemic, with hypothesis testing carried out using SEM PLS. The results proved that post-online purchase experiences during the Covid-19 pandemic, which included delivery, product in hand, customer support, and feeling good, played a role in creating consumer satisfaction and had an impact on consumer online shopping behavior in the new normal, namely, repeat purchase intentions and e-WOM. Consumers who were satisfied with their online purchases during the pandemic will continue their online purchases during the new normal, share their shopping experiences, and recommend online retail sites where they shop for others.

Keywords: Post Purchase Experience · Customer Satisfaction · Repurchase Intention · electronic Word of Mouth (e-WOM)

1 Introduction

According to a survey that was carried out by We Are Social in April 2021, 88.1% of internet users in Indonesia utilized e-commerce services during the epidemic. This percentage is the highest in the world, since the average adoption rate for e-commerce across the globe is 78.6%. This situation poses a challenge for online retailers in terms of adding value to retain customers and creating an integrated customer experience across all interaction channels during the purchasing process. The term “shopping experience” refers to the perception that customers consolidate of their sensory information as a result of their interactions with various products, services, and organizations. These experiences are unique to the individual and necessitate engagement on the part of the

consumer on several levels, including the rational, emotional, sensory, physical, and spiritual [1]. In a similar vein, the concept of the online consumer experience emerges as a differentiating feature for online retailers in the context of online marketing. This helps online retailers attract and retain online customers.

The term “online shopping experience” was defined by Trevinal and Stenger, who referred to it as a “complex, holistic, and subjective process.” This process is said to be the result of consumer interactions with shopping practices and the online environment, such as social media, online consumer reviews, and online retail websites [2]. Chircu and Mahajan [3] conceptualize online purchases as consisting of a series of stages in the online context, beginning with (1) accessing online stores, (2) searching for products, (3) evaluating and selecting potential purchases, (4) placing an order, (5) making a payment, (6) having the order fulfilled, and (7) providing after-sales service. During this time, Klaus explained that the process of making a purchase online can be broken down into three distinct stages: the pre-purchase stage, the purchase stage, and the post-purchase stage [4].

In contrast to the pre-buy stage, which is comprised of information search and assessment, the purchase stage is comprised of product selection, order placement, and payment. In addition, at the post-purchase stage, there are actions, including evaluation, that take place after the purchase has been made.

The crucial part of the consumer shopping experience is the post-purchase experience, where the experiences begin after the purchase process is complete and end with the process of consuming or returning the product. Post-purchase experiences in online retail are essential, considering that it presents a distinct environment and ambiance compared to conventional purchasing. Customers communicate with the sellers in cyberspace rather than engaging in direct face-to-face interaction when they shop online. They are unable to physically inspect or personally test the products they purchase. Therefore, the emotional engagement of customers in online purchasing produces a distinct experience in comparison to conventional purchasing.

Meanwhile, post-online purchase experiences take place after the purchased product is received and consumed by consumers. Consumers perform cognitive and affective processing of sensory information collected from the shopping process and the online environment, which will then form an impression stored in memory and used in subsequent purchases [5].

In addition, the online environment facilitates customers’ ability to exchange information with each other rapidly, thereby making the post-purchase consumer experience and the company’s response to it critical.

In their research, Kumar and Anjaly explores and validates the online post-purchase customer experience (OPPCE) measurement scale by referring to activities after online purchases [6]. According to them, there are six dimensions to measure consumer experience in post-online purchases, such as “delivery, product in hand, return and exchange, customer support, benefits, and feel-good.” The six dimensions of online post-purchase experience greatly determine subsequent consumer behavior on online retail sites.

Consumer online shopping experience is a series of memorable personal interactions with products, companies, or representatives that lead to good or bad reactions. A good and memorable shopping experience will impact consumer satisfaction [7]. In this case,

consumer satisfaction is a result of consumer's experience throughout the purchasing process [8], which plays an essential role in shaping consumer behavior in the future.

There have been few previous studies that investigate the topic of "post-purchase experience", particularly in the context of online shopping, where previous studies have generally focused on "overall consumer experience", so they do not analyze specifically post-purchase consumer experience items.

Besides that, the improvement in the national economy and the decreasing addition of Covid-19 patients has led the Covid-19 pandemic status to an endemic status (new normal), where government regulations related to the Covid-19 pandemic are starting to be relaxed. Of course, this further expands consumer access in conventional retail (off-line shopping).

As we know, the Covid-19 pandemic has resulted in changes in consumer behavior, where previously consumers shopped offline but switched to shopping online during the pandemic. Thus, the question is whether the behavior of consumers shopping online during the pandemic will change back to offline shopping in this new normal or whether they will persist in online shopping.

This study's objective is to examine the impact of consumers' online post-purchase experience during the Covid19 pandemic, which includes six dimensions "(delivery, product in hand, return and exchange, customer support, benefits, and feel good)," on consumer behavior in the new normal, including consumer satisfaction, repurchase intention, and e-WOM.

2 Literature Review and Hypotheses Development

2.1 Online Shopping Experience

The consumer experience-based marketing concept has evolved as a sustainable competitive advantage, and almost all retailers make the consumer experience a vital business priority. Similarly, in the context of online marketing, the online customer experience emerges as a strategic differentiator for online retailers seeking to attract and retain their consumers.

Several previous researchers have formulated various definitions of the online shopping experience. Broekhuizen & Huizingh; Chu & Li; Doolin, et al. define the "online shopping experience" as a consumer's familiarity with purchasing via websites, which influences their online behavior and attitudes [9, 10]. According to Rose et al., the online shopping experience is a psychological condition characterized by a subjective reaction to e-retailer websites [11]. Samuel et al. define an online shopping experience as a condition of consumers' cognitive and affective experiences resulting from their personal interactions with online shopping sites [12]. More broadly, Trevinal and Stenger [2] describe the experience of shopping online as a multifaceted, integrated, and highly personal process that emerges as a direct consequence of interactions among customers, shopping practices, and elements of the online environment such as online store websites, online customer reviews, and social media.

In contrast to the previous definition of the online shopping experience, Mallapragada et al. [13] conceptualize the online shopping experience as the intensity of visits to online

store site pages, as well as evaluating the information collected before making an online purchase as an experience that refers to the past.

Based on the description above, the online shopping experience is an experience that refers to ongoing perceptions, involves emotional feelings, and direct observation [14], as well as experiences that refer to the past (referring to knowledge and accumulated experience from time to time).

In general, previous research conducted by Park and Kim [15], Srinivasan et al. [16], Monsuwe et al. [17], and Rose et al. [11] analyzed the factors that influence consumers' online shopping experience and focused only on elements related to consumer activities in the pre-purchase stage and the purchase stage, which include online retail site features such as design and website performance, information quality, ease of use, and transaction security.

Liu et al. [17] and Thirumalai & Sinha [18] combine various elements that are included in the overall online shopping process but omit essential elements in the online purchase stage. Srinivasan et al. [15], and Rose et al. [10] considered the causes and consequences of customer satisfaction at the stage of online purchase. However, neither study considered the importance role of the post-purchase experience.

Research conducted by Pham and Ahammad [20] provides theoretical implications regarding the causes and effects of consumer satisfaction by developing a comprehensive model that reflects the total consumer experience in the online shopping process by identifying a series of consumer experiences as a whole starting from the pre-purchase stage to the purchase and after-purchase stages, as well as their effects on satisfaction, which have an impact on online customer loyalty.

However, Pham and Ahammad [20] did not specifically analyze the experience in the post-online purchase stage where the experience in the post-online purchase stage Pham and Ahammad [20] saw it from three dimensions, namely order fulfillment, the responsiveness of customer service, and ease of return.

While Kumar & Anjaly [6] in their research specifically explores the dimensions of measuring consumer experience at the post-online purchase stage, according to which there are six dimensions to measuring consumer experience in postonline purchases, namely "delivery, product in hand, return, and exchange, customer support, benefits, and feel-good." However, the research of Kumar & Anjaly [6] does not link the dimensions of the online post-purchase experience to consumer behavior after the purchase occurs due to consumers' online post-purchase experience.

2.2 Hypotheses Development

The post-online purchase experience is a consumer experience resulting from the consumer's interaction with a product, company, or its representative after the purchase process takes place, where consumers will evaluate the products or services received or consumed that are memorable and lead to good or bad reactions.

Kumar & Anjaly [6] state that there are six dimensions to measure post-online purchase experience, namely "delivery, product in hand, return and exchange, customer support, benefits, and feel-good:"

- Delivery is how consumers think of important aspects like delivery date, time, and communication, based on their past experiences.
- Product in hand is a consumer's evaluation of the importance of aspects regarding the product for themselves, including features, conditions, warranties, and the product's suitability with consumer expectations.
- Return and exchange is how consumers think of the importance of the procedures and rules associated with returning or exchanging purchased products that have been purchased
- Customer support is how a consumer believes the essential of their interaction with customer service from online retailers.
- Benefits is how consumers perceive about the importance of extra perks, primarily the loyalty reward and convenience of transactions provided by online retail.
- Feel-good is measuring different parts of consumers' personalities and past experiences, such as their social image, the impact they had, their brand, and their past experiences with other buying channels.

A good and memorable post-online purchase experience will impact consumer post-purchase behavior, where consumers, after buying products, will feel satisfied or dissatisfied with the goods and services they received. The relationship between consumer expectations and the product performance received determines whether a customer is satisfied or dissatisfied. The degree to which a customer is satisfied depends on whether or not their expectations are met after their purchase. The term "confirmation" or "disconfirmation" is used to describe an individual's evaluation of a product, service, or technological artifact in relation to the individual's expectations they had before a purchase.

There are three confirmation/disconfirmation levels. First, positive confirmation/disconfirmation enhances postpurchase or post-adoption satisfaction when a product or service surpasses an individual's expectations. Second, Negative confirmation/disconfirmation increases postpurchase or post-adoption dissatisfaction when a product or service falls short of expectations. Third, when a product or service matches expectations, the confirmation of those expectations will sustain post-purchase or post-adoption satisfaction.

Choi et al. [7] stated that consumer satisfaction refers to the overall entire appraisal of a product or service after the purchase process is complete and is a consequence of the consumer experience during the buying process, which plays an essential role in directly influencing consumer behavior in the future.

Expectation Confirmation Theory [21], a theory regarding consumer satisfaction and post-purchase ongoing behavior, such as product repurchase and continued use of a service, argues that a consumer's intention to repurchase a product and continue to use a service is determined by his or her satisfaction with using the product or service or previous service.

Furthermore, related to consumer intentions to make repeat purchases, "the Theory of Reasoned Action, Theory of Planned Behavior, and Technology Acceptance Model" [23–24] states that intention is a predictor of actual behavior, and repurchase intention as a consequence of consumer satisfaction.

"Hellier et al. [25] states that repurchase intention is an individual's assessment of service repurchase and the decision to engage in future activities with a service provider.

Tjiptono [26] states that repurchase intention is a behavior that appears in response to an object, which shows the consumer's desire to repurchase in the future. Khalifa and Liu [27] define repurchase intention in the online context as the reuse of online channels to buy from a particular retailer. So repurchase intention refers to the subjective probability that a consumer will continue to buy products and services from the same online seller. Furthermore, electronic word of mouth (eWOM), Hennig et al. [28] and Ruiz-Mafe et al. [29] state that eWOM is comments from customers and potential customers open to individuals or institutions via the internet."

According to Thorson & Rodgers [30], eWOM is a positive or negative statement aimed at products or companies where the comments are made widely via the internet. Kietzmann & Canhoto [31] and Ismagilova et al. [32] state that eWOM is any form of positive, neutral, or negative comments from customers, prospective customers, or former customers about products, services, brands, or companies, where these comments are made on the internet (websites, social networks, instant messages, news feeds) openly to many people and organizations.

Ruiz-Mafe et al. [29] mention that there are three measurement dimensions of eWOM, namely Positive (saying positive things about the product/brand to others), Recommend (recommending the product/brand to others who need advice/suggestion), and Encourage (encourage friends and acquaintances to use or buy the product/brand).

Consumers who are satisfied with the performance of a product, service, brand, or company will have a positive assessment and will continue it in the form of positive comments or reviews of the product, service, brand, or company and vice versa. So, eWOM is a form of manipulation of a consumer's satisfaction or dissatisfaction with a product, service, brand, or company.

2.2.1 The Relationship Between Post-purchase Experience and Customer Satisfaction

At the online post-purchase stage, the experiences that consumers receive result from the services provided by online retailers, such as delivery, aspects of product suitability (product in hand), return and exchange services, customer support, and additional benefits (benefits) of products and services received by consumers, including feelings of pleasure (feel good).

Several dimensions of service quality, namely service fulfillment, responsiveness, and contact, are closely related to the post-purchase aspect that results in a post-purchase experience. Fulfillment relates to the online retail promise of delivery of the order covered by the delivery and the product on hand. Responsiveness describes effective problem handling, which refers to the availability of assistance by telephone or online retail representatives reflected in the customer service section.

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Several studies have found evidence that customer satisfaction is closely related to order fulfillment [33, 34]. Poor order fulfillment has the potential to generate adverse consumer reactions. This is in accordance with study conducted by Rao et al. [] regarding service failure, where it is seen that positive and negative results for online shopping by consumers are significantly related to satisfying and unsatisfactory shopping experiences. Likewise, with responsiveness, the faster an online retailer responds to consumer orders or complaints, the better consumers feel about the company and create positive experiences that will increase customer satisfaction [20]. The tendency to return products purchased from online retailers is higher than from offline retail.

This is caused by the failure of consumers to assess the products offered by online retail through the site, where consumers do not have the opportunity to see the product physically before buying [35]. Procedural justice theory refers to the fairness of policies and processes used by retailers in responding to consumers in service recovery for an event (service failure), such as the return process [36–38]. Procedural fairness in service recovery efforts strongly influences overall customer satisfaction [37].

Based on the previous description, the following hypothesis is proposed by this study:

H1: Post-online purchase experience during the Covid-19 pandemic, which includes delivery, product in hand, return and exchange, customer support, additional benefits, feel good, partially affects consumer satisfaction.

2.2.2 The Relationship Between Consumer Satisfaction and Repurchase Intention

Repurchase intentions are post-purchase consumer actions. The intention to repurchase a product or service will appear when consumers feel that the product or service, they receive can provide satisfaction. Suppose consumers are satisfied with the first purchase. In that case, subsequent purchases tend to be made repeatedly on one brand, so it can be concluded that repurchase intention is a potential for consumers to take repurchase actions after being satisfied with the previous purchase.

Several studies have revealed a positive relationship between consumer satisfaction and repurchase intention [11, 16, 39–41]. In addition, Pham and Ahammad [20] also state that consumers' online repurchase intention is a consequence of consumer satisfaction with their online shopping experience.

Based on the previous description, the following hypothesis is proposed by this study:

H2: Consumer satisfaction affects consumers' online repurchase intentions in the new normal.

2.2.3 The Relationship Between Consumer Satisfaction and Electronic Word of Mouth

Srinivasan et al. [16] discovered that positive word-of-mouth (WOM) evidence is a consequence of consumers' satisfaction with their purchases, as well as Pham and Ahammad [20] stated that in the electronic context, word-of-mouth (e-WOM) is a consequence of consumers' satisfaction for their online shopping experience.

Consumers who are satisfied with their online purchases are more likely to spread positive word-of-mouth. Conversely, consumers who are dissatisfied with their online purchases are more likely to spread negative word-of-mouth through various internet

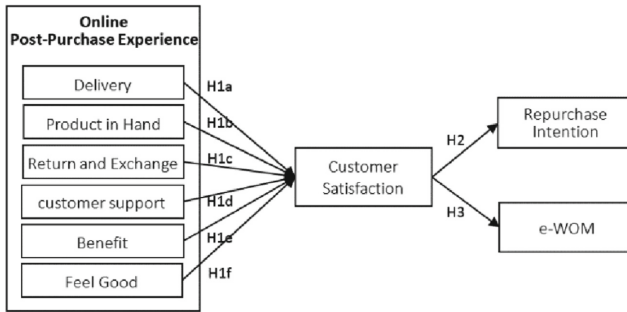


Fig. 1. Research Paradigm

applications such as online forums, electronic bulletin boards, blogs, review sites, and social networking sites [42].

Based on the previous description, the following hypothesis is proposed by this study:

H3: Consumer satisfaction affects consumers' electronic word of mouth (eWOM).

Based on the description above regarding the relationship between post-purchase experience, consumer satisfaction, consumer repurchase intention, and electronic word of mouth (eWOM), the following paradigm illustrates this research (Fig. 1):

3 Methodology

The data collection process was conducted with the assistance of a questionnaire instrument that was comprised of two primary parts, the first of which covered the sociodemographic characteristics of the respondents. These included the person's gender, age, job, monthly spending, and how much they shopped online before and during the pandemic, as well as their intensity of shopping online during the pandemic.

Questions about the online post-purchase experience, consumer satisfaction, repurchase intention, and electronic word-of-mouth (eWOM) are included in the second section of this study questionnaire. Several previous studies served as references for the development question of the questioner [6, 11, 20, 29, 43–49].

A 5-point Likert scale that ranged from "strongly agree" with a maximum score of 5 to "strongly disagree" with a minimum score of 1 was used to determine how respondents felt about each individual question item in the questionnaire. In addition, the distribution of the questionnaire took place online, with a purposive sampling method used to choose 200 customers who had made purchases online during the Covid19 pandemic to fill out the questionnaire.

Demographically, respondents in this study were dominated by 73.5% women and 26.5% men. While the age of the respondents is dominated by the age group of 17–25 years (35%), the age group of 46–55 years is followed by

27.5%. For the respondents' jobs, employees accounted for 43.5%, while students accounted for 33.5%, with an average monthly spending of less than IDR 2.500.000 accounting for 34.5% and between IDR 2.500.000 and IDR 5.000.000 accounting for 22%.

The intensity of online shopping during the pandemic, an average of 3–5 times per month, even exceeds ten times. Furthermore, 90% of respondents had been shopping

Table 1. Characteristics of Respondents

Characteristics		Numbers of people	Percentage (%)
Gender	Male	53	26.5
	Female	147	73.5
Age	17–25	70	35.0
	26–35	30	15.0
	36–45	38	19.0
	46–55	55	27.5
	>55	7	3.5
Occupation	Students/University student	67	33.5
	Private Sector Employee	87	43.5
	Entrepreneur	15	7.5
	Housewife	23	11.5
	Others	8	4.0
Monthly expenses	<IDR. 2.500.000	69	34.5
	IDR 2.500.000 to IDR. 5.000.000	44	22.0
	IDR. 5.000.000 to IDR. 7.500.000	30	15.0
	IDR. 7.500.000, to IDR. 10.000.000,-	29	14.5
	> IDR. 10.000.000,-	28	14.0
Online Shopping Intensity During a Pandemic	<3	76	38.0
	3–5	77	38.5
	6–10	27	13.5
	Above 10	20	10.0
Purchasing Online Before the Pandemic	Never	20	10
	Already Shopped Online	180	90.0
Purchasing Online During a Pandemic	Never Purchase Online	0	0
	Purchase Online	200	100

online before the Covid-19 pandemic. The other 10% have never shopped online and started doing so during the Covid-19 pandemic, which may be found in Table 1.

4 Findings

In this study, SmartPLS3 was used to test hypotheses, whereas previously the validity and reliability were evaluated using Fornell and Larcker's [50] criteria, specifically by evaluating (1) the loading value of each indicator item at least 0.7 so that the data is considered valid, (2) composite reliability (CR) meets the recommended threshold of 0.8, and (3) average variance extracted (AVE) is not less than 0.5. The result is displayed in Table 2.

"Table 2 demonstrates that 35 of the 45 assessment items in this study match the loading factor criteria of greater than 0.7, with the composite reliability (CR) value greater

Table 2. Validity and Reliability Result

Indicator of Variable	SFL	"CR"	"AVE"	"Cronbach's Alpha"
X1.1	0.801			
X1.2	0.819	0.845	0.646	0.728
X1.3	0.787			
X1.5	0.838			
X1.6	0.808			
X2.1	0.847			
X2.2	0.837	0.954	0.807	0.940
X2.3	0.856			
X3.2	0.700			
X3.3	0.743	0.935	0.783	0.907
X3.5	0.800			
X3.6	0.799			
X4.1	0.816			
X4.2	0.914	0.905	0.657	0.870
X4.3	0.910			
X4.4	0.897			
X5.2	0.823	0.911	0.774	0.854
X5.3	0.807			
X5.4	0.780			
X6.1	0.866			
X6.2	0.886	0.884	0.717	0.803
X6.3	0.888			

(continued)

Table 2. (continued)

Indicator of Variable	SFL	“CR”	“AVE”	“Cronbach’s Alpha”
Y1.1	0.901			
Y1.2	0.904	0.897	0.687	0.847
Y1.3	0.916			
Y1.4	0.921			
Y1.5	0.849			
Z1.1	0.820			
Z1.2	0.853	0.846	0.580	0.758
Z1.3	0.860			
Z1.4	0.779			
Z2.1	0.925			
Z2.2	0.937	0.953	0.836	0.935
Z2.3	0.896			
Z2.4	0.900			

Table 3. The Result of Hypotheses Testing

Hypotheses	Estimate	P Value	Results
Delivery → Customer Satisfaction	0.131	0.009	Accepted
Product in Hand → Customer Satisfaction	0.101	0.039	Accepted
Return and Exchange → Customer Satisfaction	0.020	0.773	Reject
Customer Support → Customer Satisfaction	0.171	0.013	Accepted
Benefit → Customer Satisfaction	-0.028	0.612	Reject
Feel Good → Customer Satisfaction	0.561	0.000	Accepted
Customer Satisfaction → Repurchase Intention	0.723	0.000	Accepted
Customer Satisfaction → e-WOM	0.643	0.000	Accepted

than 0.7, the average variance extracted (AVE) value greater than 0.5, and Cronbach’s alpha greater than 0.7.”

Thus, it can be argued that the data reflect the concept of this study variable with a high level of validity and reliability. In addition, testing of hypotheses is conducted, as shown in the Table 3.

According to Table 3, it is obvious that six of the eight hypotheses formulated are supported by the findings of this study: H1a, H1b, H1d, H1f, H2, and H3, each having a significance value less than 0.05. While hypotheses H1a and H2 are not supported by this study with a significance value greater than 0.05, this indicates that benefits, return and exchange have no effect on customer satisfaction (Fig. 2).

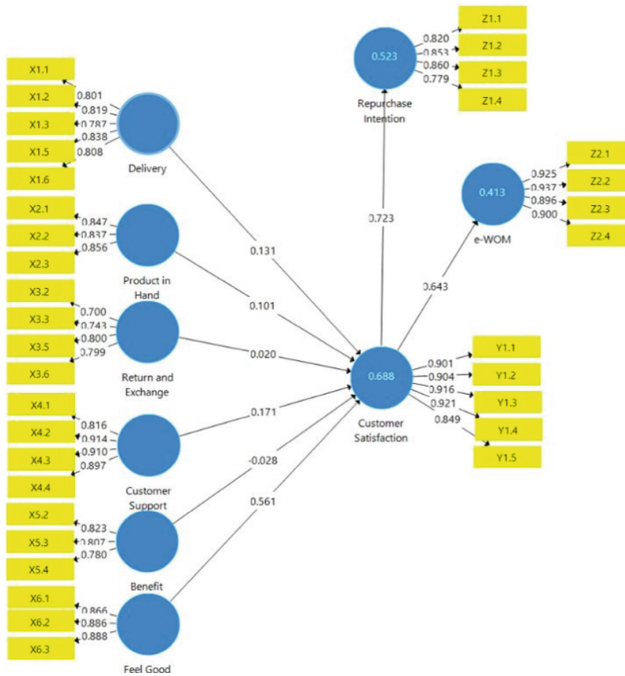


Fig. 2. Research Paradigm

5 Discussion

This study aimed to analyze the effect of post-online purchase experiences, which include “delivery, product in hand, return and exchange, customer support, benefits, and feel good” on consumer behavior in the new normal, which includes consumer satisfaction, repurchase intentions, and ecommerce. WOM. The results of this study indicate that two variables from post-online purchase experiences in the Covid19 pandemic, namely Return and Exchange and benefits, are proven to have no significant effect on customer satisfaction.

Online retail site policies regarding the return or exchange of products that have been purchased online and additional consumer benefits, mainly loyalty benefits and ease of transactions provided by online retail sites, have not been proven to affect customer satisfaction in online shopping during the Covid-19 pandemic.

Meanwhile, four of the other six post-online purchase experience variables, namely “Delivery, Product in Hand, Customer Support, and Feel Good,” have been shown to positively and significantly impact customer satisfaction in online shopping during the Covid-19 pandemic.

Aspects of delivery include the delivery date, the suitability of the delivery time, and notifications related to shipping information (tracking). Product-related aspects include features, guarantees, conditions, and suitability of products received by consumers with consumer expectations and customer support facilities provided by online retail sites.

Furthermore, aspects of consumers' personality and individual experiences related to previous online shopping, such as social image and the impact created by experiences from previous online purchasing channels, can create consumer satisfaction in online shopping during a pandemic.

Furthermore, customer satisfaction has a significant positive effect on repurchase intention and e-WOM; this is in line with previous research conducted by Pham and Ahammad [20], which stated that consumer online repurchase intentions and electronic word of mouth (e-WOM) are a consequence of consumer satisfaction with the experience of online shopping. Thus, consumers who are satisfied with shopping online during the pandemic intend to continue to make purchases on online retail sites in the new normal and will share their shopping experiences and recommend online retail sites where to shop to others. The results of this study have proven that post-online purchase experiences "(Delivery, Product in Hand, Customer Support, and Feel Good)" during the pandemic affect consumer behavior in the new normal, which includes consumer satisfaction, repurchase intention, and e-WOM.

This indicates that this study has generated a new connection between post-online purchase experiences and subsequent consumer behavior, notably consumer happiness, repurchase intentions, and e-WOM. Meanwhile, previous research by Kumar & Anjaly (2017) specifically explored and validated the measurement dimensions of post-online purchase experiences, "namely delivery, product in hand, return and exchange, customer support, benefits, and feelgood."

However, it does not relate these post-online purchase experiences dimensions to consumer behavior after the purchase occurs due to consumers' online post-purchase experiences. Furthermore, Pham and Ahammad [20] also identify a series of consumer experiences starting from the pre-purchase, purchase, and post-purchase stages, as well as their influence on satisfaction which has an impact on online consumer loyalty.

However, Pham and Ahammad [20] did not specifically analyze the experience in the post-online purchase stage where the experience in the post-online purchase stage pham and Ahammad [20] saw it from three dimensions, namely order fulfillment, the responsiveness of customer service, and ease of return.

6 Conclusion

The post-purchase experience of consumers online during the Covid-19 pandemic, which includes Delivery, Product in Hand, Customer Support, and Feels Good, plays a role in creating consumer satisfaction and impacts online shopping behavior in the new normal. Consumers who were satisfied with their online purchases during the pandemic will continue their online purchases during the new normal, share their shopping experiences, and recommend online retail sites where they shop for others.

The results of this study have provided a novelty on the relationship of the influence of post-online purchase experiences "(Delivery, Product in Hand, Customer Support, and Feel Good)" on consumer behavior in online shopping (customer satisfaction, repurchase intention, and e-WOM) which has not been carried out in previous research.

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