Perception of E-Servicescape and its Effect on Perceived Value of E-Shopping and Repurchase Intention

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Abstract. The increasing popularity of online shopping in last few years has strengthened the interest in identifying aspects that influence buyer loyalty. The objective of this study was to find out, through aesthetic appeal, layout, functionality and financial security, the impact of consumer perceptions of the e-servicescape of online shopping on e-shopping value and customer loyalty (attitudinal loyalty and behavioral loyalty). Researchers collected data through an online survey to 200 respondents who did online shopping at least once in the last 6 months. The model of research was analyzed using the AMOS approach to study SEM. This research indicates that aesthetic appeal and layout and functionality affect the e-servicescape. It also indicates that aesthetic appeal and e-servicescape have an effect on repurchase intention. Marketing managers consider the dimension of e-servicescape towards perceived e-shopping value. Managers are advised to build perceived e-shopping value and loyalty from dimensions combination of the e-servicescape. Online shops need investment in layout and functionality and financial security, dimensions that have greater influence on perceived e-shopping value to gain consumer's loyalty in the context of fashion products. The transformation from direct shopping to online services is increasing research interest in the e-servicescape. This research analyzes thru aesthetic appeal, layout and design functionality, and financial security relate it to perceived e-shopping value and customer loyalty in applying it to fashion products.

Keywords: Customer loyalty; Internet shopping; S–O–R E-servicescape; Perceived e-shopping value; Repurchase Intention

1 Introduction

Online shopping is increasingly popular and has become a fast-growing shopping method in the world in recent years [1]. However, since 2020, the Covid 19 pandemic has accelerated the shift towards a more digital world and triggered changes in online shopping behavior towards a more massive one. The business world is experiencing severe challenges related to changes in consumer spending behavior due to the COVID-19 pandemic. Every company is doing everything they can to survive the economic shocks caused by the Covid 19 outbreak

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[2]. E-commerce is increasing rapidly, along with the rapidly increasing use of the internet by the public [3]. According to a report by advertising technology company Criteo, 49% of online shopping consumers in Indonesia download online shopping applications for the first time, or as additional applications. There are many kinds of online shopping apps that can be downloaded from retail, food delivery applications, wholesalers, and many more. Therefore, e- commerce is the sector experiencing the fastest growth in Indonesia with an increase of 54 percent or 32 billion US dollars (around Rp. 454 trillion) in 2020 [4].

The internet is a solution for companies to provide maximum service to their customers, taking advantage of constantly evolving websites and online marketing communications. Online marketing media is now the most immediate and important promotional strategy [3]. The internet network is able to reach and disseminate information to markets that were previously difficult to reach [5]. This study aims to explore the transformation from direct services to electronic services process in the nature of the "servicescape" [6] for customers, and to understand the perceived value of e-shopping and customer loyalty. Servicescape becomes one of the main aspects in customer value perception in physical settings, to document the relation between direct services and perceived value of e-shopping and customer loyalty. The researcher would like to contribute in the examination of the three measurements of servicescape on perceived value and its consequent on the construction of customer loyalty, associated with repurchase intention. This study also adds a trust sub variable for the O (Organism) dimension. There are no studies to date that combine the concepts of perceived value and e-shopping loyalty by examining the full measurements of the e-servicescape. To address the gap,this study aims to increase understanding and knowledge of the e-servicescape following framework: Stimulus, Organism and Response (S-O-R). In this study, the 'manipulation' of the e-servicescape represents the stimuli (S), the perceived value of e-shopping represents the organism (O) and customer loyalty represents the response (R). Based on above background, the researchers found several problems such as:

a. Does Aesthetic Appeal affect e-Shopping Value and Repurchase Intention?
b. Does Layout and Functionality affect e-Shopping Value and Repurchase Intention?
c. Does Financial Security affect e-Shopping Value and Repurchase Intention?
d. Does e-Shopping Value affect Repurchase Intention?
e. Is there any influence from Aesthetic Appeal, Layout and Functionality, Financial Security on Repurchase Intention through e-Shopping Value?

2 Literature Review

2.1 S-O-R Model

The S–O–R model developed for consumer purchase units in offline stores. Studies conducted investigating the impact of servicescape on customer expectations, perceptions and emotions in a traditional store environment, but due to the advent of the internet and online shopping's growth, researchers focused on various factors of the S–O–R model in this new medium [7], [8]. S-O-R represents Stimulus, Organism and Response. This theory's basic principle is about the response which is the reaction of the person when receiving stimuli from a media. One can expect or estimate an effect link between mass media messages and audience reactions, it can also besaid that the effect is a special reaction to the stimulus response, so that one can expect and estimate the suitability between the message and the communicant's reaction.

2.2 E-servicescape

Servicescape, according to Bitner, is a concept that affects the visitor's perception of the physical environment wherethe service exists. Servicescape concept for physical environment and no online environment concept. The researcher [9] refers to Bitner's (1992) research on servicescape, which tries to translate the concept of online environment into e-servicescape. Harris and Goode define e-servicescape as the factors in the online environment during which servicesare provided. The e-servicescape consists of three dimensions, aesthetic appeal, layout and functionality, and financialsecurity. This study aims to explore each measurement of the e-servicescape sequentially to understand which measurement of the online servicescape is the best predictor of perceived e-shopping value & customer loyalty.

2.3 e-Shopping Value

Perceived value of e-shopping is defined as the consumers overall opinion of product usefulness based on the perception received and what is given. The perceived value of e-shopping by customers has receiveda great attention in the marketing strategy sector because the factor of achieving sustainable competitive advantage[10], has an important role in predicting buying behavior [10] and influencing relationship management [10], [11]. The perceived value of e-shopping by customers in the online shopping world is very important and this is whatcauses the urgency to know the role of the consumers perceived value of e-shopping in online shopping behavior [12].

2.4 Customer Loyalty

Customer loyalty interpreted as a preferential buy, the attitudes and behavior process for one or more brands that are showed over a certain time period, loyalty is the result of happy customers who give superior ratings of service and excellent product quality [13], from an attitudinal perspective, customer loyalty is a special will to continue the service provider relationship, while the behavioral view interprets customer loyalty as a repeat of a patron or the proportion of time a buyer chooses the same products or services in a certain category compared to the total numbers of purchaseby buyers in such category.

2.5 Repurchase Intention

Repurchase intention is an action from consumers to want to buy or not to a product [14]. Repurchase intention occurs when consumers are satisfied with the previous purchase or consumption of a product or service. Consumers evaluate the benefits of the product or service they receive. Repurchase intention can be considered as oneof the factors for customer loyalty. Online repurchase intention is a situation when a customer is willing and interestedto engage in a transaction in the future. Repurchase intentions are the most widely used indicator of customer loyalty in firms' customer feedback systems. From this definition, it can be concluded that repurchase interest is an activity from customers when they make a purchase for the first time and have a sense of satisfaction, which will make them repurchase in the future. Repurchase interest occurs after consumers make a purchase transaction and are satisfied with the product so they are interested in buying again.

2.6 Conceptual Model

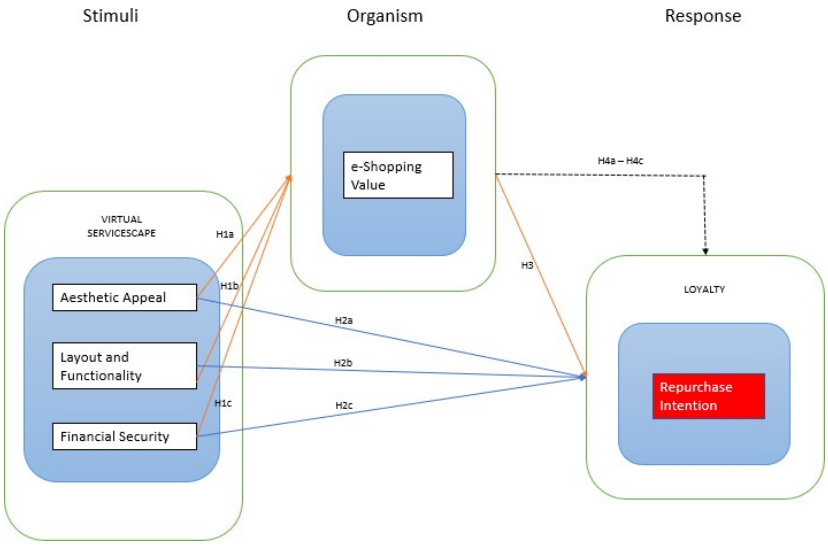

Fig. 1. Conceptual Model

The hypothesis to be tested in this study can be formulated as follows:
H1a : There is a positive effect of Aesthetic Appeal on e-Shopping Value.
H1b : To analyze Layout and Functionality effect on e-Shopping Value.
H1c : To analyze Financial Security effect on e-Shopping Value.
H2a : To analyze Aesthetic Appeal effect on Repurchase Intention.
H2b : To analyze Layout and Functionality effect on Repurchase Intention.
H2c : To analyze Financial Security on Repurchase Intention.
H3 : To analyze e-Shopping Value on Repurchase Intention.
H4a : To analyze Aesthetic Appeal on Repurchase Intention through e-Shopping Value.
H4b : To analyze Layout and Functionality on Repurchase intention through e-Shopping Value.
H4c : To analyze Financial Security on Repurchase Intention through e-Shopping Value.

3 Methods of Research

3.1 Research design

The type of research carried out based on the objective is Research Testing Hypothesis. The unit of analysis used in this research is e-commerce which is most in demand by consumers. Data was collected by cross sectional method because the data was taken at a predetermined time, namely during February 2021. Data were collected by distributing questionnaires in bit.ly which were randomly distributed.

3.2 Variables and Measurements

There are three (3) variables used in this study. Each variable was analyzed using exact measuring tools and scales. The variable measuring instrument is a statement item that comes from a clear source. All statement items were thenanalyzed using Likert Scale measurements.

3.3 Research Instrument Test

Researchers used a questionnaire as an instrument in this study. The instrument test was carried out with validity and reliability tests. Validity is related to the accuracy of the instrument in measuring the variables to be studied, while reliability is related to the consistency, accuracy, predictability of a measuring instrument.

3.4 Validity test

Validity test is used to assess the validity of the questionnaire. The validity test is able to show that an instrument canbe declared valid if it is measurable and can reveal data from the variables studied correctly. The validity test is carriedout using the CFA / Confirmatory Factor Analysis method, to state whether or not an indicator is valid as a measuringtool by looking at the factor loading value. The required factor loading values of the 200 samples studied [15], are:

a. If factor loading value > 0.4 then the statement item is declared valid.
b. If factor loading value < 0.4 then the statement item is declared invalid.

3.5 Reliability Test

Reliability tests are carried out to determine whether the measurement results remain consistent if the measurement istaken two times or more for the same symptoms using the same measuring instrument. Reliability test is conducted to determine whether the measuring instrument designed in the form of a questionnaire is reliable, a measuring instrument is reliable if the measuring device gives relatively the same results (not much different) even though it is used repeatedly. The basis for making this reliability test decision [16], is as follows:

a. When the coefficient of Cronbach's alpha ≥ 0.60 then Cronbach's alpha is declared accepted (construct reliable).
b. When Cronbach's Alpha < 0.60 then Cronbach's Alpha is declared as poorly accepted (construct unreliable). Cronbach's Alpha value is the level of reliability (reliability) of each variable questionnaire.

Table 1. Research Instrument Test Results

No	Variable/Indicator	*Factor Loading*	*Coefficient CronbachAlpha*	Conclusion
	Aesthetic Appeal			*Acceptable*
1	The E-commerce displays its products attractively and provides complete information	0.751		Valid
2	I like the website style of the E-commerce	0.834	0.780	Valid
3	*E-commerce websites are fun*	0.744		Valid

No	Variable/Indicator	*Factor Loading*	*Coefficient CronbachAlpha*	Conclusion
4	Enthusiasm for E-commerce websites is very high, it makes me interested	0.522		Valid
	Layout and Functionality			*Acceptable*
1	Navigating the E-commerce websites is quite simple	0.685	0.714	Valid
2	Easy to access product details	0.811		Valid
	Financial Security			*Acceptable*
1	Very fast payment process	0.729		Valid
2	The payment process is notcomplicated	0.453	0.659	Valid
3	Overall, E-commerce websites provide payment security	0.707		Valid
	E-shopping Value			*Acceptable*
1	*E-commerce offers good economic value*	0.624		Valid
2	Products on E-commerce areworth buying	0.720		Valid
3	I save time by shopping on E-commerce	0.519	0.764	Valid
4	It's very easy to shop on E-commerce	0,624		Valid
5	Very little effort required for online shopping	0,702		Valid
	Repurchase Intention			*Acceptable*
1	I like using E-commercewebsites	0,441		Valid
2	I think E-commerce websites are good for doing business	0,528		Valid
3	I believe this E-commerce website is my favorite	0,803	0,885	Valid
4	I will recommend this E- commerce website to others	0,934		Valid
5	I will recommend this E-commerce website to myrelatives	0,922		Valid
6	I will imbue people to dobusiness on the E-commerce website	0,805		Valid

Source: AMOS output (Attached)

Based on table 1, all indicators of each variable can be used in this study and all variables applied in this study are declared valid. All variables applied in this study were declared acceptable.

3.6 Data collection method.

The research was conducted to examine the online fashion that consumers are most interested in as the object of research. The highest frequency of visits in 5 online fashions are: (1) Zalora, (2) Berrybenka, (3) Cottonink, (4) Bobobobo, and (5) Tees. Furthermore, 200 respondents in the study were samples taken using the purposive sampling technique. The criteria for selecting the sample are: (a) consumers who have purchased fashion through one of the online shopping platforms above, (2) made purchases at least 2 times in the last year. The researcher collected data using a questionnaire with a closed question type, the answers to the questions had been determined beforehand. The questionnaire was generated on bit.ly

(http://bit.ly/E-ShoppingBehavioronPurchaseIntention) and distributed randomly through the WA Group.

3.7 Data analysis method.

Structural Equation Model (SEM) statistical analysis method was employed to test these eight hypotheses in the study with AMOS software. It is necessary to test the model used by conducting a model suitability test or goodness of fit model test before testing the hypothesis. The goodness of fit test is a test carried out to measure the suitability of the model used in research (Hair et al., 2018).

Table 2. Goodness of Fit Test Results

Measurement	Value	Suggested acceptance limit (Hair etal., 2018)	Conclusion
CMIN/DF	2,458	Lower limit 1; Upper limit 5	*Goodness of Fit*
RMR	0,040	≥ 0.90 or almost reached 1	*Poor Fit*
GFI	0,826	≥ 0.90 or almost reached 1	*Marginal Fit*
AGFI	0,772	≥ 0.90 or almost reached 1	*Poor fit*
PGFI	0,629	≥ 0.90 or almost reached 1	*Poor Fit*
CFI	0,875	≥ 0.90 or almost reached 1	*Marginal Fit*
RMSEA	0,826	≤ 0.1	*Goodness of Fit*

Source: AMOS Output (Attached)

Based on table 2, from the results of the goodness of fit test, it can be seen that the measurement of the CMIN/DF value is 2,458, it can be concluded that this model (goodness of fit) meets the requirements for the lower limit of 1 and the upper limit of 5; RMR value of 0.040 can be concluded from this model (poor fit) because the value is far from ≥ 0.90 or not close to ≥ 0.90 GFI value of 0.826 can be concluded from this model (marginal fit) because the threshold value is 0.80 or close to ≥ 0.90; the AGFI value of 0.772 and the PGFI value of 0.629 can be concluded that this model is (poor fit) because the value is far from ≥ 0.90 or not close to ≥ 0.90; CFI value of 0.875 can be concluded from this model (marginal fit) because the threshold value is 0.80 or close to ≥ 0.90; and the RMSEA value of 0.826, it is concluded that this model (goodness of fit) is due to the value of ≤ 0.1. Thus, it is concluded that the entire model has passed the goodness of fit test and is acceptable so that the theoretical hypothesis testing can be continued.

4 Results and Discussion

In this study, descriptive statistical testing is based on the mean and standard deviation values. The mean value is used to show the average of the respondents' answers, while the standard deviation value is used to show the variation of the respondents' answers (Sekaran and Bougie, 2013). If the standard deviation value obtained is further away from the zero value, it means that the respondents' answers are increasingly varied. However, if the standard deviation value obtained is getting closer to zero, then the answers from the respondents are less varied.

4.1 Hypothesis test.

The appropriate hypothesis testing for this research is a statistical method using Structural

EquationModel (SEM) analysis. According to Sekaran and Bougie (2016), hypothesis testing decision making is done by comparing the p-value with a significant level of 0.05 (error rate = 5%) with the basis of decision making as follows:

a. When the p-value ≤ 0.05 then Ho is declared rejected, means that there is a significant effect of the two variables. In conclusion, the decision hypothesis is supported.
b. When the p-value ≥ 0.05 then Ho is declared accepted, means that there is no significant effect of the two variables. In conclusion, the hypothesis decision is rejected.

Table 3. Hypothesis Testing Results

Hipotesis	*Estimate*	*P-Value*	Conclusion
H1a	0.255	0.027	Hypothesis supported
H1b	0.326	0.05	Hypothesis supported
H1c	0.066	0.488	Hypothesis unsupported
H2a	0.349	0.017	Hypothesis supported
H2b	0.173	0.242	Hypothesis unsupported
H2c	0.051	0.669	Hypothesis unsupported
H3	0.778	0.000	Hypothesis supported

Source: AMOS output (Attached)

The results of testing hypothesis 1a show a P-Value of 0.027 ≤ 0.05 (error rate 5%) and an estimated value of 0.255. This means that Ho is not supported, which means that Aesthetic Appeal has a significant positive effect on e-Shopping Value.

The results of testing hypothesis 1b show a P-Value of 0.05 ≤ 0.05 (error rate 5%) and an estimated value of 0.326. This means that Ho is not supported, which means that Layout and Functionality has a significant positive effect on e-Shopping Value.

The results of hypothesis testing 1c show a P-Value of 0.488 ≥ 0.05 (error rate 5%) and an estimated value of 0.066. This means that Ho is supported, which means that Layout and Functionality doesn't have a significant positive effect on e-Shopping Value.

The results of testing hypothesis 2a show a P-Value of 0.017 ≤ 0.05 (error rate 5%) and an estimated value of 0.349. This means that Ho is not supported, which means that Aesthetic Appeal has a significant positive effect on Repurchase Intention

The results of hypothesis testing 2b show a P-Value of 0.242 ≥ 0.05 (error rate 5%) and an estimated value of 0.173. This means that Ho is supported, which means that Layout and Functionality doesn't have a significant positive effect on Repurchase Intention.

The results of hypothesis testing 2c show a P-Value of 0.669 ≥ 0.05 (error rate 5%) and an estimated value of 0.051. This means that Ho is supported, which means that Financial Security doesn't have a significant positive effect on Repurchase Intention

The results of testing hypothesis 3 show a P-Value of 0.000 ≤ 0.05 (error rate 5%) and an estimated value of 0.778. This means that Ho is not supported, which means that e-Shopping Value has a significant positive effect on Repurchase Intention.

Table 4. Results of Hypothesis Testing 4a

Hypothesis	*Estimate*	*P- Value*	Conclusion
Model 1			
Aesthetic Appeal affects Repurchase Intention	0.410	0.000	Have a positive influence
Model 2			
Aesthetic Appeal affects e-Shopping Value	0.563	0.000	Condition a is fulfilled (sig.)
e-Shopping Value affects Repurchase	0.372	0.000	Condition b is

Hypothesis	*Estimate*	*P- Value*	Conclusion
Intention			fulfilled (sig.)
Aesthetic Appeal affects Repurchase Intention	0,215	0.001	Condition c fulfilled (full mediation)

Source: AMOS output (Attached)

Based on table 4 above, hypothesis 4a has two test models. In model 1, Aesthetic Appeal affects Repurchase Intention with an estimated value of 0.410 with a P-Value of 0.000. The estimated value of 0.410 explains that the direction of the positive influence obtained is in accordance with the theory described and the acquired facts.

In model 2, Aesthetic Appeal affects e-Shopping Value which has an estimated value of 0.563 with a P-Value of 0.000 (condition a). The estimated value of 0.563 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. There is an effect of e-Shopping Value on Repurchase Intention which has an estimated value of 0.372 with a P-Value of 0.000 (condition b). The estimate value of 0.372 explains that the direction of the positive influence obtained is in accordance with the theory explained and the facts obtained, and there is an effect of Aesthetic Appeal on Repurchase Intention has an estimate value of 0.215 with a P- Value of 0.001 (condition c). The estimated value of 0.215 explains that the direction of the positive influence obtained is in accordance with the theory described and the acquired facts.

In model 1, Aesthetic Appeal affects Repurchase Intention (P-Value 0.000 0.05) and remains significant in model two (P-Value 0.001 ≤ 0.05; fulfills requirement c). There is an effect of Aesthetic Appeal on e-Shopping Value (P-Value

0.000 ≤ 0.05; condition a), and there is an effect of e-Shopping Value on Repurchase Intention (P-Value 0.000 ≤ 0.05; condition b) is fulfilled in model two. This states that H0 is rejected and Ha is supported, so it can be summarized that Aesthetic Appeal has a positive effect on Repurchase Intention through e-Shopping Value, where e-Shopping Value mediates Aesthetic Appeal effect on Repurchase Intention partially (because condition c in the second model shows the results of full mediation). And this issue can be addressed in future research, which not yet done in the current paper due to limited scope of research.

Table 5. Test Results from Hypothesis 4b

Hypothesis	Estimate	P- Value	Conclusion
Model 1			
Layout and Functionality affects Repurchase Intention	0.386	0.000	Have a positive influence
Model 2			
Layout and Functionality affects e-Shopping value	0.573	0.000	Condition a is fulfilled(sig.)
e-Shopping value affects Repurchase Intention	0.403	0.000	Condition b is fulfilled(sig.)
Layout and Functionality affects Repurchase Intention	0,170	0.011	Condition c is fulfilled (full mediation)

Source: AMOS output (Attached)

Based on table 5 above, hypothesis 4b has two test models. In model 1, the Layout and Functionality affects Repurchase Intention with an estimated value of 0.386 with a P-Value of

0.000. The estimated value of 0.386 explains that the direction of the positive influence obtained is in accordance with the theory described and the acquired facts. In model 2, the Layout and Functionality affects e-Shopping Value with an estimated value of 0.573 with a P-Value of 0.000 (condition a). The estimated value of 0.573 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. There is an effect of e-Shopping Value on Repurchase Intention which has an estimated value of 0.403 with a P-Value of 0.000 (condition b). The estimate value of 0.403 explains that the direction of the positive influence obtained is in accordance with the theory explained and the facts obtained, and there is an influence of Layout and Functionality on Repurchase Intention has an estimate value of 0.170 with a P-Value of 0.011 (condition c). The estimated value of 0.170 explains that the direction of the positive influence obtained is in accordance with the theory described and the acquired facts.

In model 1, the Layout and Functionality affects Repurchase Intention (P-Value 0.000 0.05) and remains significant in model 2 (P-Value 0.011 0.05; fulfills requirement c). The Layout and Functionality affects e-Shopping Value (P- Value 0.000 0.05; condition a), and there is an effect of e-Shopping Value on Repurchase Intention (P-Value 0.000 0.05; condition b) is fulfilled in model 2. It means that H0 is rejected and Ha is supported, so it can be summarized that Layout and Functionality is having a positive effect on Repurchase Intention through e-Shopping Value, where e-Shopping Value mediates Layout and Functionality effect on Repurchase Intention partially (because condition c in model 2 shows full mediation results).

Table 6. Test Results from Hypothesis 4c

Hypothesis	*Estimate*	*P- Value*	Conclusion
Model 1			
Financial Security affects Repurchase Intention	0.255	0.000	There is a positive influence
Model 2			
Financial Security affects e-Shopping Value	0.372	0.000	Condition a is fulfilled (sig.)
e-Shopping Value affects Repurchase Intention	0.453	0.000	Condition b is fulfilled (sig.)
Financial Security affects Repurchase Intention	0,102	0.084	Condition c is fulfilled (full mediation)

Source: AMOS output (Attached)

Based on table 6 above, there are two testing models for hypothesis 4c. In model 1, there is the influence of Financial Security on Repurchase Intention which has an estimated value of 0.255 with a P-Value of 0.000. The estimated value of 0.255 explains that the direction of the positive influence obtained is in accordance with the theory described and the acquired facts. In model 2, the influence of Financial Security on e-Shopping Value has an estimated value of 0.372 with a P-Value of 0.000 (condition a). The estimated value of 0.372 explains that the direction of the positive influence obtained is in accordance with the theory described and the facts obtained. There is an effect of e-Shopping Value on Repurchase Intention which has an estimated value of 0.453 with a P-Value of 0.000 (condition b). The estimate value of 0.453 explains that the direction of the positive influence obtained is in accordance with the theory explained and the acquired facts, and there is an influence of Financial Security on Repurchase Intention has an estimate value of 0.102 with a P-Value of 0.084 (condition c). The estimated

value of 0.102 explains that the direction of the positive influenceobtained is in accordance with the theory described and the acquired facts.

In model 1, Financial Security affects Repurchase Intention (P-Value 0.000 0.05) and remains significant in model 2(P-Value 0.084 0.05; fulfills requirement c, P-Value decreases or becomes insignificant). There is an effect of Financial Security on e-Shopping Value (P-Value 0.000 0.05; condition a), and there is an effect of e-Shopping Value on Repurchase Intention (P-Value 0.000 0.05; condition b) is fulfilled in model 2. It means that H0 is rejected and Hais supported, so it can be summarized that Financial Security is having a positive effect on Repurchase Intention through e-Shopping Value, where e-Shopping Value partially mediates Financial Security effect on Repurchase Intention (because condition c in model 2 indicates the results of full mediation).

5 Conclusion

Based on the discussion and results of the study, it can be concluded as follows: there is a positive effect of Aesthetic Appeal on e-Shopping Value. This shows that consumer perceptions of a pleasant website display and complete product info display encourage consumer electronic spending. There is an effect of Layout and Functionality on e- Shopping Value. This shows that consumer perceptions of website navigation and access to complete product details encourage consumer electronic spending. There is no influence of Financial Security on e-Shopping Value. This shows that consumer awareness of transaction security is still low. There is an effect of Aesthetic Appeal on Repurchase Intention. This shows that consumers' perceptions of a pleasant website display and access to complete product details encourage consumers repurchase intentions. There is no effect of Layout and Functionality on Repurchase Intention. This shows that consumer perceptions of website navigation and access to complete product details do not necessarily encourage consumer repurchase intentions. There is no influence of Financial Security on Repurchase Intention. This shows that consumer awareness of transaction security is still low and does not affect consumers repurchase intentions. There is an effect of e-Shopping Value on Repurchase Intention. This shows that consumer perceptions of transacting through e-commerce encourage consumer repurchase intentions. e-Shopping Value mediates the effect of Aesthetic Appeal on Repurchase Intention. This shows that Aesthetic Appeal can have a positive effect on Repurchase Intention when mediated by e-Shopping Value. e-Shopping Value mediates Layout and Functionality effect on Repurchase Intention. This shows that Layout and Functionality can have a positive effect on Repurchase Intention when mediated by e-Shopping Value. e-Shopping Value mediates Financial Security effect on Repurchase Intention. This shows that Financial Security can have a positive effect on Repurchase Intention when mediated by e-Shopping Value. The managerial implication can be given in this study is that the fashion online shop manager requires investment in layout and functionality as well as financial security which gave a greater impact on the perceived value to create customer repurchase intention. However, since the loyalty factor has some levels and the highest one is the word of mouth (WOM), it is recommended to do the study about the Perceived Value effect on the WOM in the future.

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