Factors Affecting Repurchase Intentions at Shopee

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Abstract. This study aims to examine the effect of trust, price, and product quality on repurchase intentions through customer satisfaction on the Shopee, a shopping application in Indonesia. The population in this study are customers who purchase products through the Shopee application. Sample in this study amounted to 100 respondents who had shopped using the Shopee application for more than two months. This study uses a quantitative approach. Use of data collection technologies online questionnaire validity and reliability testing. The data analysis technique used to answer the hypothesis is multiple linear regression, T test and F test. The results of this research show that trust and product quality have positive impact on customer satisfaction and price has a negative impact on customer satisfaction, customer satisfaction has a positive impact on repurchase intentions. Product quality is the dominant variable that has the most influence to the customer's satisfaction a regression coefficient value of 0.529, and on customer repurchase intentions with the value of the regression coefficient of 0.472.

Keywords: Trust, Price, Product Quality, Customer Satisfaction, and Purchase Intentions.

1   Introduction

Shopee is an online shopping application that provides various product sales media to meet people's needs such as fashion, household appliances, and so on. Shopee is the first online shopping application that allows users of the application to explore, shop, and sell various types of products. There are quite a number of Shopee users in Indonesia, amounting to 30,843,400 visits per month in 2018. That way, of course, many consumers are satisfied with the Shopee application, the many features and choices make Shopee very popular with consumers who like to shop online.

Table 1.1 Top Brand Index Ranking Phase 2 for Online Buying and Selling Site Category in 2021

BRAND	TBI 2021	
Shopee.co.id	**41.8%**	**TOP**
Tokopedia.com	16.7%	TOP
Lazada.co.id	15.2%	TOP
Bukalapak.com	9.5%	
Blibli.com	8.1%	

Source: secondary data (2021)

Based on Table 1.1, it may be seen that Shopee's e-commerce ranks first in the category of online buying and selling sites having a Top Brand Index (TBI) of 16.8% in Indonesia, this figure describes Shopee's e-commerce with the highest level of familiarity in the minds of consumers.

The importance of trust in a store in thus, online transactions are felt by consumers that it is not uncommon for this to become one of the leading indicators of consumer satisfaction and willingness to purchase a product in a given location (Utomo et al, 2011:17). Price is the amount of money spent by consumers for a product or service or large sums exchanged by consumers for benefits or ownership or use of a product or service (Kotler and Armstrong, 2016). Product quality is an expression of the level of ability of a certain brand or product to perform the expected function. (Assauri, 2015: 211). According to Darmawan, et al (2017), satisfaction has been defined as the level of emotional reaction from the service experience. Therefore, satisfaction is based on direct experience in the past. Consumer satisfaction in e-commerce is the most important factor for the survival of online stores, if

someone who shops on an online site is satisfied, it can be said that the online store is successful and can get loyal customers to the online site. Purchase intention according to Ibzan et al. (2016), repurchase is described as a consumer's real action in buying or using the product again. Based on the explanation above, it encourages researchers to examine the effect of trust, price, product quality on repurchase intentions through customer satisfaction through Shopee. If someone who purchases on an online site is satisfied, it can be said that the online store is successful and can get loyal customers to the online site. Purchase intention according to Ibzan et al. (2016), repurchase is described as a consumer's real action in buying or using the product again. Based on the explanation above, it encourages researchers to examine the effect of trust, price, product quality on repurchase intentions through customer satisfaction through Shopee. If someone who purchases on an online site is satisfied, it can be said that the online store is successful and can get loyal customers to the online site. Purchase intention according to Ibzan et al. (2016), repurchase is described as a consumer's real action in buying or using the product again. Based on the explanation above, it encourages researchers to examine the effect of trust, price, product quality on repurchase intentions through customer satisfaction through Shopee.

2   Research Question

Based on the description research background above, the research question in this study is as follows:

1.   Is there is a beneficial impact of trust on customer satisfaction in the Shopee application?
2.   Is there a negative price's impact on customers' satisfaction the Shopee application?
3.   Is there a positive product quality's impact on consumer happiness in the Shopee application?
4.   Is there a positive customer satisfaction's impact on purchase intention on the Shopee application?

3   Theoretical Thinking Framework and Hypothesis Formulation

The Effect of Trust on Customer Satisfaction
        Studies carried out through Khasanah (2015) found that trust has a positive influence on customer satisfaction. Then the hypothesis is obtained as follows:
H1: Trust has a nice impact on consumer satisfaction

The Effect of Price on client delight
        Previous research conducted by Sembiring (2021) observed that price had a negative effect on customer satisfaction. Then the hypothesis is obtained as follows:
H2: Price has a poor impact on consumer satisfaction

The Effect of Product best on customer Satisfaction
   In line with research conducted Zakaria, Suwitho (2019) found that product quality has a nice influence on customer satisfaction. Then the hypothesis is obtained as follows:
H3: Product quality has a positive impact on client satisfaction

The effect of purchaser pleasure on Purchase Intentions
        Research conducted by Kurniawati, Puniawan (2017) found that consumer delight has a high quality influence on repurchase intentions. Then the hypothesis is obtained as follows:
H4: Consumer satisfaction has a positive effect on repurchase intentions

Figure 2.1 Research Model

Source: Adapted from Pappas et al (2014)
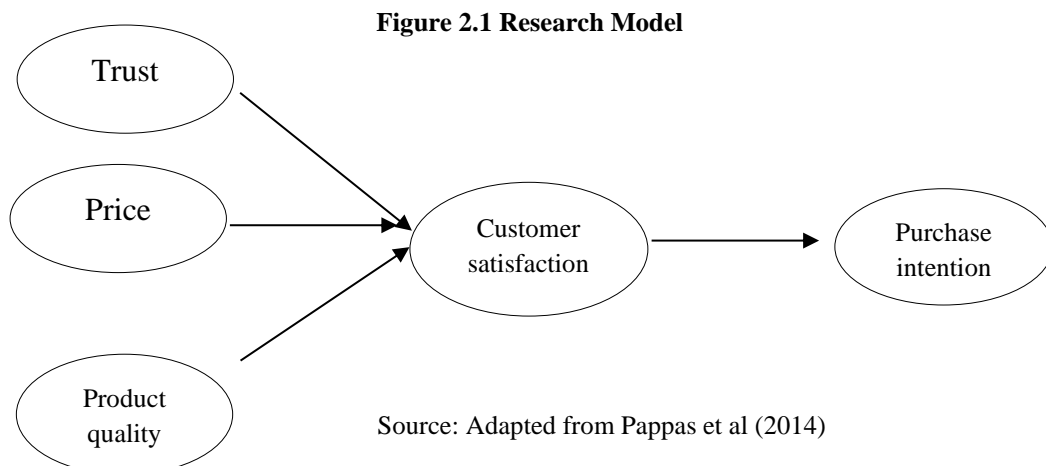
4   Research Methods

Population and Sample

The population on this study are customers who purchase products through the Shopee application. While the samples in this study were some of the customers who made purchases of products through the Shopee application. The criteria used in determining the sample in this research are people who are at least 17 years old and over, use the Shopee shopping application and have at least two months of shopping on the Shopee application. Then the sampling approach used is non-probability sampling used is the form of purposive sampling, namely the technique of figuring out the pattern with positive issues. The wide variety of samples taken in this study were 100 respondents.

Research variable

In this study there are 3 types of variables used, namely the dependent variable, intervening variable and independent variable. The dependent variable used is repurchase intention, the intervening variable used is customer satisfaction and the independent variables used are trust, price and product quality variables.

Data analysis method

The information collection method used in this examine was by distributing questionnaires. The analytical method used to process the data in this study is the a couple of linear regression analysis method with the Statistical Package For Social Science (SPSS) version 21 program.

5   Results And Discussion

Data Analysis Results

Validity and Reliability

The outcomes of the validity and reliability tests that have been carried out show that the instruments used meet the valid and reliable criteria. The description of the outcomes of validity and reliability can be visible further within the following table.

Table 1.2 Validity Results

Variable	Question	Component 1	2	3	4	5	Status
Trust	1.1	0.904					valid
	1.2	0.937					valid
	1.3	0.862					valid
	1.4	0.555					valid
Price	2.1		0.964				valid
	2.2		0.957				valid
	2.3		0.879				valid
	2.4		0.949				valid
Product quality	3.1			0.828			valid
	3.2			0.943			valid
	3.3			0.834			valid
	3.4			0.763			valid
Customer satisfaction	4.1				0.916		valid
	4.2				0.950		valid
	4.3				0.824		valid
	4.4				0.755		valid
Buyback Intention	5.1					0.881	valid
	5.2					0.946	valid
	5.3					0.821	valid
	5.4					0.830	valid

Source: secondary data (2022)

Of the 20 questions on all variables, all of them are said to be valid according to the standard, which has a factor loading price extra than 0.5 and there is no negative value.

Table 1.3 Reliability Results

Variable	Cronbach Alpha	Information
Trust	0.836	Reliable
Price	0.954	Reliable
Product quality	0.864	Reliable
Customer satisfaction	0.885	Reliable
Buyback Intention	0.894	Reliable

Source: Primary data(2022)

From the reliability test results in the above, it can be seen that the SPSS output shows the results of the variables trust (X1), price (X2), product quality (X3), customer satisfaction (Y1), and repurchase intention (Y2) are declared reliable because they have Cronbach Alpha value is greater than 0.60. Thus, it could be concluded that each independent, mediating, and dependent variable are all said to be reliable and feasible to be used as a measuring instrument for the questionnaire in this study.

Hypothesis testing

The results of hypothesis testing in this study provide results, namely, multiple linear regression analysis of this study has been performed with two models. The first regression equation describes the effect of trust, price, and product quality variables on customer satisfaction. Meanwhile, the second regression equation describes effect of variables trust, price, quality of products and customer satisfaction repurchase intentions. The following are the results of the multiple linear regression test model 1:

Table 1.4 Multiple Linear Regression Test Results Model 1

Model	Unstandardized Coefficients		Standard Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	2,903	1,706		1,701	,092
Trust	,313	,101	,286	3,100	,003
Price	-,111	0.055	-,177	-2,014	0.047
Product quality	,529	,112	,499	4,736	,000
Adjusted R Square = 0.864 F = 210.230 Sig = 0.000					

Source: primary data(2022)

The results of the multiple linear regression evaluation model 1 obtained the regression equation: Y1 = 2.903 + 0.313X1 - 0.111X2 + 0.529X3

The results of this test show the value of the regression coefficient of confidence (0.313), price (-0.111) and product quality (0.529), because 0.529 > 0.313 and -0.313 then product quality is the variable that has the dominant influence on customer satisfaction. Then on the results of the feasibility of the model (Test F) with a significance of less than 0.05, it was found that the three independent variables (trust, price and product quality) had a simultaneous effect on the customer satisfaction variable. Then the results obtained R Square of 0.864 which means that 86.4 customer satisfaction is influenced by trust, price, product quality and the rest is inspired via different variables outside this research version. Following are the results of the multiple linear regression test model 2:

Table 1.5 Multiple Linear Regression Test Results Model 2

Model	Unstandardized Coefficients		Standard Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	2,738	1,433		1,911	0.059
Trust	,188	,088	,163	2.145	,034
Price	-,131	0.047	-,197	-2.801	,006
Product quality	,472	,103	,421	4.601	,000
Customer satisfaction	,228	,084	,215	2.696	,008
Adjusted R Square = 0.917 F = 273,064 Sig = 0.000					

Source: primary data(2022)

The results of the multiple linear regression analysis model 2 obtained the regression equation: Y2 = 2.738 + 0.188X1 - 0.131X2 + 0.472X3 + 0.228Y1

The results of this test show the value of the regression coefficient of confidence (0.188), price (-0.131), product quality (0.472), and customer satisfaction (0.228), because 0.472 > 0.228, 0.188, and -0.188 then product quality is the variable that has the dominant influence on repurchase intention. Then on the results of the feasibility of the model (Test F) with a significance of less than 0.05, it was found that the four independent variables (trust, price, product quality and customer satisfaction) had a simultaneous effect on the repurchase intention variable. Then the results obtained R Square of 0.917 which means that 91.7 repurchase intentions are influenced by trust, price, product quality, customer satisfaction and the rest is influenced by other variables outside this research model.

6 Discussion

There is an effect of the trust variable on customer satisfaction having a coefficient value of 0.313 and a significance value of 0.003 <0.05. That is, if the trust variable is increased, the customer satisfaction variable will significantly increase. This means that the first hypothesis (H1), namely that there's a high-quality have an impact on of trust on patron satisfaction at the Shopee application, is acceptable.

There is an effect of the price variable on customer satisfaction having a coefficient value of -0.111 and a significance value of 0.047 <0.05. That is, if the price variable is increased, the customer satisfaction variable will significantly decrease. This means that the second hypothesis (H2), namely that there is a negative effect of price on customer satisfaction on the Shopee application, is acceptable.

There is an effect of product high-quality variable on consumer pleasure having a coefficient value of 0.529 and a significance value of 0.000 <0.05. That is, if the product quality variable is increased, the customer satisfaction variable will significantly increase. This means that the third hypothesis (H3), namely that there is a positive effect of product quality on customer satisfaction on the Shopee application, is acceptable.

There is an influence of customer satisfaction variable on repurchase intention having a coefficient value of 0.228 and a significance value of 0.008 <0.05. That is, if the customer satisfaction variable is increased, the repurchase intention variable will significantly increase. This means that the fourth hypothesis (H4), namely that there is a positive effect of customer satisfaction on repurchase intentions on the Shopee application, is acceptable.

7 Conclusion

Based on the results of research conducted on Shopee application customers regarding the factors that influence repurchase intentions at Shopee and the discussion that has been described, the following conclusions can be drawn:
1. Trust has a favorable impact on client satisfaction on the Shopee application.
2. Price has negative effects on customer satisfaction on the Shopee application.
3. Product high-quality has a fine effect on consumer pleasure on the Shopee application.
4. Client satisfaction has a fantastic impact on repurchase intentions on the Shopee application.

8 Acknowledgements

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