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Determinants of repurchase intention in online shopping at shopee

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Article info	A b s t r a k
<p>Submitted [13 November 2023] Revised [23 January 2024] Accepted [27 January 2024] Published [30 January 2024]</p>	<p>Konteks kenyamanan dalam berbelanja online di aplikasi e-commerce harus dirasakan oleh setiap konsumen yang menggunakan aplikasi untuk berbelanja online. Penelitian mengenai kenyamanan berbelanja menggunakan e-commerce inilah yang menjadi concern peneliti untuk melakukan penelitian. Tujuan dari penelitian ini adalah untuk mengeksplorasi pengaruh kenyamanan, nilai yang dirasakan dan kepercayaan merek terhadap niat beli kembali di aplikasi e-commerce Shopee. Populasi penelitian ini adalah masyarakat yang berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi yang menggunakan aplikasi Shopee untuk berbelanja online. Sampel dalam penelitian ini sebanyak 125 orang. Teknik penentuan sampel menggunakan metode purposive sampling. Metode nalisis data yang digunakan adalah analisis jalur melalui Partial Least Squares Structural Equation Model (PLS-SEM). Hasil penelitian ini menunjukkan bahwa kenyamanan berpengaruh positif terhadap niat beli kembali, kenyamanan berpengaruh positif terhadap nilai yang dirasakan, nilai yang dirasakan berpengaruh positif terhadap niat beli kembali dan kepuasan pelanggan berpengaruh positif terhadap niat beli kembali. Penelitian ini dapat digunakan untuk perusahaan E-commerce seperti Shopee dapat memfokuskan untuk mengembangkan pengalaman berbelanja dengan menciptakan kenyamanan seperti kenyamanan dalam mengakses aplikasi, kenyamanan bertransaksi dan kenyamanan dalam menjaga informasi pribadi konsumen.</p> <p>Kata kunci: kenyamanan; kepercayaan merek; niat beli kembali; nilai yang dirasakan</p>
	A b s t r a c t
<p>Corresponding author: Kian Getti Prakoso Permata kianpermata.27@gmail.com</p>	<p>The convenience of online shopping in e-commerce applications must be felt by every consumer who uses the application to shop online. This phenomenon is one of the cornerstones in the research conducted by the author. The purpose of this study is to explore the effect of convenience, perceived value, and brand trust on repurchase intentions in the Shopee e-commerce application. The population of this study is made up of people who live in Jakarta, Bogor, Depok, Tangerang, and Bekasi and use the Shopee application for online shopping. The sample in this study was 125 people. The sampling technique used was the purposive sampling method. The data analysis method used is path analysis through the Partial Least Squares Structural Equation Model (PLS-SEM). Based on the results of the data testing in this study, it can be concluded that convenience has a positive effect on repurchase intentions, convenience has a positive effect on perceived value, perceived value has a positive effect on repurchase intentions, and customer satisfaction has a positive effect on repurchase intentions. This research can be used by E-commerce companies such as Shopee to focus on developing a shopping experience by creating conveniences such as convenience in accessing applications, convenience in transactions, and convenience in maintaining consumer personal information.</p> <p>Keywords: brand trust; convenience; perceived value; repurchase intention</p>

Introduction

Online shopping is growing in popularity due to the rapid development of the internet. Consumer participation in online shopping and revenue continues to increase (Ozen & Engizek, 2012). Online shopping has many advantages over traditional shopping because the process is done online. The internet is considered an efficient distribution channel for businesses as it helps them cut costs and break down geographical barriers. Online shopping has many advantages for consumers, including the ability to complete transactions from any location at any time, time and cost savings, increased choice of products and services, and fast and easy product information to make price comparisons between distributors (Kim et al. 2012). In addition, e-commerce gives small and medium-sized enterprises (UMKM) a long-term advantage over their rivals and contributes positively to national economic growth and sustainable international trade (Wang, 2017).

Shopping convenience is one of the important factors of consumer satisfaction and in turn affects consumer repurchase intentions. Customers should be able to shop, purchase and receive their goods or services as quickly and easily as possible from the seller. Convenience is seen as a customer resource rather than service quality according to (Slack et al., 2021). Therefore, in marketing, convenience is very important. Trung et al (2018) says that there are three ways to provide more value to customers: product discounts, improved product quality, and reduced non-monetary costs of buying and using products and services. Trung et al (2018) claim that, convenience centers on non-monetary costs such as time and effort. Therefore, convenience is one of the features that e-commerce sites can provide to customers to increase their value (Kim 2014). Zeithaml (1988) argues that perceived value only has an indirect effect on purchase trends. However, more recent studies Mpinganjira (2015) show that convenience directly affects purchasing patterns. Furthermore, Trung et al (2018) argue that customers are more likely to return for future purchases if the product or service is easier to purchase. Customers will be more likely to shop at stores that offer convenience because they value it.

Perceived value affects how customers perceive a product or service and how much they are willing to pay to obtain those products and services. Perceived value can also influence a client's choice to purchase goods or services, as well as their overall satisfaction with the purchase made. In addition, perceived value is also one of the ways that can be used to assess a company's ability to meet customer requirements and preferences and customer loyalty. Businesses can better customize their marketing messages, pricing strategies, and product offerings to meet customer needs and increase sales by understanding how customers perceive the value of a product or service (Yang & Park, 2017). Trung et al (2018) in their research found that perceived value tends to have a positive effect because they have a positive experience with the product or service. By creating a positive association with the product or service, perceived value can positively influence repurchase intentions.

For a business to succeed, brand trust is essential. Brand trust can bind customers to marketers and allow them to truly trust and be reliable for the brand. To be successful, businesses must build, maintain, and increase brand trust (Wijaya, 2018). Increased revenue, improved customer service, customer loyalty, and repurchases are the result of brand trust. Customers who strongly believe in a brand are likely to tell others about the brand, which can lead to more sales and profits. Companies can also use brand trust to stand out from their competitors and build emotional relationships with their customers (Wijaya, 2018).

Wijaya (2018) says that the idea of repurchase intention is very important in marketing because it measures how likely it is that customers will buy again from the company. This is part of client dedication and fulfillment and is an important sign of organizational progress in retaining consumers. Carr (2016) also said that repurchase intentions can be used for the benefit of businesses in measuring the success of their marketing campaigns and adjusting their strategies accordingly. In addition, a company's competitive position in the market is greatly influenced by its intention to repurchase. Companies can gain insight into customer behavior and sentiment by understanding repurchase intentions, which allows them to make informed decisions regarding their marketing efforts.

This research is a follow-up study of the model developed by Trung et al (2018). However, the researcher modified the model developed by adding one other factor of repurchase intention, namely brand trust. In addition, the previous study was conducted in Vietnam, while this study uses samples taken from people who live in Jakarta, Bogor, Depok, Tangerang and Bekasi. This study has several direct benefits. In the context of scientific development, especially marketing management, this study can add depth to the empirical study of the determinant model of repurchase intentions. At the level of business management practice, this study is useful for business organizations, especially e-commerce companies, in understanding consumer behavior and preferences, which can then be used to formulate marketing

strategies that target increased customer repurchases. At the level of business management practice, this study is useful for business organisations, especially e-commerce companies, in understanding consumer behaviour and preferences, which can then be used to formulate marketing strategies that target increased customer repurchases.

Research methods

This research is quantitative research with an association-causal approach. The variables studied in this study are convenience, perceived value, brand trust and repurchase intention. Convenience is measured using Jiang (2013) scale along with indicators, namely: search convenience measured by four observed variables, evaluation convenience measured by three observed variables, transaction convenience measured by three observed variables, and ownership/post-purchase convenience measured by five observed variables. Repurchase intention is measured by three variables taken from (Parasuraman, Zeithaml, & Malhotra, 2005). Perceived value is measured by four observed variables, based on the scale in Parasuraman (2019). Brand trust is measured using (Aydin et al. 2011) with four indicators.

The data used was obtained by conducting a survey in the form of a questionnaire distributed online in the form of a google form which was conducted once. The measurement scale used to measure each variable is a Likert scale with a scale of 1-5 where 1 is interpreted as "strongly disagree" and 5 is interpreted as "strongly agree". This research was taken online using google form as a platform and then then distributed to the people of Jabodetabek. To determine the sample the researcher using (Hair, Joe, & Sarstedt, 2019) formula. According to Hair's formula, to determine the total sample we must multiply total question with 5. This research has a total of 25 questions, so the sample that we need is 125.

The sample technique used was purposive sampling with the criteria that customers aged 18–51 who have shopped online at Shopee and made purchases at least once a month. Data were collected using two methods: (1) a survey questionnaire was designed on a Google Docs tool and sent to respondents online via email and social networks, including forums, Facebook, and so on; and (2) questionnaires were distributed directly to respondents. Then, for model and hypothesis testing, this study used the Structural Partial Model-Partial Least Square (SEM-PLS) by evaluating the measurement model (inner model) and structural model (outer model).

Hypothesis Results

Online shopping is already a part of the renewal of shopping behavior carried out in Indonesian society. Online purchases involve e-commerce as a third party that connects buyers with sellers. The context of convenience in online shopping in e-commerce applications must be felt by every consumer who uses the application to shop online. However, in this study, researchers focused on customer experience in obtaining convenience when using Shopee as a medium for people to shop online.

The findings from the convenience variable test reveal that this variable has a positive influence on repurchase intention. This is in line with research (Trung et al. 2018) which found convenience has a positive influence on repurchase intentions. Due to the fast-paced lifestyle that many people now live, convenience has become a major consideration for consumers when making purchasing decisions. As a result, businesses that provide convenience to their customers will be more likely to retain their customers. Convenience refers to the ease and comfort of obtaining goods and services. It includes elements such as ease of access, ease of evaluation, ease of search, ease of transaction, ease of owning the product or service, and convenience after purchase (Anshu, Gaur, & Singh, 2022; Jiang et al., 2013; Mpinganjira, 2015).

Researchers also managed to prove that convenience has a positive influence on perceived value in future experiments. This is corroborated by previous research by (Thuy et al. 2017) which found that convenience has a favorable influence on perceived value. People are looking for ways to save time and simplify their lives. If a product or service can make things easier for customers, then the perceived value of the product or service becomes the consumer's view of a product or service. Cho et al (2018) An example of the progress of internet shopping. E-commerce has grown dramatically in recent years due to the convenience it provides to customers. Customers do not need to leave their homes to make purchases as they can do so with a few clicks online. Customers are increasingly seeing online transactions as something more valued and appealing because of its convenience. Jeong & Ko (2021) Convenience can also differentiate a product or service from its competitors. Customers are more likely to buy products that provide quality and convenience.

Researchers can prove in research that perceived value positively affects repurchase intentions. This research is in accordance with research conducted by (Chen, 2017) which shows that the likelihood that consumers will repurchase the same product or service is known as repurchase intention. Sullivan & Kim (2018) Customers are more likely to repurchase a product or service if they feel its value. They are more likely to use the same product or service again if they believe that they are receiving appropriate benefits or greater benefits than what they paid for.

Furthermore, researchers have also succeeded in proving that brand trust has a positive effect on repurchase intentions. This is in line with previous research conducted by Wijaya et al. (2018), which shows that brand trust has a positive influence on repurchase intentions. Trust in a brand is an important factor that positively influences consumer repurchase intentions. Customers who have trust in a brand are more likely to buy from that brand again. Jeong & Ko (2021) this is due to the fact that trust in brands depends on dependability, credibility, and consistency. Because of the assurance in their purchasing decisions, consumers are more likely to choose brands that have a better reputation than competitors. Han (2019) One of the main reasons why brand trust has a positive impact on repurchase intentions is because consumers have confidence in brands that consistently provide high-quality goods or services. Consumers believe in brands that provide a consistent experience every time they interact with the brand and keep their promises.

Based on the introduction and background that have been explained, the hypotheses of this research are as follows and the research model can be seen in the Figure 1:

- H1 : Convenience has positive influence on Repurchase intention
- H2 : Convenience has positive influence on Perceived value
- H3 : Perceived value has positive influence on Repurchase intention
- H4 : Brand trust has positive influence on Repurchase intention

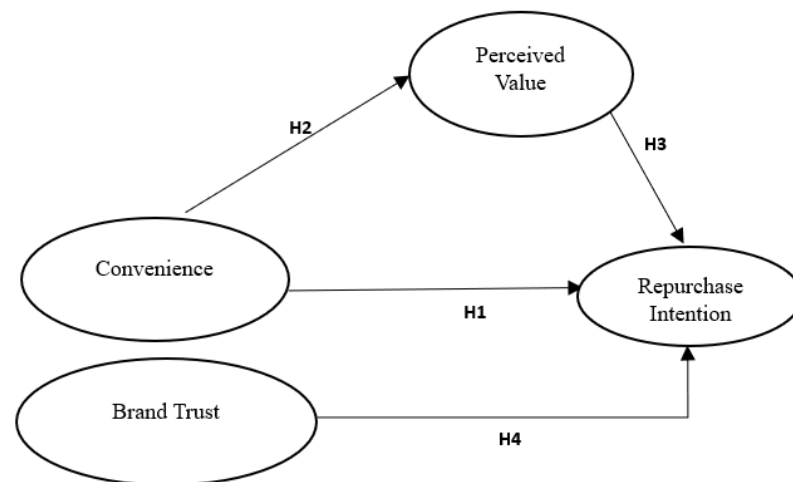


Figure 1. Research model

Results and discussion

Description of sample

Table 1 summarise the findings of the concept reliability and validity tests. Because all indicators in each variable have a loading factor value more than 0.50, the results of the measurement or construct validity test in this study can be accepted and pronounced valid. Furthermore, the Average Variance Extracted (AVE) value for each variable is greater than 0.50, indicating Convenience is 0.52, the perceived value variable is 0.66, the repurchase intention variable is 0.66, and the trust variable is 0.78. Likewise, the results of the construct reliability measurement have met the criteria, in which the composite reliability value of each variable is above 0.70 specified as Convenience is 0.84, the perceived value variable is 0.85, the repurchase intention variable is 0.85, and the trust variable is 0.90

Table 1. Results of construct reliability and validity test

Variable	Indicator	Loading factor	Cronbach's Alpha	Composite Reability (CR)	Average Variance Extracted (AVE)
Convenience	KA	0.720	0.768	0.844	0.525
	KB	0.690			
	KE	0.791			
	KM	0.843			
	KP	0.583			
Perceived value	PV1	0.431	0.748	0.856	0.666
	PV2	0.830			
	PV3	0.730			
Repurchase intention	NBK1	0.801	0.751	0.854	0.662
	NBK2	0.892			
	NBK3	0.884			
Brand trust	TS1	0.850	0.907	0.935	0.782
	TS2	0.803			
	TS3	0.898			
	TS4	0.864			

The results of a questionnaire distributed online using google form to Jabodetabek people who use Shopee as their online shopping e-commerce application. The data collected were 125 respondents, with female respondents dominating as many as 70 people (56%) and male respondents as many as 55 people (44%). Furthermore, the majority of respondents in this study are aged 18-25 years as many as 104 people (84%), aged 26-30 years 15 people (12%), aged 31-40 amounted to 4 people (3%) and aged 41-51 years 2 people (1%). Then 88 people (72%) of them are students, employees as many as private / public 23 people (18%), entrepreneurs as many as 10 people (8%), housewives as many as 4 people (2%). Then, based on the domicile of the respondents, 67 people came from Bekasi (53%), Jakarta 49 people (39%), Tangerang 8 people (6%) and Bogor 2 people (2%). Then, based on the frequency of respondents shopping online in 1 (one) month 5 - 10x shopping one month 68 people (54%), <5x shopping in one month 45 people (36%), 10 - 15x shopping in one month 10 people (8%) and >15x shopping in one month 4 people (2%). The complete respondent demographic analysis data can be seen in appendix 4.

Model analysis and testing the hypothesis

The value of R^2 in each equation is determined via structural test analysis. The R^2 value is used to determine the extent to which one independent variable can explain other independent variables. The following outcomes are obtained based on the SEM analysis outputs: (1) The perceived value is 0.553 which indicates that Convenience (KN) has an influence of 55.3%, while 44.7% can be explained in other studies outside of this study. (2) For the Adjusted R^2 value, the repurchase value is 0.732, which means that Convenience (KN), Perceived Value (ND), and Brand Trust (KM) have an influence of 73.2%, while 26.8% can be explained in other studies outside of this study.

This study passes the model fit criterion since the Standard Root Mean Square Residual (SRMR) value is 0.092 or less than 0.10. Table 2 shows the hypothesis analysis using the figure. According to Table 3, hypotheses H1, H2, H3, and H4 have T-Values as high as 1.65, indicating that the data in this study supports the proposed hypothesis.

Discussion

Repurchase intention is one of the most important behavioral marketing objectives to make consumers want to buy the same product or brand again. Trung et al (2018) show that service convenience positively affects repurchase intentions. Anshu et al (2022) found that convenience affects repurchase intentions because it can improve the overall customer experience, save customers time to get products, build loyalty and trust, and reduce barriers to finding other products. In the context of online shopping, Jiang (2013) c& Mpinganjira (2015) all agree that convenience has a positive effect on repurchase intentions.

Thuy et al. (2017) In addition to price, convenience also includes non-monetary opportunity costs known as action prices. This is the time and effort spent on buying and using products and services. In addition, it is a useful concept that shows the time and effort that customers have made to buy and use

products or services. Cho et al (2018) show customers are willing to pay a higher price for the shopping convenience they get. Jeong & Ko (2021) convenience affects perceived value positively by improving user experience, saving time and effort, simplifying procedures, providing accessibility and availability, personalization, and solving problems.

Perceived value is an important predictor of satisfaction and behavioral intentions Trung et al (2018). The research study conducted by Liang et al (2017) suggests that perceived value may be a better predictor of repurchase intentions than satisfaction or quality. According to Sullivan & Kim (2018), perceived value occurs at various stages of the buying process, including the pre-purchase stage. Satisfaction is usually considered a post-purchase and post-use evaluation. Sullivan & Kim (2018) also show that perceived value positively affects repurchase intentions. Chang & Wang (2015) found that customers with high perceived value for a product are positively associated with customer satisfaction and loyalty. For online shopping, Zhenxing Mao (2016) showed that perceived value positively affects repurchase intentions. Chen (2017) concluded that perceived value, among others, is positively related to purchase intention.

Brand trust seems to reduce consumer risk and vulnerability, and increased preference for certain brands is influenced when brands can strengthen their behavioral reactions (Tanojohardjo et al. 2014). Brand trust develops when buyers find the selected goods are from the best brands and fulfill their desires, which can increase their desire to repurchase in the future (Tanojohardjo et al. 2014). Saleem (2016) states that repurchase intentions are also lower than consumers' past value-based judgments, where trust and commitment to the brand influence repurchases. Wijaya et al (2018), if customers feel satisfied after going to an online store and they feel comfortable it can generate trust. Brand trust also basically decides to influence repurchase goals (Han et al., 2019).

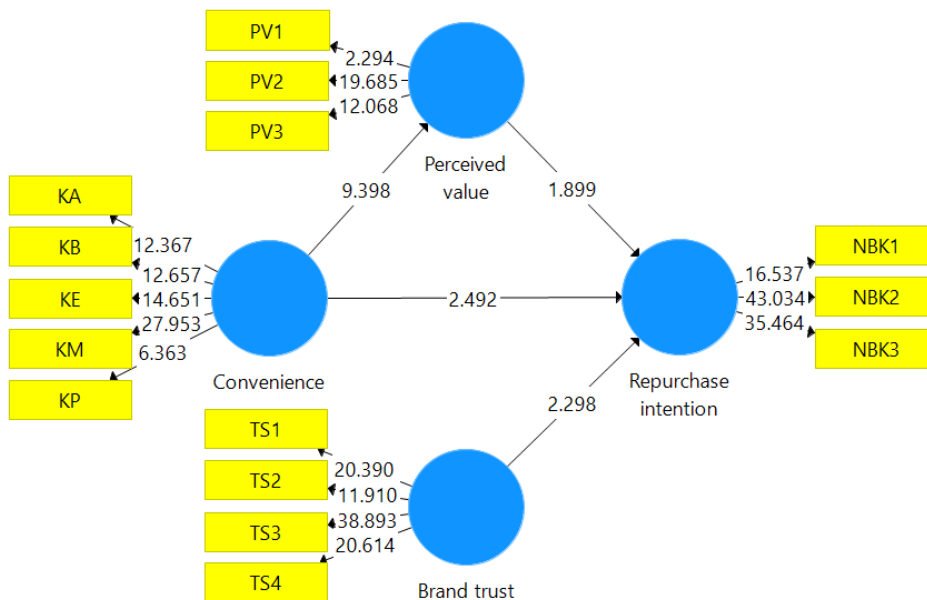


Figure 2. Path Diagram T-Value

Table 2. Results of hypothesis test

Hyphotesis	Hypothesis statement	T-Value	Description
H1	Convenience has a positive effect on repurchase intentions	2.492	The data support the hypothesis
H2	Convenience has a positive effect on perceived customer value	9.398	The data support the hypothesis
H3	Perceived value has a positive effect on repurchase intentions	1.899	The data support the hypothesis
H4	Brand trust has a positive effect on repurchase intention.	2.298	The data support the hypothesis

Managerial Implications

By utilizing technological developments accompanied by the development of online shopping. E-commerce such as Shopee can focus on developing a shopping experience by providing convenience such as convenience in accessing applications, convenience in transactions and convenience in maintaining consumer personal information. That way a sense of security can be created for consumers, which is one of the concerns of people in shopping online.

Conclusion

Based on the findings from testing this research data, it can be concluded that convenience has a positive impact on repurchase intentions and perceived value. This is possible because convenience has become a key factor in customers' purchasing choices. As a consequence, companies that provide convenience to their consumers are more likely to retain them. Furthermore, researchers managed to prove that perceived value has a positive influence on repurchase intentions. Perceived value is the value or benefit that customers feel in relation to the price they pay. Then, brand trust positively influences repurchase intention because consumers who trust a brand are more likely to buy from that brand again. This is because brand trust is based on reliability, credibility and consistency.

The researcher realizes that there are various limitations in this study as a result of conducting this research and hopes that future research will expand this area of research. Future research is expected to further explore aspects related to customer experience in online shopping, as well as investigate consumer behavior in terms of posting comments before and after purchasing products.

In addition, it would be beneficial to explore the influence of customer reviews on online purchasing behavior, as well as how a better online shopping experience can increase consumer satisfaction and loyalty. It would also be interesting to investigate the influence of social media and other digital platforms in changing consumer behavior and decision-making processes when making online purchases.

Future research should be conducted in a way that protects the privacy of research individuals while still maintaining the validity and reliability of the research findings. Overall, there is a lot of room for further research in the topic of online consumer behavior, and it is hoped that this study will spark more investigation and discovery in this very important area.

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