FACTOR THAT AFFECTS REPURCHASE INTENTION AMONG SHOPEE CUSTOMERS IN WEST JAKARTA (SATISFACTION AS A MEDIATOR)

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ABSTRACT
Digital technology is currently very developed, one of which is the business sector, namely e-commerce, many people are facilitated by this e-commerce. Customer doesn't need to come to the store by himself, he/she just use e-commerce and order directly online, the items we ordered will be sent immediately. This has started to become a new culture, especially in Indonesia, with the existence of e-commerce it can also save time as we know we can make transactions through e-commerce anytime and anywhere without having to meet the seller in person. This study aims to examine whether there is an effect of perceived quality, perceived value, perceived popularity, web design quality on Shopee consumer's repurchase intentions in West Jakarta (with satisfaction as a mediation). There are 234 respondents who are Shopee consumers in West Jakarta. The method used in this research is non-probability sampling by distributing online questionnaires via Google Form, then the data obtained is processed using SmartPLS version 3.2.9. From the processed results it was found that there was an effect of perceived quality, satisfaction, perceived popularity on repurchase intentions, and there is no effect between web design quality and perceived value on repurchase intention.

Keywords: *repurchase intention; satisfaction; perceived quality; perceived value; perceived popularity*

1. INTRODUCTION

Online business and e-commerce are currently becoming a very exploding trend in recent years, the economy is growing with technology and many business people are increasingly creative, this is indicated by the many new businesses emerging in this era. Online business can be said to be quite easy to operate when compared to offline business, online business certainly does not require a place to open a store such as a shop or kiosk, enough with a private house as a place to store goods and market them directly online.

The Covid-19 pandemic has made many changes in people's lives, one of which is shopping. During the pandemic, many new regulations prevented consumers from visiting shopping kiosks and required them to make transactions online. The impact of the Covid-19 pandemic has had a major impact on online shopping. It was recorded from merdeka.com that during the first semester of 2021, the value of e-commerce transactions in Indonesia grew by 63.4 percent to IDR 186.7 trillion [1].

Public interest has increased quite high in terms of shopping online through various e-commerce shopping sites as shown by data on visitors to e-commerce websites through research conducted by iprice.co.id with the following data.

Table 1. E-Commerce Website Visitors Data Q4 2021

Online Store	Web Visitors / Month
Tokopedia	157,443,300
Shopee	138,776,700
Lazada	28,173,300
Bukalapak	25,760,000
Orami	16,683,300

Table 1. E-Commerce Website Visitors Data Q4 2022

Online Store	Web Visitors / Month
Tokopedia	157,233,300
Shopee	132,776,700
Lazada	24,686,700
Bukalapak	23,096,700
Orami	19,953,300

From Table 1 and Table 2, it can be concluded that Shopee has a significant decrease in the number of website visitors from 2021 to 2022 by 6,000,000 visitors [2]. Not only the visitor, Shopee also has a decreased in revenue from US$ 1.6 billion to US$ 1.5 billion [3].

Previous research has explained that the factors that make consumers to repurchase on e-commerce websites are value, quality, innovativeness, popularity, and satisfaction. The characteristics of this e-commerce website are factors that can influence the search process and significantly influence buying behavior [4].

Bernarto, Wilson & Suryawan [5] stated that if the website design quality in an e-commerce is getting better then it will also bring or have a good impact on consumers in increasing consumer satisfaction which leads to repurchase intention.

Cognitive-Affective Personality System theory (CAPS) describes cognitive-affective processes that can explain how an individual's behavior in making a decision and how cognitive and affective factors can influence individual behavior [6].

CAPS is a theory that discusses how a person behaves through cognitive which is a representation of what the person believes (a person's perception of something) and affective which is related to emotional matters. If a person is satisfied with something, this will increase his emotional side and this will stimulate repurchase intentions.

Expectation Confirmation Theory (ECT) involves consumer behavior patterns that are commonly used to determine and estimate satisfaction and repurchase intentions. Oliver [7] states that a consumer's repurchase intention is determined based on previous satisfaction, while the level of satisfaction itself is obtained from disconfirmation and service expectations for a product or service.

2. RESEARCH METHOD

[8] said that Perceived quality is defined as the consumer's judgment about the superiority or excellence of a brand based on subjective perceptions. [9] said that Perceived quality is defined as a consumer's evaluation of a brand's overall excellence based on intrinsic (performance and durability) and extrinsic cues (brand name). According on definition, author can conclude that perceived quality is the consumer's assessment of a brand based on the consumer's perception of quality and the consumer's thoughts on the overall superiority of the goods or services that the consumer will obtain

Erciş, Ünal, Candan, & Yıldırım [10] explained that there are several factors that can affect repurchase intention, one of those factors is perceived quality. Research conducted by Widjajanti, et al. [11] says that repurchase intention can occur due to encouragement from consumer behavior towards perceived quality. Research conducted by Ariffin, et al. [12] says that there is a significant influence between perceived quality on repurchase intention, when customers feel that an e-commerce can fulfill the customer expectation, there will be an extra opportunity for customer's repurchase intention.

Research conducted by Aquinia, et al. [13] says that there is a significant influence between perceived quality on repurchase intention, when consumers feel that the quality of the product is in accordance with consumer expectations, there is a high probability of customer repurchase intention. So, it can be said that the higher the perceived quality, the higher the chances for consumer repurchase intention. Therefore, the first hypothesis in this study is as follows:
H1 (+): Perceived quality has a positive and significant influence on repurchase intention among Shopee customers in West Jakarta.

Perceived value is defined as the overall evolution that customers develop towards a product, based on what is delivered and what is received [14]. [15] said that Perceived value here represents consumers' overall economic assessment of their purchase based on their perceptions of what they receive compared to what they give or pay. According to our definition, author can conclude that perceived value is an assessment of goods or bad our product by comparing the usefulness and utility received

Voss, Parasuraman, dan Dhruv [16] dan Petrick [17] in their research explained that perceived value is the most important indicator of repurchase intention. In addition, Petrick [17] in the study found that perceived quality is a strong motivator with results that support perceived value as a predictor of repurchase intention.

[18] explain that there is a significant influence between perceived value on repurchase intention. When consumers feel that the value they get is in accordance with what they paid for, then it would increase the customer repurchase intention, the second hypothesis in this study is as follows:
H2 (+): Perceived value has a positive and significant influence on repurchase intention among Shopee customers in West Jakarta.

[19] said that perceived popularity are refers to the extent to which peers view a person as 'popular'. [20] said that perceived popularity defined as the degree of website's popularity to which a consumer perceives. [21] said that "Perceived popularity or perceived popularity is the assessment or opinion of respondents to a particular brand that is considered the most

popular." According to that definition, author can conclude that it can be interpreted that perceived popularity is a person's judgment or opinion about the level of popularity of a website from a particular brand that is considered the most popular by consumers when compared to other website brand websites.

Consumer purchases are certainly not easy, it is very important for e-commerce to develop their knowledge, not only about consumer perceptions of a technology, but also about how to increase the popularity of e-commerce itself. E-commerce needs to invest heavily in increasing perceived popularity to encourage sustainable repurchase intention on the same website [22]. the third hypothesis in this study is as follows:
H3 (+): Perceived popularity has a positive and significant influence on repurchase intention among Shopee customers in West Jakarta.

[23] said that a website's design quality can be defined as its quality assessed in terms of the navigational system and the appearance of the website. [24] explained that website design quality can be defined as the technological aspects of a website such as navigation, website appearance, and layout. According to that definition, author can conclude that web design quality is the quality of a website that can be seen from the technological aspects of the website which are assessed based on the ease of use, the language used, and the appearance of the website.

[25] explained that web design quality has an important role in making a consumer's repurchase intention, this is in line with research from Wilson and Keni which also explain that website design quality has a positive and significant effect on repurchase intention. The fourth hypothesis in this study is as follows:
H4 (+): Web-design quality has a positive and significant influence on repurchase intention among Shopee customers in West Jakarta.

[26] said that "Customers' satisfaction is defined as their perception or experience (satisfy/dissatisfy) as a result of comparing what they want with what they have already received. [27] explain that satisfaction can be defined as the way customers evaluate a company's products or services in terms of their experience with that company and in comparison to what they have heard or seen about other companies or organization. According to that definition, author can conclude that Satisfaction is the result or consumer's view of an assessment of the value received from an e-commerce, whether the product or service provided is in accordance with what the consumer has paid based on consumer expectations.

[4] explained that consumers will determine the level of satisfaction of an e-commerce, services and products purchased. In the end, the level of consumer satisfaction will enable them to form repurchase intentions or even deter consumers from making their next purchase from an e-commerce site. The fifth hypothesis in this study is as follows:
H5 (+): Satisfaction has a positive and significant influence on repurchase intention among Shopee customers in West Jakarta.
H6 (+): Web-design quality has a positive and significant influence on repurchase intention mediated by satisfaction among Shopee customers in West Jakarta.

[28] explained that repurchase intention is defined as repeatedly purchasing goods or services over time. In other words, repurchase intention means the willingness to buy again at the shop where a consumer had purchasing experience previously.

[29] explain that repurchase intention is thus a buyer's willingness to continue to purchase products from the same Cross Border E-Commerce platform and to select the platform as their first choice for future cross-border purchases. According to our definition, author can conclude that Repurchase intention is a consumer behavior with a willingness to repurchase products or services from the same provider in the future.

Consumers have expectations that a website must have high quality when they carry out online transactions. Based on ECT, when web design quality can match consumer expectations, consumers will feel satisfied [30]. The research from [30] also stated that the quality of web design can influence repurchase intention which is mediated by customer satisfaction.

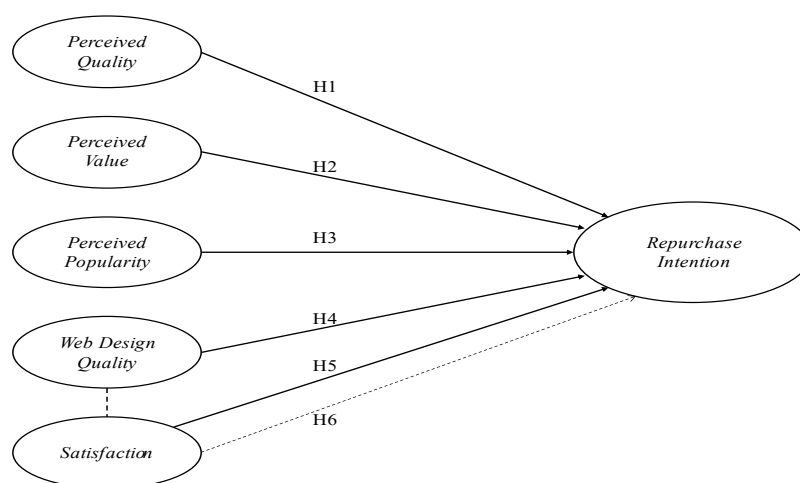The framework of the hypothesis above is as follows:

Figure 1 The Conceptual Framework

3. RESULTS AND DISCUSSION

This study uses data obtained from respondents' answers through online questionnaires. Majority of respondents in this study were women and aged over 17 years and live in West Jakarta with an average of respondents using e-commerce Shopee in shopping and having an average of 42% based on hours of access per day.

This research consists of validity and reliability tests, data analysis assumptions test consisting of multicollinearity test, and data analysis test consisting of coefficient of determination test, effect size test, predictive relevance test, and hypothesis testing.

The outer model test in this study consisted of validity and reliability tests. Validity test consists of convergent validity test and discriminant validity test. [33] explained that convergent validity (convergent validity) has a minimum limit, namely where the external loading is above 0.7. AVE or Average Variance Extracted has a minimum threshold value of 0.5 in discriminant validity measurement (divergent validity). Then for the reliability test it can be accepted if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.70 as well It can be seen from tables below that this study has passed the validity and reliability tests.

Table 3 Loading Factors Result

Variable	Indicator	Loading Factor
Perceived Quality	PQ1	0.871
	PQ2	0.844
	PQ3	0.834
	PQ4	0,731
Perceived Value	PV1	0.746
	PV2	0.790
	PV3	0.741
	PV4	0.831
Perceived Popularity	PP1	0.846
	PP2	0.739
	PP3	0.769
	PP4	0.725
Web-Design Quality	WDQ1	0.824
	WDQ2	0.805
	WDQ3	0.813
	WDQ4	0,812
Satisfaction	SAT1	0.836
	SAT2	0.769
	SAT3	0.828
	SAT4	0.848
Repurchase Intention	RI1	02912
	RI2	0.868
	RI3	0.861
	RI4	0.783

Table 4 AVE, Composite Reliability, and Cronbach's Alpha Result

Variable	AVE	Composite Reliability	Cronbach's Alpha
Perceived Quality	0.615	0.840	0.892
Perceived Value	0.675	0.783	0.859
Perceived Popularity	0.605	0.793	0.864
Web-Design Quality	0.735	0.830	0.887
Satisfaction	0.685	0.847	0.917
Repurchase Intention	0.662	0.830	0.917

Table 5 HTMT Result

Variable	PP	PQ	PV	RI	SAT
PP					
PQ	0.731				
PV	0.742	0.795			
RI	0.838	0.754	0.631		
SAT	0.936	0.731	0.722	0.887	
WDQ	0.879	0.701	0.723	0.665	0.816

Next is the multicollinearity test. The results of the multicollinearity test can be said to be good if it has a VIF value of less than 5. The results of this test show that the VIF value on perceived quality 2.129, perceived value 2.010, perceived popularity 2.938, satisfaction 2.893 and web design quality 2.365. the results of the multicollinearity analysis which has a VIF value of less than 5 (five) so that it can be said that the variables in this study are very good because there is no multicollinearity between the independent variables.

The results of data analysis in this study consisted of the coefficient of determination test, effect size test, predictive relevance test, and hypothesis testing. According to the result in table 5 0.663 for repurchase intention and 0.469 for satisfaction.

Next is the effect size test whose results can be seen in table 4 which explain that perceived quality has 0.103, perceived value 0.002, perceived popularity 0.067, web design quality 0.008, satisfaction 0.231 and web design quality to satisfaction 0.883.

There is a Q-square test which shows the number 0.478. The results of the analysis of predictive relevance that can be said to be good are those with values above 0. In this study, the results of the analysis show that the Q-squared has a value of 0.478 which means that the variables of perceived quality, perceived value, perceived popularity, satisfaction and web design quality can be used to predict repurchase intention in this study because it has a value above 0.

Table 6 F-Squared Result

Variable	F-Squared
Perceived Quality	0.103
Perceived Value	0.002
Perceived Popularity	0.067
Web-Design Quality	0.008
Satisfaction	0.231
Web-Design Quality -> Satisfaction	0.883

Hypothesis testing in this study consists of path analysis or path coefficient, p-value, and t-statistics. The results of the path coefficient test show values ranging from -1 to +1. If the results show +1, it means that there is a positive relationship between the variables in this study, on the otherhand, if the results show a -1 result, it means that the variables in this study

have a negative relationship [18] Next, hypothesis testing is also seen from the p-value. According to [18], the hypothesis can be accepted if the p-value test does not exceed 0.05.

Table 7 The Results of Hypothesis Tests

Variable	Value	Conclusion
Perceived Quality → Repurchase Intention	Path Coefficient: 0.272	Supported
	t-Statistics: 4.468	
	p-Value: 0.000	
Perceived Value → Purchase Intention	Path Coefficient: -0.034	Not Supported
	t-Statistics: 0.411	
	p-Value: 0.681	
Perceived Popularity → Repurchase Intention	Path Coefficient: 0.258	Supported
	t-Statistics: 3.489	
	p-Value: 0.000	
Satisfaction → Repurchase Intention	Path Coefficient: 0.474	Supported
	t-Statistics: 5.913	
	p-Value: 0.000	
Web-Design Quality → Repurchase Intention	Path Coefficient: -0.080	Not Supported
	t-Statistics: 1.313	
	p-Value: 0.189	
Web-Design Quality → Satisfaction → Repurchase Intention	Path Coefficient: 0.325	Supported
	t-Statistics: 5.176	
	p-Value: 0.000	

The results of the first hypothesis test show that there is an influence of perceived quality on the repurchase intention among Shopee customers in West Jakarta. This means that the more quality that the customers got from the online shopping, the higher probability of repurchase intention in the same online shopping. The results of the second hypothesis test indicate that perceived value has no effect on repurchase intention among Shopee customers in West Jakarta. This is because in the second hypothesis test, the p- value is above 0.05 and the t-statistics is more than 1.96. Next, the results of the third hypothesis test show that there is an influence of perceived popularity on repurchase intention among Shopee customers in West Jakarta. This means that more popular an e-commerce get, then higher probability that the customers will be interested to repurchase intention on the same e-commerce. Next, the result of the fourth hypothesis test show that web-design quality has no direct effect on repurchase intention. This is because in the second hypothesis test, the p- value is above 0.05 and the t-statistics is more than 1.96. Next, the results of the fifth hypothesis test show that there is an influence of satisfaction on repurchase intention among Shopee customers in West Jakarta. This means that if the customer feels satisfied with the e-commerce, then they will be will be interested to repurchase intention on the same e-commerce. Finally, the sixth hypothesis test. The results of the sixth hypothesis test show that web-design quality has an indirect influence on the repurchase intention (with satisfaction as a mediation) among Shopee customers in West Jakarta. This shows that the greater quality of e-commerce website can make customers satisfied and when they feel satisfied, they will conduct repeat order or repurchase intention on the same e-commerce.

Based on the outcomes of the analysis and hypothesis testing that have been described, the conclusions drawn from this study are as follows:

1. Perceived quality has a positive and significant influence on the repurchase intention among Shopee customers in West Jakarta.
2. Perceived value has no effect on the repurchase intention among Shopee customers in West Jakarta.
3. Perceived popularity has a positive and significant influence on the repurchase intention among Shopee customers in West Jakarta.
4. Web design quality has no direct effect on the repurchase intention among Shopee customers in West Jakarta.
5. Satisfaction has a positive and significant influence on the repurchase intention among Shopee customers in West Jakarta.
6. Web design quality has a positive and significant influence indirectly on the repurchase intention among Shopee customers in West Jakarta (with satisfaction as mediation).

This study shows that perceived quality, perceived popularity, and satisfaction affect the repurchase intention among Shopee customers in West Jakarta, and web-design quality indirectly affect repurchase intention (satisfaction as a mediation) among Shopee customers in West Jakarta. So, it is recommended for Shopee and other e-commerce companies that to be able to emphasize the quality of their e-commerce where the website have many functions and are very easy to use, and of course improving the quality of their e-commerce products. In addition, it is recommended for e-commerce companies to improve the quality of web design like user interface, ease of use, high quality graphic, and so on. So, the customers will be more satisfied with the web design quality and can increase consumer repurchase intention. Then, it is also recommended for electric car companies to be able to give more value that can meet the expectations of what has been imagined by consumers.

4. CONCLUSIONS AND SUGGESTIONS

This study uses only 4 exogenous variables, 1 mediator variables, and 1 endogenous variable. So, for similar researchers in the future, it is suggested to add other exogenous variables, such as service quality by adding other exogenous variables, it is expected to be able to explain the repurchase intention variable more broadly.

This study only used 234 respondents. Thus, it is also recommended for similar researchers in the future to increase the number of research samples, so that the research can more closely resemble the original situation in the field. The scope of this research also only covers West Jakarta. So, it is also recommended for similar researchers in the future to expand the scope of research. By expanding the research area, it is hoped that further research can explain more broadly the influence of exogenous variables on the repurchase intention of customer's Shopee throughout Indonesia.

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