

# Journal of Organizational and End User Computing

July-September 2015, Vol. 27, No. 3

## Table of Contents

### RESEARCH ARTICLES

- 1 **Explaining Online Customer Repurchase Intentions from a Relationship-Marketing Perspective: An Integration of the 4Rs Marketing Strategy and Customer Trust**  
*Mei-Ju Lin, Department of Industrial and Information Management, National Cheng Kung University, Tainan, Taiwan*  
*Wei-Tsong Wang, Department of Industrial and Information Management, National Cheng Kung University, Tainan, Taiwan*
- 27 **Beliefs and Attributions toward Computing Technology: The Moderating Role of Social Cues in Interfaces**  
*Richard D. Johnson, Department of Management, University at Albany, State University of New York, Albany, NY, USA*  
*Natasha Veltri, Information & Technology Management, University of Tampa, Tampa, FL, USA*  
*Jason B. Thatcher, College of Business and Behavioral Science, Clemson University, Clemson, SC, USA*
- 55 **The Relationship between User Satisfaction, System Attributes and the Motivating Potential of System Use**  
*Jason F. Cohen, University of the Witwatersrand, Johannesburg, South Africa*  
*James Matheri Kangethe, University of the Witwatersrand, Johannesburg, South Africa*

### Copyright

The **Journal of Organizational and End User Computing (JOEUC)** (ISSN 1546-2234; eISSN 1546-5012), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *Journal of Organizational and End User Computing* is indexed or listed in the following: ABI/Inform; ACM Digital Library; Aluminium Industry Abstracts; Australian Business Deans Council (ABDC); Bacon's Media Directory; Burrelle's Media Directory; Business Periodicals Index/Wilson Business Abstracts; Cabell's Directories; Ceramic Abstracts; Compendex (Elsevier Engineering Index); Computer & Information Systems Abstracts; Corrosion Abstracts; CSA Civil Engineering Abstracts; CSA Illumina; CSA Mechanical & Transportation Engineering Abstracts; Current Contents®/Social & Behavioral Sciences; DBLP; DEST Register of Refereed Journals; EBSCOhost's Business Source; EBSCOhost's Computer & Applied Sciences Complete; EBSCOhost's Computer Science Index; EBSCOhost's Computer Source; EBSCOhost's Current Abstracts; EBSCOhost's STM Abstracts; Electronics & Communications Abstracts; Emerald Abstracts; Engineered Materials Abstracts; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; Internet & Personal Computing Abstracts; ISBIB; Journal Citation Reports/Science Edition; Journal Citation Reports/Social Sciences Edition; JournalTOCs; KnowledgeBoard; Library & Information Science Abstracts (LISA); Library Literature & Information Sciences; Materials Business File - Steels Alerts; MediaFinder; Norwegian Social Science Data Services (NSD); PubList.com; Science Citation Index Expanded (SciSearch®); SCOPUS; Social Sciences Citation Index®; Solid State & Superconductivity Abstracts; The Index of Information Systems Journals; The Standard Periodical Directory; Thomson Reuters; Ulrich's Periodicals Directory; Web of Science