

FACTORS INFLUENCING ONLINE REPURCHASE INTENTION IN INDONESIA'S E-COMMERCE MARKET: A STRUCTURAL EQUATION MODELING APPROACH

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FACTORS INFLUENCING ONLINE REPURCHASE INTENTION IN INDONESIA'S E-COMMERCE MARKET: A STRUCTURAL EQUATION MODELING APPROACH

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Abstract

The rapid expansion of e-Commerce in Indonesia has revolutionized consumer behavior, shifting preferences from traditional retail to the dynamic world of online shopping. This paradigm shift necessitates a deep understanding of consumer online buying behavior, which unfolds in two critical stages: initial purchase intention and the all-important repurchase intention. The latter is a key determinant of e-Commerce success, reflecting customer loyalty and the overall health of an online business. This research delves into the significant factors driving Indonesian consumers' online repurchase intentions, employing a robust quantitative methodology. A comprehensive survey was conducted with 200 e-commerce shoppers, utilizing both email and printed questionnaires, and analyzed using Structural Equation Modeling (SEM). Our findings reveal that Indonesian e-customers are distinctly driven by novelty, quality, price, and convenience. These orientations significantly enhance online repurchase intentions. Moreover, factors such as brand trust and prior online purchase experience also play crucial roles in fostering customer loyalty. This study not only highlights the critical elements that boost customer online repurchase intention but also offers actionable insights for e-commerce platforms aiming to thrive in Indonesia's rapidly evolving market.

Keywords: *consumer online behavior, customer online repurchase intention, e-commerce, shopping orientation, structural equation modeling (SEM).*



INTRODUCTION

The global e-commerce landscape has witnessed a remarkable transformation in recent years, with the industry projected to experience continued growth and expansion (Goyal and Morgan, 2023). According to Stanley's projections, global e-commerce penetration is expected to reach 9.3% in 2016, surpassing the growth of traditional retail sales by a factor of four. This growth is largely driven by the surge in incoming sales from developing countries, such as Russia and Latin America, as well as the instability in the retail business in developed countries, particularly the United States and Australia (Peshko, 2022). The rapid development of e-commerce can be attributed to several factors, including the widespread adoption of internet technology and the proliferation of e-commerce platforms (Luo and Lee, 2018).

The development of the e-commerce market shows its attractive e-commerce market. Even Indonesia is predicted to be capable of becoming Asia's largest market in the future (Ha and Chuah, 2023). Now it has many responding companies in its attractive e-commerce industry that joined in using the Internet as a channel marketing products, in addition to through channel marketing like shop retail and catalog (Pratiwi, 2022). But inside a business of e-commerce, internet marketers face several challenges. The first challenge is shopping online activity that is still considered at risk by several consumers, so Internet Marketers need to understand the behavior of consumers related to their trust moment for transactions via the e-commerce site (online trust) (Irawan, 2020; Essila, 2018).

The challenges faced by Internet Marketers in Indonesia remain significant, with many consumers still reluctant to make purchases online. According to the most recent data from the Indonesian Internet Service Providers Association (APJII) in 2023, the primary reasons Indonesian customers avoid online shopping include fear of fraud (32%), inability to see the goods directly (25%), concerns over high costs (20%), and lack of interest (23%). Additionally, a study by Boston Consulting Group (2022) highlights similar obstacles, noting that seller fraud, payment safety, and product quality are major concerns for Indonesian consumers. These challenges can deter repeat purchases on e-commerce sites and impede the development of customer loyalty.

Customer repurchasing or loyalty is a crucial determinant of success and profitability for an online store. According to Mainspring and Bain & Company (2000), the typical consumer needs to spend four times the amount in an online store in order for the store to make a profit from that customer. Customer repurchase intention or loyalty has a significant impact on the success and profitability of an online store (Yolanda and Putri, 2021). Previous studies indicate that in order for an online store to generate a profit from a customer, the buyer must spend four times the price of their initial purchase (Shang and Bao, 2020). Hence, it is vital for e-commerce enterprises to comprehend the determinants that motivate clients to engage in repeat online shopping. This research aims to identify the characteristics that influence consumers' propensity to shop online again or their online repurchase intention.

Customer Online Repurchase Intention

In general, online buying behavior can be understood based on two stages, namely the first is an effort to encourage customer online purchase intention and the second stage is to encourage the creation of customer online purchase intention, both of which are very important in determining the success of e-Commerce (Kumar et al., 2024).



The Theory of Reasoned Action (TORA) is an all-encompassing model that elucidates and forecasts human behavior by taking into account beliefs, attitudes, and intentions (Ellis and Helaire, 2021). Originally formulated by Fishbein and Ajzen in the late 1970s, the Theory of Reasoned Action (TORA) later evolved into the Theory of Planned Behavior. This revised theory introduced the concept of perceived behavioral control as a factor that influences intentions (Hagger, 2019). TORA highlights the significance of purpose as the main factor that determines behavior, which is influenced by attitudes and subjective norms (Hagger, 2019). This model may be applied to a wide range of behaviors, people, and circumstances, offering a straightforward yet powerful framework for comprehending decision-making processes (Ursavaş, 2022). The incorporation of learning dynamics and immediate social environment effects in computational modeling has advanced TORA's understanding, leading to a more sophisticated comprehension of health behaviors (Orr, et al., 2013).

According to the Theory of Reasoned Action, consumer behavior can be predicted from the suitability of consumer intentions (Ajzen and Fishbein, 1980). Customer Intention measurement is more effective than Customer Behavioral measurement in attracting new customers. Likewise, a study explains that measuring Customer Intention will be more effective than measuring Customer Behavior in capturing consumers' thoughts (Ling et.al, 2010).

Repurchase intention is a manifestation of customer loyalty. Harris and Goode (2004) explained that repurchase intention has a direct effect on e-commerce vendor profits. Furthermore, Mainspring and Bain & Company (2000) said that the average customer has to shop four times so that an online store can gain profits from these customers.

Customer Online Repurchase Intention refers to the situation when consumers have the desire and intention to re-engage in online purchasing transactions (Ling et al. 2010). Online transactions can be understood as activities in which the process of searching, receiving, and exchanging information is carried out online and can be categorized as an intention to use a website. Customer Online Repurchase Intention will determine how strongly the consumer intends to purchase via the Internet (Salisbury et al., 2001 in Ling et.al. 2010). According to Busler (2000), online customer repurchase intention can be measured through the likelihood dimension, namely the consumer's purchase plan for a product, which definitely would refer to the consumer's certainty about a product and probably refers to the consumer's possibility of purchasing a product.

Shopping Orientation

Shopping orientation plays a crucial role in facilitating online transactions and shopping (Rohm and Swaminathan, 2004). Several researches have demonstrated that shopping orientation has a substantial influence on online purchasing intentions (Vijayarathy and Jones, 2000; Brown et al., 2001; Gehrt et al., 2007). The influence of shopping orientation on purchase orientation has been observed in Western countries (Brown et.al, 200; Gehrt et.al, 2007) as well as in the e-commerce industry in Malaysia (Ling et al, 2010). Gehrt, et.al (2007) discovered that shopping orientation is a multidimensional construct through their investigation on the association between shopping orientation and online shopping orientation. The seven categories of shopping

orientation include recreation orientation, novelty orientation, impulse orientation, quality orientation, brand orientation, price orientation, and convenience orientation.

The study conducted by Bhatnagar, Misra, and Rao (2000) found that as consumers perceive a greater sense of comfort while purchasing online, their intention to repurchase from online retailers also increases. Consumers take into account various sorts of convenience when buying, including "access convenience", "search convenience" (Seiders et al., 2000), "possession convenience", "transaction convenience", "time convenience", and "place convenience". Multiple research indicates that the primary factor driving consumers to use the Internet for purchasing is convenience (Brown et al., 2003).

Shopping orientation refers to an individual's approach or mindset towards shopping, which can significantly influence various consumer behaviors. Research studies have shown that shopping orientation plays a crucial role in determining purchasing decisions, consumer satisfaction, and repurchase intentions (Ariyanto, 2024). For example, findings indicate that shopping orientation positively impacts the decision to purchase thrift clothing among university students, showcasing its relevance in different consumer segments (Hashem, 2024). Moreover, in the context of the automobile industry, customer orientation has been identified as a robust predictor of customer delight, brand love, positive electronic word of mouth, and willingness to pay more for car brands, highlighting the broader implications of shopping orientation on consumer attitudes and behaviors (Hashem, 2024). Additionally, in the online environment, e-shopping orientation has been linked to impulsive buying behavior, with trust playing a mediating role in this relationship among Generation Y consumers (John, et al, 2024).

Online Trust

Online purchasing is closely related to Online Trust. Trust is a complex statement of consumers' ignorance of the motives and intentions of other people (Kramer, 1999). A number of works of literature have proven that Online Trust, in this case, consumer trust in a website retailer or Brand Online Trust has a positive influence on Customer Online Repurchase Intention (Verhagen et al., 2006; Gefen and Straub, 2004; McKnight et al., 2002; Kim and Kim, 2004). Online Trust plays a key role in creating satisfactory results and in accordance with consumer expectations regarding online transactions (Yousafzai et al., 2003; Gefen and Straub, 2004; Wu and Cheng, 2005). Gefen and Staub (2004) also concluded that the higher the degree of consumer trust, the higher the level of online customer repurchase intention.

Online trust plays a crucial role in various online interactions, influencing behaviors and perceptions. Studies highlight the significance of online trust in different contexts. Research on the Indonesian Presidential Election issue emphasizes the importance of online political trust in shaping public opinion and candidate legitimacy (Baharuddin, 2023). In the realm of online transportation services, trust transfer dynamics between customers and drivers impact customer loyalty significantly (Purnami, 2023). Additionally, concerns about algorithms and autonomous systems online can lead to a loss of trust, emphasizing the need for responsible and trustworthy design to enhance user wellbeing and autonomy (Dowthwaite et al., 2023). Moreover, in e-marketplaces, trust in intermediaries and sellers influences purchasing behavior, with trust in intermediaries playing a more dominant role in explaining repurchase intentions. Lastly, transparency in journalism is linked to increased trust, highlighting the importance of incorporating



transparent features within news articles to enhance audience trust levels (Indani et al., 2023).

Prior Online Purchase Experience

Prior online purchase experience plays a significant role in influencing online purchase intention (Jiang et al., 2023). Research indicates that previous experience positively impacts online purchase intention, highlighting the importance of familiarity and comfort with the online shopping process (Jiang et al., 2023). Additionally, studies show that prior online purchase experience is one of the factors that have a significant relationship with online purchase intention, along with impulse purchase orientation, brand orientation, and online trust (Chen, et al., 2022). Consumers who have previous experience with online shopping are more likely to trust online platforms and have a higher intention to make purchases online, emphasizing the role of trust and confidence in driving online consumer behavior.

Prior Online Purchase Experience or previous online shopping experience greatly influences consumer behavior in the future. Laroche et.al (2005) stated that future behavior is determined by previous experience. Especially in the context of online shopping still considered risky compared to purchasing through traditional/offline retail, so this is all about previous shopping experiences. Rohm and Swaminathan (2004) revealed that the length of time since first starting online shopping can be used to increase the frequency of online shopping; For this reason, Internet Marketers must be able to "tempt" consumers to make several purchases again (Laroche, et al, 2005). Based on the literature, it can be concluded that Prior Online Repurchase Experience will have a significant impact on Customer Online Repurchase Intention (Jayawardhena and Dennis, 2007). Ranganathan and Jha (2004) in their research concluded that experience in online shopping is a strong determinant of Customer Online repurchase intention.

METHODOLOGY

This study approach is quantitative, employs a conclusive research design with a descriptive and causal research approach to investigate the influence of shopping orientation, brand online trust, and prior online purchase experience on customer online purchase intention on e-commerce sites in Indonesia. The aim is to test hypotheses and draw definitive conclusions about the relationships between these variables (Malhotra, 2010). Data were collected using a structured questionnaire distributed online via email and social media platforms, targeting individuals with prior online purchase experience. The sample size of 400 respondents was determined based on statistical power analysis, aiming for a confidence level of 95% and a significance level (alpha) of 0.05.

A non-probability sampling technique, specifically convenience sampling, was utilized due to its practicality and ease of access to a large pool of participants. The sample in this study consisted of consumers who had shopped/transacted on e-commerce sites in Indonesia, namely 200 samples. This research uses a questionnaire with a six-point Likert scale or a Likert scale with six levels. The six-point Likert scale was chosen by researchers to avoid neutral answers which are often given by Indonesian respondents

To ensure the validity and reliability of the measurement instruments, a pilot test was conducted with 30 respondents, leading to refinements based on their feedback.



Cronbach's alpha was calculated to assess the internal consistency of the scales, with a threshold of 0.70 indicating acceptable reliability. Ethical approval was obtained from the relevant institutional review board, with informed consent ensuring voluntary participation and confidentiality of responses. The use of convenience sampling may limit the generalizability of the findings, and the cross-sectional design captures relationships at a single point in time, potentially not reflecting changes over time (Malhotra, 2010).

The collected data were processed and analyzed using SPSS 22.0 for Windows and LISREL 8.5. Descriptive statistics summarized the demographic characteristics of the respondents and their responses to the questionnaire items. Inferential statistics, including multiple regression analysis and structural equation modeling (SEM), were employed to test the hypothesized relationships between the variables.

FINDINGS AND DISCUSSION

This research was preceded by a primary data collection process using a survey method which began with a survey of 30 respondents to measure the validity and reliability of the research instrument. This research instrument has a Cronbach Alpha value > 0.80 and Kaiser-Meyer-Olkin > 0.50 so it can be said to be reliable.

Respondents in this study were dominated by male respondents amounting to 55.5% of the total respondents whereas female respondents amounted to 44.5%. In terms of age distribution, the survey was dominated by respondents aged 26 - 30 years as much as 60% who could be categorized as young middle age with the majority having a bachelor's degree education background as much as 75.5%. The average respondent spent more than IDR 7,000,000 on online shopping in the last year with an online shopping frequency of 1 – 5 times a year. Respondents in this study were classified as internet savvy where 81% of respondents admitted to having used the internet for more than 8 years.

The research in the main survey was carried out as a whole using the SEM (Structural Equation Modeling) method using a two-step approach method. This form specifies a hybrid model as a CFA (Confirmatory Factor Analysis) model to measure the suitability of the data. In this research, each indicator has a standardized loading factor for each variable with a value > 0.50 and a t value > 1.96 so that the analysis stages can be continued. The reliability of the measurement model can be seen from the calculation of construct reliability (CR) which is more than 0.70 and variance extracted (VE) which is more than 0.50. All variables show factor loading following these criteria.

In contrast to the basic estimates model, the T-Value model will display a complete model trajectory diagram with numbers showing the t-values for each estimated number. The results of the structural model using the t-value option can be seen in Figure 1 as follows:

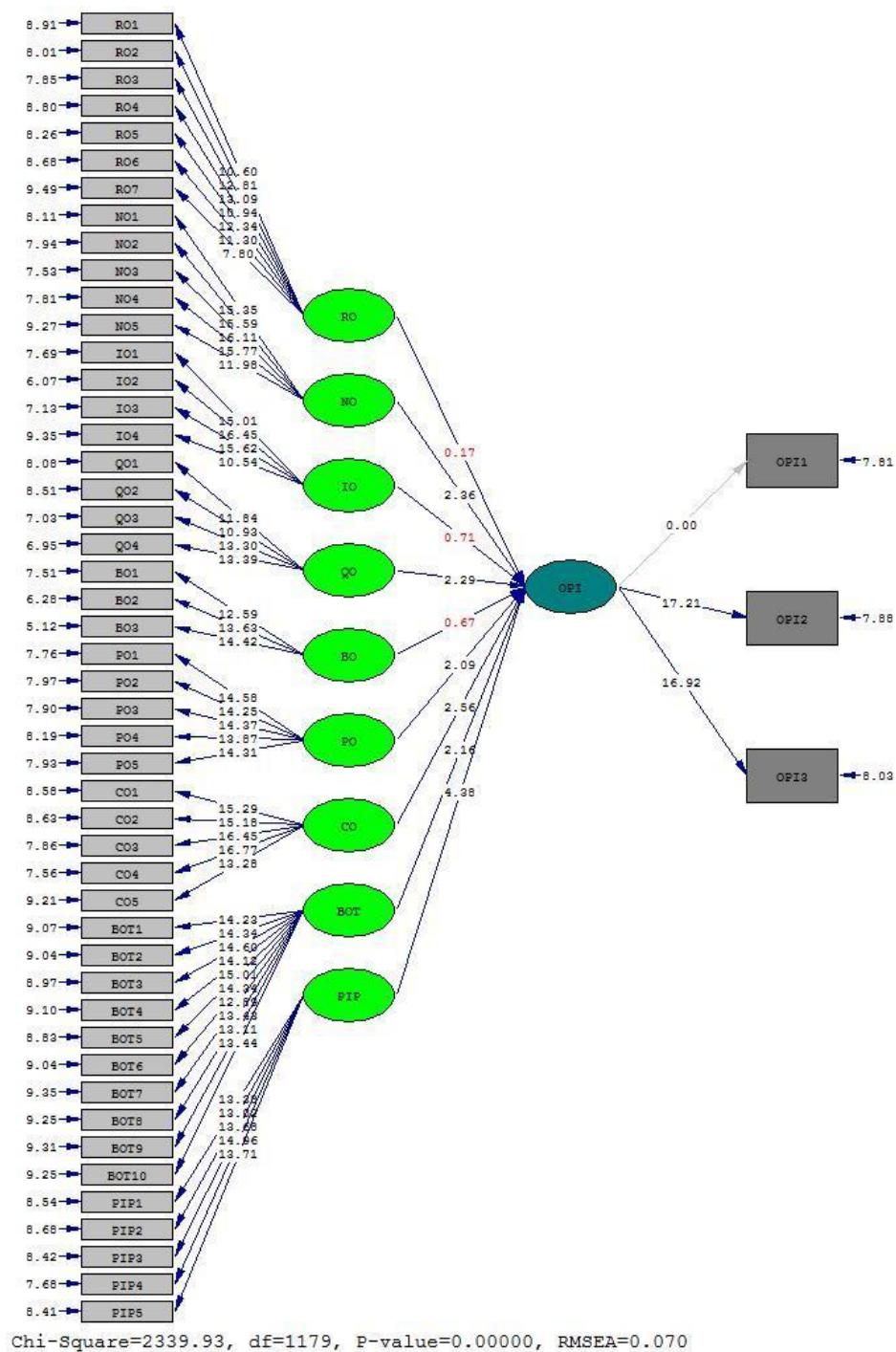


Figure 1. Model Structural (T-Value)

The structural equation model (SEM) diagram above presents a detailed representation of the relationships between several latent variables and their corresponding observed variables. The model fit indices reveal a chi-square value of 2339.93 with 1179 degrees of freedom and a p-value of 0.0000, indicating a significant difference between the model and the observed data. However, given the sensitivity of the chi-square test to large sample sizes, this result is not uncommon. The RMSEA (Root Mean Square Error of



Approximation) value of 0.070 suggests a reasonable fit to the data, as RMSEA values below 0.08 are typically considered indicative of an acceptable model fit. Overall, while the chi-square test implies some discrepancies, the RMSEA suggests that the model provides a reasonable approximation of the relationships among the latent variables and their measures, warranting further refinement and exploration to enhance model fit and validity.

From the model, it can be seen that there is a t-value that has a value of less than 1.96 which is colored red and shows that the estimated figure is not significant, namely in the relationship model of recreation orientation, impulse purchase orientation and brand orientation towards online repurchase Intention. The above test is based on Goodness of Fit (GOF). This research uses the Model Fit Test based on Wijanto (2008) where all indicators from the absolute fit measure and incremental fit measure have been met, so it can be concluded that the level of suitability between the data and the model, the validity and reliability of the measurement model as well as the significance of the structural model coefficients are elevated.

Some variables that can be antecedents to the formation of customer online repurchase intention in e-commerce customers in Indonesia are novelty orientation, quality orientation, price orientation, convenience orientation, brand online Trust, and prior online repurchase intention. Meanwhile, the variables recreation orientation, impulse purchase orientation, and brand orientation, in research conducted on 200 respondents, the majority of whom were men and in middle age (26 - 30 years) could not be proven to influence customer online repurchase intention. The prior online purchase experience variable had the biggest influence on customer online repurchase intention. Meanwhile, convenience orientation and brand online trust are the second and third variables that have the greatest influence on customer online purchase intention. Meanwhile, the variable that has the smallest influence on Customer Online purchase intention is price orientation.

CONCLUSION

The research findings demonstrate that novelty orientation, quality orientation, price orientation, convenience orientation, brand online trust, and past online purchase experience have a substantial and favorable impact on online customer repurchase intention. This study contributes to the existing body of consumer behavior literature by stressing the significant influence of prior online purchasing experience and shedding light on these aspects. The practical implications indicate that e-commerce enterprises should prioritize improving the online buying experience in order to increase client retention. Enhancing convenience features and cultivating brand trust are essential measures that can greatly influence customer loyalty and pleasure.

From an economic standpoint, allocating resources to improve customer convenience and establish brand trust can result in significant financial gains by boosting customer loyalty and repeat purchases. The study suggests that although price orientation does have an influence on repurchase intention, its impact is quite limited. This implies that relying solely on competitive pricing is not enough to foster consumer loyalty. Instead, a comprehensive approach that incorporates aspects such as quality and trust is crucial for achieving long-term economic advantages. These insights offer useful assistance to



academics, practitioners, and economists on how to cultivate a loyal customer base in the fiercely competitive e-commerce industry.

The scope of respondents for this study is only limited to the Jabodetabek area so generalization at the population level of Indonesian e-Customers can be questioned. Therefore, in the next research, it would be better to add respondents and research areas to get a comprehensive picture of Indonesian e-customers. This research does not separate tests based on e-Commerce models such as B2C, C2C, or marketplace so the results obtained cannot explain specifically each model.

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