

Original Research Article

Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace

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Abstract: E-commerce transforms market mechanisms in the process of interaction in buying and selling transactions. The increasing interest of consumers to carry out online purchasing activities has made companies and sellers' market their products massively through the Internet. Through the convenience offered by the e-commerce system, people only need to visit shopping sites and order goods or services through electronic devices such as mobile phones or computers. This study aimed to examine the effect of ease of use and trust on repurchase intention mediated by e-satisfaction on Shopee online platform users. The hypothesis built in this study would be tested with a causal research design. Structural Equation Modeling (SEM) utilizing the AMOS 24 software was the statistical tool to investigate the relationship between the independent and dependent variables. The data collection method used a questionnaire with 288 respondents.

Keywords: Ease of Use, E-Satisfaction, Repurchase Intention, Trust, Purchase Decision, Loyalty.

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1. INTRODUCTION

Online businesses have many benefits, including the number of products that can be extensive, direct comparisons with other sellers, and direct access to different consumer ratings of the products and services provided by the online business concerned. According to Turban *et al.*, (2012), e-commerce can be interpreted as a concept regarding the process of purchasing, selling, or exchanging products, services, and information using computer network media, such as the Internet. E-commerce is growing rapidly in the world, including in Indonesia, because consumers have experienced the many advantages and conveniences of transacting online through e-commerce. Technological developments have a positive effect on human life, as seen from the ease of obtaining information and communication via the Internet. The Internet can reach all areas in the delivery of various information quickly, with high quality, and costs almost nothing (Adelar & Thomas, 2000). The Internet also attracts consumers and organizations or communities because of the advantages of the Internet in terms of 24-hour access, space efficiency, convenience, personalization, potential sources of information, and providing unlimited choices (Tjiptono & Chandra, 2011). Consumers are starting to switch to online purchases that they feel are far more practical, fast, and effective than in-person purchases. Business people use this phenomenon to expand their business realm in online

sales. The convenience of online purchases is that consumers only need to search for the items required via cell phone and make payments online, then the items ordered will be sent after the seller receives proof of payment (Meskaran, Ismail, & Shanmugam, 2013).

Website quality can significantly influence e-commerce success. A website must provide extensive information in an easily digestible format and well-designed navigation to be successful. Then, ease of operation is essential for an effective website. Perceived ease of use is the level at which users believe a technology or system can be used easily and without problems (Davis, 1985). Kotler and Keller (2016: 153) define customer satisfaction as an expression or feeling of pleasure or disappointment for someone resulting from comparing product performance or perceived results in line with expectations. The thing that makes the Shopee application the most downloaded application is the promo and consumers' experience in shopping.

Website quality is proven to have an influence on customer perceived value. It shows that the five dimensions of website quality, namely quality of information, security, comfort, convenience, and service, have generated value by providing related benefits. This means that always updating website information and presenting appropriate and accurate

information will increase the perceived value of the product. The creation of customer satisfaction will increase consumers' interest in shopping again at the same place. Repurchase intention is an action that someone takes after they are satisfied with the product or service used and want to repeat their positive experience (Rohmatin and Andjarwati, 2019).

Davis and Nasution (2004:5) define ease of use as a level of one's belief that computers can be easily understood. When consumers find it easy to interact with e-commerce websites, search for products and pay online, they will feel comfortable shopping online. It will eventually lead to customer trust and ultimately will create customer loyalty. Consumer trust in e-commerce is one of the key factors in online buying and selling activities (Koufaris & Sosa, 2004). Once a person has trust and ease of use of an application or website from the marketplace in transacting online, consumer loyalty will be created. A form of consumer loyalty is the desire or interest in repurchasing. Repurchase intention is growing as the most critical problem. It needs to be solved because it directly or indirectly affects customer goals and contains several elements determined by previous purchases and personal decision-making processes. Hellier *et al.*, (2003) state that repurchases intention is defined as a result of consumers buying products they like and previously obtained.

According to Setyo (2017: 758), there are several indicators of satisfaction, namely: (1) Fulfillment of customer expectations; (2) Always using the product; (3) Recommend to others; (4) Service quality; (5) Good reputation. Wijaya & Nurcaya (2017) argue that satisfaction is a consumer feeling where consumers feel the best that a company gives. Consumers who are satisfied with the results obtained from a product, whether goods or services are most likely to become loyal customers of Trisnadewi & Ekawati (2017). The impact of satisfaction will certainly lead to repurchasing intentions for specific companies or products, so if consumers are satisfied, it will affect behavior to repurchase the company's products or services. This statement is supported by research conducted by Nathadewi & Sukawati (2019), which says satisfaction has a positive and significant effect on repurchase intention.

2. LITERATURE REVIEW

2.1 Ease of Use and E-Satisfaction

Ease of use is the initial foundation that must be understood when using new technology so that customers feel easy and without any difficulties when using technology (Juliana *et al.*, 2020). Perceived ease of use (Perceived ease of use) is the extent to which a person is sure of and believes that using technology can be free from business difficulties (Wahyuningtyas & Widiastuti, 2015). According to Davis, there are several

indicators of perceived ease of use, including the following (Joan & Sitingjak, 2019):

- 1 Easy to learn, meaning that the system used can be quickly learned and easy to remember how to operate.
- 2 Controllable means that the system used can be controlled according to the user's wants and needs.
- 3 Clear and understandable means that the system's instructions are clear and understandable to users.
- 4 Flexible means that interaction between the user and system is flexible so that it can be done anytime and anywhere.
- 5 Easy to become proficient, meaning that the system used is easily accessible so that users will be proficient when they frequently use the system.
- 6 Easy to use, meaning that the system is easy to use and easy to operate by its users.

According to Permana & Djamniko (2018), customer satisfaction is a summary of various affective response intensities that come from a limited time and duration and are aimed at essential aspects of the consumption of a product. From the statement above, it can be concluded that consumers will give a good assessment of service and product performance for the satisfaction they feel from buying a product or service. Satisfaction is a deep commitment to service providers (Oliver, 1997). Satisfaction intentions range from giving from the same seller in the future to recommending the seller to others. Satisfaction intention is defined as an individual's intention to recommend an online store, visit that retailer's website, and purchase from it in the future (Mathwick, 2002). According to research, (Homburg and Giering, 2001) claim that customer satisfaction is an essential issue in marketing because satisfied customers turn into loyal customers and ensure profitability, which is very important for most businesses.

2.2 Trust and E-Satisfaction

Trust is all the skills that customers have and all decisions made by customers toward a goal (Aziziyah, 2020). (Garbarino and Johnson, 1999) Trust is consumer sureness in the quality and reliability of goods or services offered, so it becomes essential in fostering loyalty in online purchases. Information quality affects customer trust, thereby increasing loyalty in the e-commerce context (Brilliant & Achyar, 2014). Several studies suggest that consumer satisfaction is vital for developing consumer trust (Kantsperger & Kunz, 2010). Based on research conducted by previous research conducted by Setiawan and Sayuti (2017) has stated that consumer trust has a significant positive effect on customer satisfaction. Trust can occur at any time; choose to let the individual depend on others, influence with whom future behavior can affect individual well-being. According to Kotler and Keller (2009: 164), satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) with

their expectations. According to Yolandari & Kusumadewi (2018), trust is one of the main factors that greatly impact repurchases intention. Consumers who are satisfied with the results obtained from a product, whether goods or services are most likely to become loyal customers of Trisnadewi & Ekawati (2017). According to Oliver (1997) in Oliver (1999), satisfaction is the fulfillment of pleasure, which means that consumption fulfills some needs, desires, customer goals, and so on, and this fulfillment is enjoyable.

2.3 Ease of Use and Repurchase Intention

Ease of use is defined as the complexity of using specific information systems (David, 1986). The ease with which consumers use online buying and selling sites greatly influences their interest in transacting online. Consumers will prefer websites and applications that are easy to use and understand by consumers because they do not need to spend a lot of time learning about them. The satisfaction obtained by a consumer can encourage him to make repurchases and become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others (Peter & Olsen, 2002). Repurchase is defined by Chou and Hsu (2016) as the reuse of customers' online channels to buy from specific retailers. A product or brand already in the customer's heart will cause the customer to continue to buy or repurchase the product. Purchase intention is a consumer behavior that shows the extent of their commitment to making purchases. According to Ferdinand (2006), repurchase intention can be identified through indicators such as Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest.

2.4 Trust and Repurchase Intention

According to Kotler and Keller (2012), trust is a company's willingness to depend on business partners. Meanwhile, according to Siagian and Cahyono (2014), trust is a belief from one party regarding intentions and behavior directed at the other party. Thus, consumer trust is defined as a consumer expectation that service providers can be trusted or relied upon in fulfilling their promises. It is in line with research conducted by Chan (2019) that the results of this study indicate that trust has a significant effect on consumer repurchase intention. The indicator of the most influential trust variable is on-time delivery. Online shopping is a trend today, mainly done by the public. People can access it easily anywhere and anytime. Defining trust as the willingness to maintain an exchange because it is trusted. The essence of trust is belief. This belief arises because both parties believe that both will be trustworthy, have high integrity, be consistent, competent, fair, responsible, like to help, and have other positive traits (Tumbel, 2016). Buying interest is obtained from the learning process and thought processes forming a perception. If consumer trust in Shopee e-commerce is high, and many buyers believe

in real pictures of products, then buying interest will be high, and vice versa. If consumer trust in Shopee e-commerce does not exist, then consumer buying interest in Shopee e-commerce will decrease. This research is relevant to previous research. According to (Resty & Wiska, 2021), trust has a positive and significant influence on shopping intentions.

2.5 E-Satisfaction and Repurchase Intention

Satisfaction is a person's pleasure or disappointment that arises after comparing the expected performance to the obtained performance (Kotler, 2005). The quality and ease of transactions are weapons in winning the marketplace competition in Indonesia. One of the successes of marketing a product is determined by the presence of high consumer repurchases interest. Trust in a marketplace is a reflection of reliability in satisfying consumers. The concept of repurchase intention needs to be developed and studied comprehensively in order to make a real contribution to the company's income. One form of creating strong consumer encouragement and interest in repurchasing products on the Shopee marketplace is to provide consumer satisfaction. Conversely, if the lower consumer satisfaction, the tendency of consumers to repurchase products on the Shopee Market place will also be lower. Kotler and Keller (2016: 234) argue that "after consumers buy the product, consumers can be satisfied or dissatisfied and engage in post-purchase behavior. Satisfied customers will repurchase the product, praise the product they purchased in front of others, pay little attention to competing brands and advertisements, and buy other products from the same company.

3. METHODOLOGY

3.1 Measurements

This causal study utilized a questionnaire as the primary data collection source. The questionnaire used a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Ease of Use was measured using three items adapted from (Adi Wicaksono and Anita Maharani, 2020). Trust was measured using four items adapted from (Sanjay Dhingra, Shelly Gupta, and Ruchi Bhatt, 2020). E-Satisfaction was measured using three items adapted from (Xiaolin Lin, Xuequn Wang & Nick Hajli, 2019). Repurchase Intention was measured using three items adapted from (Yi Liu, Xinlin Tang, 2019 and Asif Ali, Jaya Bhasin, 2019).

3.2 Sampling and Data Collections

Samples collected and studied in this study were 288 respondents. The samples involved were consumers who had made transactions through Shopee more than three times. Sampling locations were distributed in various cities in Indonesia by means of an online questionnaire.

3.3 Data Analysis

This study used Structural Equation Modeling (SEM) with the AMOS 24 statistical tool to analyze and

evaluate the measurement model and structural model of the research constructs that were built. The test of model fit was assessed based on goodness of fit index parameters such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean square residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI). The validity evaluation relied on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair *et al.*, 2014: 618), and the reliability constructs relied on the tabulated results of construct reliability (CR) and average variance extracted (AVE) values. Furthermore, the SEM analysis carried out was a structural model analysis to assess the research hypothesis that had been built and whether it was accepted or rejected. SEM analysis displayed the t-

value for each coefficient. The hypothesis could be said to have a causal relationship if the t-count value $\geq t$ table (1.96) with a significant level of α (usually $\alpha = 0.05$).

4. RESULTS AND DISCUSSIONS

4.1 Respondents' Characteristic

The results of collecting questionnaire data were 288 respondents who met the criteria. It was concluded that the description of the characteristics of the respondents was gender dominated by men (51.3%), aged 22-26 years (63.5%), with status as a student (61.1%), domiciled in Pontianak (75.6%), shopped at Shopee once (31.6%), spent IDR 100,000 to IDR 200,000 (39.2%) and made personal shopping decisions (85.6%).

Table 1: Characteristics of Respondents

Category	Item	F	%
Gender	Male	148	51.3
	Female	140	48.7
	Total	288	100
Age	17-21 years old	65	22.6
	22-26 years old	183	63.5
	27-30 years old	29	10
	30 years old and over	10	3.5
	Others	1	0.4
	Total	288	100
Occupation	Student/University Student	176	61.1
	Civil Servant	24	8.3
	Private	62	21.5
	Entrepreneur	17	5.9
	Others	9	3.2
	Total	288	100
Domicile	Jakarta	8	2.9
	Pontianak	218	75.6
	Bandung	29	10
	Surabaya	8	2.9
	Semarang	2	0.7
	Yogyakarta	4	1.3
	Kota lainnya	19	6.6
	Total	288	100
Intensity shopping at Shopee	Once	91	31.6
	Twice	79	27.5
	3 Times	40	13.9
	More than 3 times	78	27
	Total	288	100
Average spend in making purchases at Shopee	<IDR 100,000	64	22.2
	IDR 100,000 – IDR. 200,000	113	39.2
	IDR 200,000 – IDR. 300,000	54	18.7
	>IDR 300,000	57	19.9
	Total	288	100
Party making decisions in making purchases at Shopee	Personal	246	85.6
	Friend	15	5.2
	Family	25	8.6
	Others	2	0.6
	Total	288	100

4.2 Measurement and Structural Models

Testing the data was carried out according to the applicable procedures, starting with an analysis of the validity, reliability, and *goodness of fit* that met the

requirements. Next, it was processed using *Structural Equation Modeling* (SEM) through the AMOS 24 application.

Table 2: Measurement Model Results

Variable	Items	SLF	AVE	CR
Ease of Use	Shopee's online platform is very easy to understand and use	.802	0.536	0.775
	The Shopee online platform is easy to access via smartphones, personal computers, and other devices	0.739		
	The simple appearance of the Shopee platform makes it easy to shop	0.648		
Trust	Shopee's online platform is very trustworthy	0.637	0.516	0.808
	Shopee's online platform is also known to have a good reputation	0.771		
	The transaction process on the Shopee online platform is safe and trustworthy	0.791		
	I believe that Shopee will not share my Shopee account privacy data	0.663		
E-Satisfaction	I am satisfied with my shopping experience using the Shopee online platform	0.790	0.608	0.823
	I will recommend Shopee online platform to others	0.777		
	I am satisfied with the sales service on the Shopee online platform	0.774		
Repurchase Intention	In the future, I will continue to shop for products from the Shopee online platform	0.735	0.508	0.756
	I think the Shopee online platform sells suitable products, such as the catalog photos shown	0.695		
	I prioritize the Shopee online platform to shop for the products I need	0.709		

Table 2 is the result of testing the validity and reliability of the entire research model. The standardized loading factor (SLF) value of all indicator variables in the full model was above 0.50. It means that all indicators were stated as valid and believed to be able to measure the construct of the full model being built. The results of the reliability test presented

appropriate results. All instruments were declared reliable and had the ability to measure the constructs of the full model built consistently. It is shown from the Variance Extracted (AVE) value of all instrument indicators, which obtained a value of ≥ 0.50 , and the value of construct reliability (CR) which obtained a value of ≥ 0.70 .

Table 3: The goodness of Fit Index

The goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤ 3.00	2.357
TLI	≥ 0.90	0.924
IFI	≥ 0.90	0.942
CFI	≥ 0.90	0.942
NFI	≥ 0.90	0.904

Table 3 is the result of the model fit test. The model fit test results show that the model fit requirements could be accepted and stated fit. There were four measurements that showed the degree of good fit. Hair et al., (2014) state that a research model

construct can be declared fit and accepted if there are three to four measurements that obtain a degree of good fit or above the cut-off value.

4.2.1 Hypothesis Testing

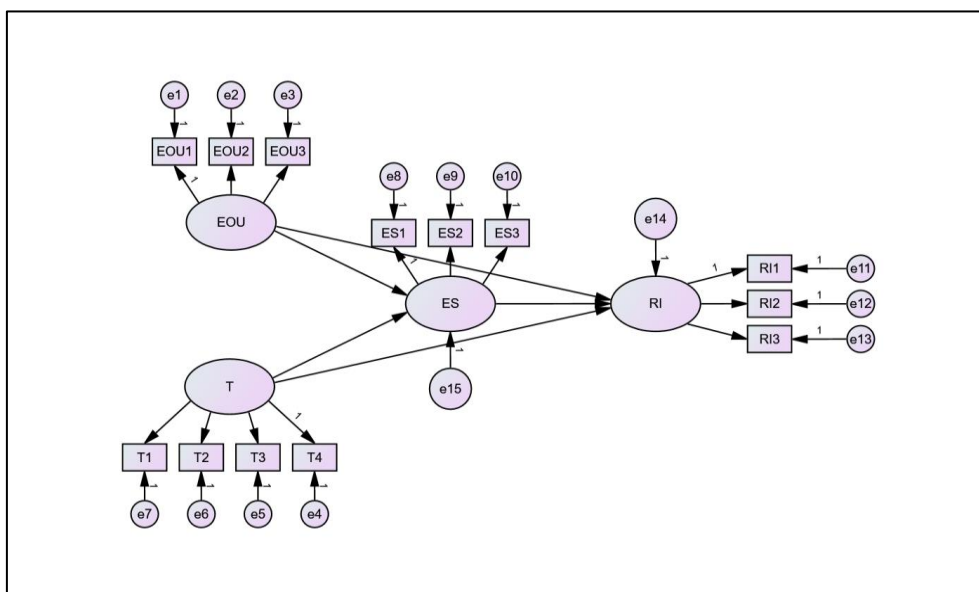


Figure 1: Full Model Structural Test 1

Table 4: Hypothesis Testing

	Estimate	S.E.	C.R.	P	Description
E-Satisfaction <--- Ease Of Use	0,312	0,078	4,023	***	Accepted
E-Satisfaction <--- Trust	0,573	0,082	6,947	***	Accepted
Repurchase Intention <--- E-Satisfaction	0,230	0,087	2,636	,008	Accepted
Repurchase Intention <--- Ease Of Use	0,196	0,075	2,609	,009	Accepted
Repurchase Intention <--- Trust	0,174	0,082	2,112	,035	Accepted

Based on the AMOS processing results, as shown in table 4, the t-count value obtained for the variable ease of use for e-satisfaction was 4.023. Likewise, the p-value was 0.001, indicating a value less than 0.05 ($\alpha = 0.05$). It means that the first hypothesis regarding ease of use had a positive and significant effect on e-satisfaction. For the second hypothesis, the t-value for the variable trust on e-satisfaction obtained a value of 6,947 and a p-value of less than 0.001. It proves the hypothesis that was built, in which trust had a positive and significant effect on e-satisfaction. The third hypothesis, the attainment of the t-value for the e-

satisfaction variable on repurchase intention, was 2.636 and a p-value of 0.008. It shows that e-satisfaction had a positive and significant effect on repurchase intention. The fourth hypothesis, for the t-value for the variable ease of use on repurchase intention, was 2.609, and the p-value was 0.009. These results are consistent with the hypothesis that ease of use has a positive and significant effect on repurchase intention. In the fifth hypothesis, the t-value for the variable trust on repurchase intention was 2.112, and the p-value was 0.035, which indicated that trust had a positive and significant effect on repurchase intention.

Table 5: Sobel Test – Significance of Mediation

	Sobel Test Statistic	Two-Tailed Probability
Ease of Use --> E-Satisfaction --> Repurchase Intention	2,205	0,02
Trust --> E-Satisfaction --> Repurchase Intention	2,472	0,01

Based on the Sobel test results shown in table 5, the value of the Sobel test statistic was 2.205, and the p-value was 0.02. These results indicated that the value of the Sobel test statistic was greater than the t-table value of 1.96. Likewise, the p-value obtained showed a value less than 0.05 ($\alpha = 0.05$). These results indicated that there was a significant indirect effect of ease of use on e-satisfaction through online trust. Corresponding results were also obtained in online customer reviews, in which the Sobel test statistic value was greater than 1.96, namely 3.611, and the p-value was smaller than 0.05 ($\alpha = 0.05$), namely 0.001, which was marked with a three-star symbol. Thus, there was a significant indirect effect of online customer reviews on purchase decisions through online trust.

5. DISCUSSIONS

The study results show that ease of use has a positive and significant effect on e-satisfaction on e-commerce Shopee. The ease of using the Shopee platform can make customers feel satisfied because using it is very easy to understand and understand. Research on the relationship between perceived ease of use, customer satisfaction, and repurchase intention was conducted by Chen (2012), who stated that forming perceived ease of use will increase consumer satisfaction which will encourage consumer interest in making repeated purchases. The study results show that trust has a positive and significant effect on e-satisfaction at Shopee e-commerce. It shows that trust greatly affects customer satisfaction. If customers feel trust in E-commerce Shopee, they will automatically feel satisfied with the shopping experience they have at

E-commerce Shopee. According to (Ainur, 2007), there are at least six definitions relevant to e-commerce applications, one of which defines that trust will occur if a person has confidence in an exchange with a partner who has integrity and can be trusted. The study results show that e-satisfaction has a positive and significant effect on repurchase intention on e-commerce Shopee. It shows that satisfaction can make customers repurchase products that have been purchased before. The study results show that ease of use has a positive and significant effect on repurchase intention on e-commerce Shopee. It shows that ease of use can make customers want to repurchase products contained in Shopee because of the ease of use of the platform. Also, customers feel happy and find it easy to choose the product they want because using the application is very easy. The study results show that trust has a positive and significant effect on repurchase intention on e-commerce Shopee. It shows that trust can make customers make repeat transactions at Shopee. Since if customers feel belief in the Shopee Online Platform, then customers will also trust the products sold at Shopee.

6. CONCLUSIONS

For business people, especially those who sell on e-commerce, it is necessary to continue to increase consumer trust, one of which is by selling products according to the original ones, because that is very important for buyers. In this case, trust is also one of the critical factors for consumers in making repeat purchases of products. Thus, if the customer feels trust, the customer will also feel satisfied. Therefore,

customers will become loyal and continue shopping for products sold on the Shopee platform. Then, further researchers can add variables other than those used in this study in order to obtain varied results in line with future technological developments.

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