P-ISSN: 2808-0467
E-ISSN: 2808-5051
Homepage: https://iss.internationaljournallabs.com/index.php/iss

# REPURCHASE INTENTION ANALYSIS THROUGH SATISFACTION AND TRUST OF SHOPEE USERS

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***PAPER INFO***

***Received:***
*November 2021*
***Revised:***
*November 2021*
***Approved:***
*November 2021*

***ABSTRACT***

**Background:** Online business people or online sites in Indonesia are very rife, ranging from retail players who had been leading in offline businesses also switched to online, such as Matahari online, Alfamart, Indomart, and others. They compete with existing onlne businesses such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.id, Orami, Bhineka and others.
**Aim:** This study aims to identify the effect of influencing factors of repurchase intention through satisfaction and trust in users of online shopping Shopee.
**Method:** A quantitative approach uses to run path analysis processed with IBM SPSS Statistic V 23 and Structural Equation Modeling (SEM) software with IBM AMOS V 5. The sample of 138 respondents were taken from ten sub-districts in Samarinda City. The measurement scale uses a likert scale with a score of 1 - 5. This study also tested the validity and reliability test, then carried out further test of estimation and structural fit model test.
**Findings:** Based on structural model, it can be proven that experience and hedonic value have significant effect on satisfaction, website quality and privacy have significant effect on trust, trust have significant effect on satisfaction, website quality, privacy and satisfaction have significant effect on repurchase intention; website quality and privacy have significant effect on satisfaction, expeience and hedonic value have no significant effect on trust, experience, hedonic value and trust have no significant effect on repurchase intention.

***KEYWORDS*** *Hedonic value, experience, satisfaction, repurchase intention, Shopee*

## INTRODUCTION

The diversity of human needs has many levels, as revealed in Maslow's theory which includes basic things such as food, clothing and home, to the top needs of self-actualization. To meet these needs, humans perform various ways and behaviors in their daily activities (Maslow, 2010).

The simple order of life in ancient times has changed to modern times filled with the discovery of various things that make humans easier to move. Technological advances ranging from mechanical, electronic to date advances in the field of information or digital technology have been very advanced. The development of the internet with online systems enters all things from human needs. Likewise in terms of shopping already so masiv used in everyday life (Stats, 2019).

The busyness of modern humans with various work activities all day and in the office and in the field, almost confiscate most of his life 24 hours a day. Even sometimes on weekends are still used as a working day to meet the target of work delayed in the previous days. Traditional shopping in shops and shopping malls that could be done, sometimes did not have


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time because of time, distance and place that is relatively far from home. The busyness of human work is filled by the development of information technology by offering e-commerce.

Online shopping systems or e-commerce are rapidly growing and can offer a wide range of needs from products, service providers and other manufacturers. Even price comparisons, choices of types and specifications of goods can be done in the size of seconds to influence the consumer's mind in determining the product to be sliced. This is very helpful for people who are preoccupied with work in the office.(Nobar & Rostamzadeh, 2018)

The development of e-commerce presents online shopping through websites, landing pages or other platforms can be accessed by users through laptops or mobile phones. This makes it easier for users to be able to shop efficiently without having to go to a store or shopping mall . Information technology experts and business people develop various e-commerce platforms by following trends, life styles or customer lifestyles. This is in line with the intense business competition among modern business people today. The 24-hour shopping system is relentless and accessible anywhere allows people to get things easy (Schmitt, 1999).

Therefore IT experts and business people apply 5 Porter schemes in global competition. The scheme deceives the bargaining power of suppliers, the bargaining power of buyers, the threat of new entrants, the security of replacement products or services, and competition among competitors. These five things are based on footing to be able to win in competing and beating other business competitors. Therefore, slow business people will be abandoned by consumers and out of business. This is starting to realize offline business people and start to switch to online business (Porter, 1985).

Online business people or online sites in Indonesia are very rife, ranging from retail players who had been leading in offline businesses also switched to online, such as Matahari online, Alfamart, Indomart, and others. They compete with existing onlne businesses such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.id, Orami, Bhineka and others (e-commerce, 2021). Even outside business people who are so vociferous are ready to shift the development of local businesses. There are 32 marketplaces and online platforms that are trending in the world today, ranging from Ebay, Amazon, Etsy, Shopity, Bigcommerce, Alibaba, Jet and others (Chain, 2021).

This research analyzes repurchase intentions on the basis of intense competition in e-commerce today. The company strives to gain and maintain customer loyalty as a purchasing power that continues to be maintained. Therefore they try to encourage consumers to have an interest in buying back (repurchase intention) the products they consume. The measurement of buyback interest can be done with 4 indicators, namely intention to continue intention to continue using online shopping applications, intention revisit intention to revisit the site or website, intention to recommended intention to recommend, and resistence against better intention to do better.

Websites that have good quality or quality websites are also variables that will be researched. This is because the author wants to know the quality of the online shopping website because the quality of the website determines the level of buyer engagement.

## METHOD

### *Determination of Research Area*

The research area is determined based on random sampling methods (random samplim method). The area chosen is Samarinda City, while the population is where objects and subjects are consumers using the Shopee online shopping application. Sample is determined by formula (Sugiyono, 2012):

**S = Indicator x (5-10)Σ**

Information:
S = Sample
Indicator = Number of Indicators
5-10 = the number of samples between 5 to 10

### Analysis tools

Analytical tools use multiple correlation coefficients such as the calculation of the formula developed by Karl Pearson, namely:

$$\text{Ry. X1 X2} = \sqrt{\frac{\text{r2yx1} + \text{r2yx2} - 2\text{ryx1. ryx2. rx1x2}}{1 - r2\ x1\ x2}}$$

In which:

$r_{yx1}$= Correlation coefficient between variable $x_1$ and variable y
$r_{yx2}$= Correlation coefficient between variable $x_2$ and variable y

Meanwhile, in circumstances where there are more than 2 free variables, correlation coefficients are also densely sought values with the same pattern. An example is to find a correlation coefficient when there are 7 free variables and 1 bound variable, the following equations can be used:

$$R_{x1,x2,\ldots,xi.y} = \sqrt{\frac{b_1.\sum x_1 y + b_2.\sum x_2 y + \cdots + b_7.\sum x_i y}{\sum y^2}}$$

$$\sum y^2 = \sum Y^2 - \frac{(\sum Y)^2}{n}$$

$$\sum x_i y = \sum X_i Y - \frac{(\sum X_i)(\sum Y)}{n}$$

In which:

n : Data from each variable (31)
$\sum X_i$ : Sum of data $X_i$
$\sum Y$ : Sum of data Y
$\sum Y^2$ : Sum of data $Y^2$
$\sum X_i Y$ : Sum of $X_i Y$
$b_1,\ldots b_7$: Regression coefficient of each variable

## Method of Implementation

Endogenous variable repurchase intention used to test the influence of intention to continuence ($X^1$), intention revisit ($X^2$), intention to recommended ($X^3$), and resitence against better ($X^4$) (Kim et al., 2012). Meanwhile, intervening variables include satisfaction ($Y^1$) and trust ($Y^2$). Satisfaction indicators (Y1) include satisfied, comfortable and fulfil my needs and vaiable trust ($Y^2$) including trustworthy, honest, perfoemance, and reliable (Li, 2016; Limbu, Wolf, & Lunsford, 2012). Meanwhile, exogenous variable is a quality website consisting of information usefulness, shopping convenience, and payment system (Shin, Chung, Oh, & Lee, 2013). Experience variables include experienced, competent, and easy to use (Ling, 2010). Vaiabel Hedonic includes good feeling, fun, joy (Ryu, Han, & Jang, 2010). Vaiabel privacy includes protect personal information, protect personal transation and protect personal credit card (Chiu, Chang, Cheng, & Fang, 2009). Closed questionnaires with answers are available using the Likert scale 1-5 (Sugiyono, 2010). A research location in the city of Samarinda with a consumer population of shopee online shopping app users. The sample was determined as many as 138 respondents, according to minimum requirements (Hair, 2018).

Accidental sampling methods are used for data collection (Supomo & Indriantoro, 2002). Instrument tests include tests of validity, reliability, and classical assumptions (Normality, multicollearnirity, and linearity).

## RESULTS AND DISCUSSION

### *Structural Equation Modeling (SEM) Assumption Test Results*

1) Linearity Test

*Table 1. Linearity Assumption Test Results*

| Free Variable | Bound Variable | *p-value* | Result |
|---|---|---|---|
| *Website quality* (X1) | *Satisfaction* (Y1) | 0,024 | Linear |
| *Experience* (X2) | *Satisfaction* (Y1) | 0,002 | Linear |
| *Hedonic value* (X3) | *Satisfaction* (Y1) | 0,000 | Linear |
| *Privacy* (X4) | *Satisfaction* (Y1) | 0,006 | Linear |
| *Trust* (Y2) | *Satisfaction* (Y1) | 0,000 | Linear |
| *Website quality* (X1) | *Trust* (Y2) | 0,001 | Linear |
| *Experience* (X2) | *Trust* (Y2) | 0,011 | Linear |
| *Hedonic value* (X3) | *Trust* (Y2) | 0,023 | Linear |
| *Privacy* (X4) | *Trust* (Y2) | 0,001 | Linear |
| *Website quality* (X1) | *Repurchase Intention* (Y3) | 0,000 | Linear |
| *Experience* (X2) | *Repurchase Intention* (Y3) | 0,001 | Linear |
| *Hedonic value* (X3) | *Repurchase Intention* (Y3) | 0,000 | Linear |
| *Privacy* (X4) | *Repurchase Intention* (Y3) | 0,000 | Linear |
| *Satisfaction* (Y1) | *Repurchase Intention* (Y3) | 0,000 | Linear |
| *Trust* (Y2) | *Repurchase Intention* (Y3) | 0,000 | Linear |

Source: Data processed by researchers, 2020

2) Normality Test

*Table 2. Normality Assumption Testing*

One-Sample Kolmogorov-Smirnov Test

| | | Standardized Residual |
|---|---|---|
| N | | 138 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | .98529332 |
| Most Extreme Differences | Absolute | .049 |
| | Positive | .049 |
| | Negative | -.049 |

| | |
|---|---|
| Test Statistic | .049 |
| Asymp. Sig. (2-tailed) | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
Source: data processed by researchers, 2020

3) Multicollinearity Test

*Table 3. Multicollinearity Assumption Test Results*

| Variable | BRIGHT | Information |
|---|---|---|
| *Website quality → Repurchase Intention* | 1,293 | Multicollinearity-free |
| *Experience → Repurchase Intention* | 1,310 | Multicollinearity-free |
| *Hedonic value → Repurchase Intention* | 1,044 | Multicollinearity-free |
| *Privacy → Repurchase Intention* | 1,061 | Multicollinearity-free |

Source: Data processed by researchers, 2020

## *Fit Model Test Results*

*Table 4. Goodness of Fit Overall Model Test Results*

| Criterion | Cut-of Value | Model Results | Information |
|---|---|---|---|
| Chi Square | Small | 247,331 | Fit |
| Significance Probability | ≥ 0,05 | 0,064 | Fit |
| CMIN/DF | ≤ 2,00 | 1,150 | Fit |
| RMR | <0.10 | 0,039 | Fit |
| GFI | ≥ 0,90 | 0,874 | Marginal Fit |
| AGFI | ≥ 0,90 | 0,838 | Marginal Fit |
| TLI | ≥ 0,95 | 0,954 | Fit |
| CFI | ≥ 0,94 | 0,961 | Fit |
| RMSEA | ≤ 0,08 | 0,033 | Fit |

Source: Data processed by researchers, 2020

## *Hypothesis Test Results*

As for the results of the hypothesis test get results as in the followingTable.

*Table 5. Hypothesis Test Results*

| **Variable** | **Standardized Path Coefficient** | **C.R. (Critical Ratio)** | **Probability** | **Information** |
|---|---|---|---|---|
| *Website quality Satisfaction →* | 0,232 | 1,691 | 0,691 | Significant |
| *Experience Satisfaction →* | 0,363 | 2,057 | 0,040 | Significant |
| *Hedonic value Satisfaction →* | 0,340 | 3,398 | *** | Significant |
| *Privacy Satisfaction →* | -0,034 | -0,523 | 0,601 | Insignificant |
| *Trust Satisfaction →* | 0,544 | 3,622 | *** | Significant |
| *Website quality Trust →* | 0,395 | 2,424 | 0,015 | Significant |
| *Experience Trust →* | 0,141 | 0,739 | 0,660 | Significant |
| *Hedonic value Trust →* | 0,132 | 1,247 | 0,212 | Insignificant |
| *Privacy Trust →* | 0,260 | 3,339 | *** | Significant |
| *Website quality Repurchase Intention →* | 0,700 | 2,213 | 0,034 | Significant |
| *Experience Repurchase Intention →* | 0,125 | 0,336 | 0,737 | Significant |

| | | | | |
|---|---|---|---|---|
| *Hedonic value Repurchase Intention* → | 0,060 | 0,226 | 0,822 | Significant |
| *Privacy Repurchase Intention* → | 0,438 | 3,432 | *** | Significant |
| *Satisfaction Repurchase Intention* → | 1,322 | 2,042 | 0,041 | Significant |
| *Trust Repurchase Intention* → | 0,429 | 0,926 | 0,655 | Significant |

Source: Data processed by researchers, 2020

The hypotheses of research analyzed with significant tests through AMOS 5.0 software can be concluded that there are 7 hypotheses that show insignificant influences. However, the other 8 hypotheses show significant influence.

From the results of the analysis that has been done in this study there are several recent findings that are different from the results of research that has been done by previous researchers. Here are the findings of the study: (1) found *hedonic value* has no significant negative effect on *repurchase intention; (2) trusts* have an insignificant negative effect on repurchase *intention; (3)* The results of the model calculation are carried out after conducting statistical tests that show that the relationship between the *experience* variable to the *satisfaction* variable, *the hedonic value* variable to the *satisfaction* variable, the *trust* variable to the *satisfaction* variable, the *website quality* variable to the trust variable, privacy variables to *trust* variables, *website quality* variables against *repurchase intention* variables, *privacy* variables against *repurchase intention* variables, and *satisfaction* variables against *repurchase intention* variables. It is significant that it is shown by a black arrow. However, the relationship between *privacy* variables to *satisfaction* variables, *hedonic value* variables to *trust* variables, *experience* variables to *repurchase intention* variables, is insignificant and is indicated by a red arrow. Here is a picture of the model calculation:

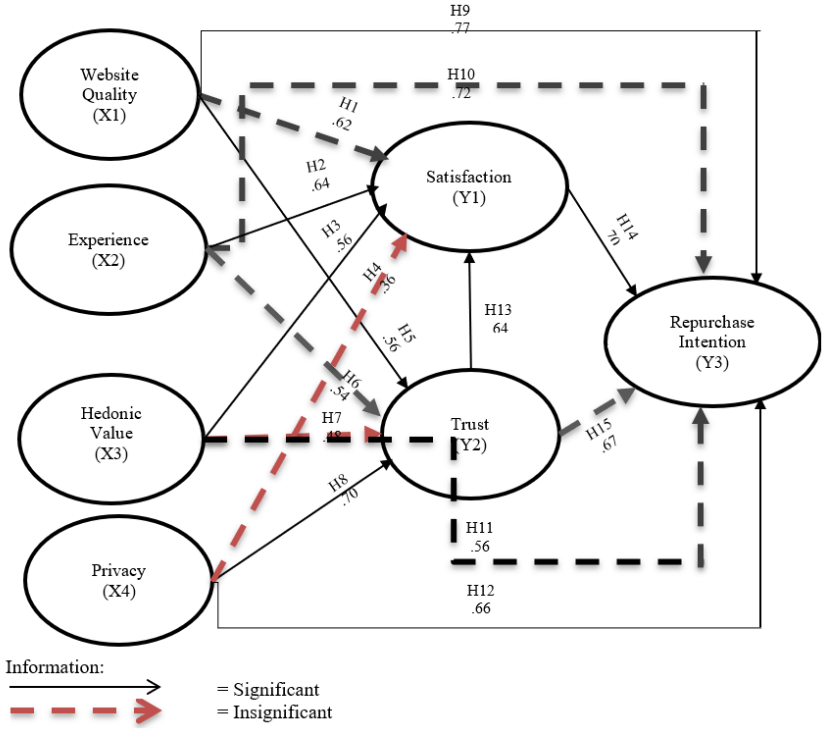



*Fig 1. Test of path hypothesis*

## CONCLUSION

The conclusions in this research include several things. The relationship of experience variables, hedonic value and trust to satisfaction has a significant influence on users of the Shopee online shopping application, meaning that the relationship between those variables is hypothetically acceptable. The relationship between variable website quality and privacy to trust has a significant influence on users of online shopping applications means that the relationship between these variables is hypothetically acceptable. The direct relationship of website quality, privacy and satisfaction variables to repurchase intentions has a significant effect meaning that the relationship between these variables is hypothetically acceptable.

The relationship of the indirect influence of exogen experience to endogenous variable repurchase intention through intervening satisfaction variables is statistically acceptable because each relationship path has a positive and significant path coefficient. Indirect relationships of exogen hedonic value variables to endogenous repurchase intention variables through intervening satisfaction variables are statistically acceptable because each relationship path has a positive and significant path coefficient.

The relationship of indirect influence of exogen variables to endogenous variables repurchase intention through intervening trust variables and satisfaction is statistically acceptable because each relationship path has a positive and significant path coefficient. The indirect relationship of exogen privacy variables to endogenous variables repurchase intention through intervening trust variables and satisfaction is statistically acceptable because each relationship path has a positive and significant path coefficient.

The relationship of experience, hedoniv value and trust variables did not have a significant effect on repurchase intentions in users of the Shopee online shopping application in the city of Samarinda, which means that the relationship between the variables is either rejected or unacceptable.

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