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## **DETERMINANTS OF CONSUMER REPURCHASE INTENTION ON TOKOPEDIA IN INDONESIA**

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### **Abstract**

*This study aims to examine the effect of Perceived Website Quality, E-Consumer Satisfaction, E-Consumer Trust, and Tokopedia Consumer Repurchase Intentions in Indonesia. Data collection was carried out by distributing online questionnaires via Google form with a total sample of 200 respondents. The data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS 3 software. The results show that 1) Perceived Website Quality has a positive and significant effect on Electronic Consumer Satisfaction, 2) Perceived Website Quality has a positive and significant effect on Trust Electronic Consumers, 3) Electronic Consumer Satisfaction has a positive and significant effect on Electronic Consumer Confidence, 4) Electronic Consumer Trust has a positive and significant effect on Repurchase Intentions.*

**Keywords:** *Perceived Website Quality; E-Consumer Satisfaction; E-Consumer Trust; Repurchase Intention*

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### **INTRODUCTION**

The rapid development of technology has a significant impact on human life. One of the impacts is that many consumers are switching from conventional shopping to shopping online. For this reason, it is important for companies and marketers who move digitally to be able to retain their consumers to continue to make repurchases. The benefits of consumer buyback for companies have already been discovered by Drilon et al., (2020) who say that consumers who make repurchases spend more money to make their purchases and make more profit than new consumers.

Curtis et al; Fang et al in Wijaya & Farida, (2018) define repurchase as the tendency of a consumer to visit a website and consider buying products or services from the same online store and have a commitment to the online store. While Albarq, (2021) define buyback as an individual's decision to buy back services from the same company taking into account his current situation and possible circumstances. Chiu & Cho, (2019) found that consumer repurchase intention in online shopping has a significant relationship with consumer confidence.

In addition to influencing satisfaction, website quality was also found to affect consumer confidence as found by Al-Debei et al; Agag & El-Masry; Al-Qeisi et al in Septiari, (2018) who said that there is a positive relationship between website quality and consumer trust. Winnie in Wijaya & Farida, (2018) found that information quality (website content) and system quality (website design and structure) are positively related to consumer trust. Furthermore, Qi

et al., (2018) stated that the effectiveness of the website has a significant effect on consumer trust.

The massive shift of consumers who originally shopped conventionally to online was also marked by the emergence of e-commerce. David Baum in Kasmi & Candra, (2017) said that e-commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions and trade in goods, services and information carried out electronically.

The emergence of e-commerce is due to the convenience it offers to consumers as found by Chiu & Cho, (2019) who say that consumers have more choices and better offers from various existing e-commerce websites. In addition to consumers, the emergence of e-commerce also makes it easier for marketers to offer their products as found by Shin et al., (2013) who said that e-commerce website consumers offer an easy and economical way for marketers to distribute their products more effectively and reach potential consumers.

One proof of the large use of e-commerce today is that as many as 157 million people have visited Tokopedia in the first quarter of 2022 (Purba & Setiyaningrum, 2022). The increase in consumers who shop online in Indonesia from year to year is enough to make marketers continue to make various efforts to make consumers make purchases again. Various benefits offered by e-commerce to consumers ranging from convenience to promotions offered are the reasons why not a few consumers currently prefer to shop through e-commerce. Although e-commerce users in Indonesia have increased significantly, there are obstacles that are often taken into consideration for consumers to shop using e-commerce, such as transaction security and consumer trust. Therefore, this study will examine how a consumer's repurchase intention can be influenced by various factors such as consumer confidence, consumer satisfaction and website quality felt by consumers when shopping through e-commerce. So the title taken by the researcher is "Determining Factors of Consumer Repurchase Intention on Tokopedia in Indonesia". A similar study was conducted by Wijaya et al., 2018. However, this study's objective was to evaluate previous studies' findings, using Tokopedia as a research object. The aim of this study is to determine the variables that affect a consumer's intention to repurchase a product.

## **RESEARCH METHOD**

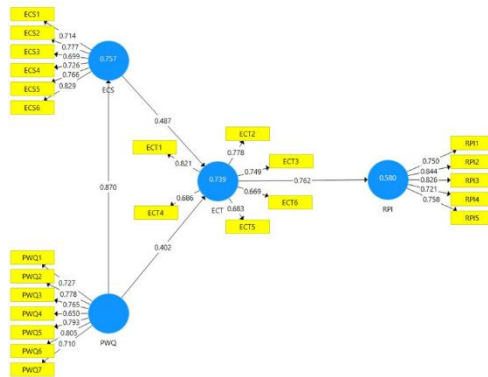
The location of this research was carried out throughout Indonesia, targeting respondents who have used Tokopedia for online purchasing as its main target. Therefore, the selection of research sites is expected to provide maximum results in answering the hypotheses in the study (Osatuyi et al., 2022).

This study uses a quantitative approach to test theories by examining the relationship between existing variables (Sari et al., 2023). The data obtained will be analyzed statistically in order to get precise accurate results. The purpose of quantitative analysis is to test hypotheses and answer research problem formulations. The data used is primary data, which is data obtained directly from the main source as a source of information needed for research purposes. The data collection of this study was carried out using an online survey using Google Form which was disseminated through social media which included Whatsapp and Instagram. The

online survey method was chosen because it is effective in collecting data quickly and efficiently for researchers. The research is measured using four variables to be analyzed, namely perceived website quality, electronic consumer satisfaction, electronic consumer trust and repurchase intention. This study used the Partial Least Square (PLS) approach to structural equation modeling (SEM), which employs statistical analysis of SEM to assess research hypotheses.

**RESULT AND DISCUSSION**

**1. Uji Validitas Konvergen (Convergent Validity)**



**Figure 1. First Convergent Validity Test Results**

Source: Processed primary data (2023)

Based on the data in table 1, it was found that there were five indicator items that had a loading factor of less than 0.7, including PWQ4, ECS3, ECT4, ECT5 and ECT6. The five indicator items must then be removed in order to get a valid loading factor value ya h, ng. The results of the convergent validity test in figure 1 are presented in the following table 1:

**Table 1. Value Loading Factor First Convergent Validity Testing**

Variabel	Indikator	Loading Factor
Perceived Website Quality	PWQ1	0,727
	PWQ2	0,778
	PWQ3	0,765
	PWQ4	0,650
	PWQ5	0,793
	PWQ6	0,805
	PWQ7	0,710
Electronic Consumer Satisfaction	ECS1	0,714
	ECS2	0,777
	ECS3	0,699
	ECS4	0,726
	ECS5	0,766
	ECS6	0,829
Electronic Consumer Trust	ECT1	0,821
	ECT2	0,778
	ECT3	0,749

	ECT4	0,686
	ECT5	0,683
	ECT6	0,669
Repurchase Intention	RPI1	0,750
	RPI2	0,844
	RPI3	0,826
	RPI4	0,721
	RPI5	0,758

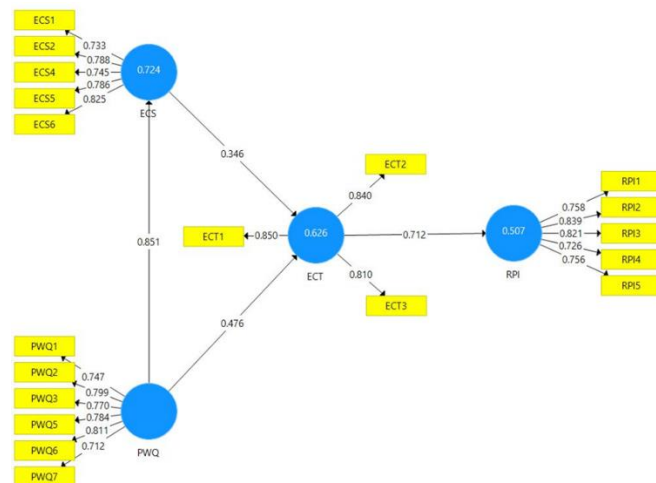


Figure 2. Second Convergent Validity Test Results

Based on the data in table 2 below, after removing indicators that do not meet the measurement criteria which include PWQ4, ECS3, ECT4, ECT5 and ECT6, it was found that the loading factor measurement results on all research indicators have met the established criteria of above 0.7. Based on these results, it can be concluded that the results of convergent validity testing are declared valid. The results of the convergent validity test in figure 2 are presented in the following table 2

**Table 2. Value AVE**

Variabel	Average Variance Extracted (AVE)
Perceived Website Quality	0,595
Electronic Consumer Satisfaction	0,602
Electronic Consumer Trust	0,695
Repurchase Intention	0,610

Table 3. Discriminant Validity Test Results

	<b>ECS</b>	<b>ECT</b>	<b>PWQ</b>	<b>RPI</b>
ECS1	0,733	0,508	0,580	0,618
ECS2	0,788	0,624	0,742	0,638
ECS4	0,745	0,542	0,583	0,601
ECS5	0,786	0,569	0,692	0,660
ECS6	0,825	0,655	0,685	0,712
ECT1	0,669	0,850	0,684	0,638
ECT2	0,629	0,840	0,642	0,563
ECT3	0,575	0,810	0,596	0,577
PWQ1	0,615	0,577	0,747	0,610
PWQ2	0,669	0,614	0,799	0,573
PWQ3	0,681	0,657	0,770	0,637
PWQ5	0,674	0,589	0,784	0,566
PWQ6	0,695	0,639	0,811	0,635
PWQ7	0,596	0,466	0,712	0,496
RPI1	0,665	0,579	0,646	0,758
RPI2	0,661	0,588	0,594	0,839
RPI3	0,701	0,559	0,605	0,821
RPI4	0,595	0,551	0,559	0,726
RPI5	0,626	0,495	0,568	0,756

**Source: Primary data processed (2023)**

**Table 4. Cronbach's Alpha and Composite Reliability Values**

<b>Variabel</b>	<b><i>Cronbach's Alpha</i></b>	<b><i>Composite Reliability</i></b>
Perceived Website Quality	0,863	0,898
Electronic Consumer Satisfaction	0,835	0,883
Electronic Consumer Trust	0,781	0,872
Repurchase Intention	0,839	0,886

**Source: Primary data processed (2023)**

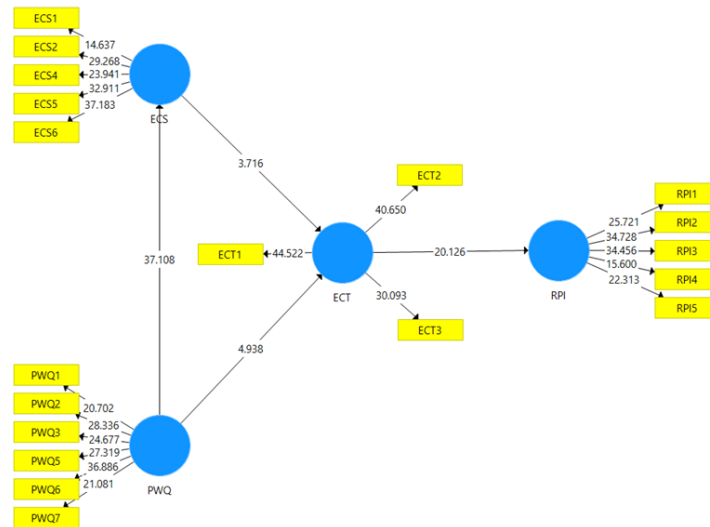


Figure 4. Results of PLS Bootstrapping Method

Table 5. Recapitulation of Hypothesis Test

Hypothesis	Information
H1: Perceived Website Quality Affects Electronic Consumer Satisfaction	Accepted
H2: Perceived Website Quality Affects Electronic Consumer Trust	Accepted
H3: Electronic Consumer Satisfaction Affects Electronic Consumer Trust	Accepted
H4: Electronic Consumer Trust Affects Repurchase Intention	Accepted

### The Effect of Perceived Website Quality on Electronic Consumer Satisfaction

Based on the research conducted, it was found that the Perceived Website Quality variable had a significant effect on the Electronic Consumer Satisfaction variable. This means that the Tokopedia website has an important role in increasing consumer satisfaction with Tokopedia. A high-quality website will provide a pleasant experience for consumers when shopping online. Some things such as attractive website design and the ease of consumers to find the information needed can provide a pleasant experience for consumers.

This result is in line with research that has been conducted previously by Wijaya & Farida, (2018) which found that there is a significant relationship between website quality with consumer satisfaction and consumer trust. Shin et al., (2013) also stated that website quality has a positive effect on consumer satisfaction and confidence. In addition, Shin et al., (2013) said that online shopping management should strive to ensure consumer satisfaction by offering high-quality websites, which means that improving website quality is an important aspect in creating consumer satisfaction and trust.

### **The Effect of Perceived Website Quality on Electronic Consumer Trust**

From the research conducted, it was found that the Perceived Website Quality variable had a significant effect on the Electronic Consumer Trust variable. This means that the Tokopedia website has an important role in increasing consumer trust in Tokopedia. A high-quality website will provide a sense of security and trust for consumers when shopping online. Things like feeling protected by the provider and the belief that sellers in the provider are honest in doing business can provide a sense of trust for consumers.

This is in line with research conducted by Gao et al., (2020) which found that websites have a positive and significant effect on trust. Gao et al., (2020) assert that the higher the quality of the website, the higher the likelihood of consumers to trust online providers. In addition, the results in this study are also supported by previous research conducted by Septiari, (2018) which said that website quality has a positive effect on trust. Septiari, (2018) asserts that website quality plays a more significant role in building trust.

### **The Effect of Electronic Consumer Satisfaction on Consumer Trust**

From the research conducted, it was found that the Electronic Consumer Satisfaction variable had a significant effect on the Electronic Consumer Trust variable. This means that the satisfaction felt by consumers with Tokopedia has an important role in increasing consumer trust. The higher the satisfaction felt by consumers, the higher consumer trust in online shopping providers.

This result is in line with research conducted by Firmansyah & Ali, (2019) which found that consumer satisfaction has a significant effect on consumer confidence. In addition, this result is also supported by research conducted by Tatang & Mudiantono, (2017) which found that satisfaction has a significant effect on consumer confidence. These two studies reinforce that satisfaction is one of the important factors that can increase consumer confidence.

### **The Effect of Electronic Consumer Trust on Repurchase Intentions**

From the research conducted, it was found that the Electronic Consumer Trust variable had a significant effect on the Repurchase Intention variable. This means that the trust felt by consumers in Tokopedia has an important role in consumers' decisions to shop again at Tokopedia. The higher the trust possessed by consumers, the higher the level of decision to make a repurchase.

This result is in line with research conducted by Shin et al., (2013) which found that consumer confidence is positively related to repurchase intent. Shin et al., (2013) say that consumer trust is one of the most important prerequisites for online shopping success. Priscillia et al., (2021) also found that consumer confidence positively affects repurchase intent. Priscillia et al., (2021) said that a consumer's repurchase intention can occur because of trust in a brand, the higher the level of consumer trust, the more bound consumers are to the brand. For this reason, it is important for online shopping management to prioritize consumer trust.

## CONCLUSION

Based on the results of the analysis and discussion in the previous chapter, it was concluded that the quality of the Tokopedia website which includes website design, completeness and accuracy of information and ease of obtaining the information needed has a significant influence on consumer satisfaction with Tokopedia. This result can be interpreted that the higher the quality of the website perceived by consumers, the higher the resulting consumer satisfaction. The quality of the Tokopedia website which includes website design, completeness and accuracy of information and the ease of obtaining the information needed has a significant influence on consumer trust in Tokopedia. Consumer satisfaction that comes from interactions and pleasant experiences from shopping at Tokopedia has a significant influence on consumer trust. Consumer trust derived from a sense of security, honesty and the ability of sellers on Tokopedia to carry out business activities online has a significant influence on repurchase intentions.

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