**Research Article**

# Behaviour Repurchase Online in Indonesia

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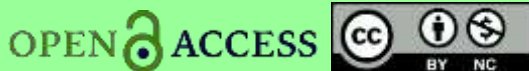
## Article Information

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## Abstract

Online Purchase Behavior in Indonesia, the purpose of this research is to buying behavior through how many dimensions test and analyze the effect of e-customer value on e-trust, the value of e-customer to e-satisfaction, e-customer value to e-trust-repurchase intention, internal factors to e-trust. internal factors on e-satisfaction. Internal factors on electronic repurchase intention. e-trust on e-repurchase intention. e-satisfaction on e-repurchase intention. there is a relationship between each variable; e-customer value, internal factors, e-trust, e-satisfaction, and e-repurchase intention, using cross-sectional data. This research is spread geographically by taking locations in Indonesia. While testing the hypothesis using structural equation modeling (SEM) with a sample of 300 respondents. The results of the analysis show that the variable e-customer value has a significant effect on e-trust, e-customer value has no significant effect on e-satisfaction, customer value has a significant effect on e-repurchase intention, internal factors have a significant effect on e-trust, internal factors have a significant effect on e-repurchase intention, the effect of e-satisfaction has a significant effect on e-repurchase intention.

**Keywords:** e-customer value, internal factors, e-trust, e-satisfaction, e-repurchase intention.

## Introduction

Rapid technological developments will affect changes in online buying behavior. (Mothersbaugh & Hawkins, 2016:78). Changes in consumer behavior can be seen by identifying how a consumer searches for information about the product, even their post-purchase behavior changes.

*Online marketplace* companies usually have features or regulations that can increase the credibility and security of the store. One of the features obtained is insurance, payment integration, promotions, joint accounts, and also store verification as a form of appreciation given by *online marketplace companies.*

Consumers who get greater benefits than the costs incurred by them will feel that the purchase or product purchased has benefits that can ultimately affect the behavior of these consumers. Therefore, in providing value, companies need to maximize benefits for customers and minimize sacrifices that must be submitted by customers (Wahyuningsih, 2022). A customer always finds use in the purchase. Because getting a greater benefit compared to the costs that must be incurred, will encourage a consumer to feel satisfied with the purchase he made. Mahmoud (2017: 45). Besides being able to build consumer satisfaction, *e - customer value can also form trust in consumers.*

In addition to e-customer value, internal factors can also build trust and encourage customer satisfaction. Internal factors are attitudes towards behavior, and subjective norms

of perceived behavioral control, online shopping is also a wise and beneficial decision to encourage consumers to shop online, important people around them support online shopping and save available time.

E-customer value has been studied previously by several researchers (Mahmoud 2017; 29 & Yen, 2020:6), but there is still no research that discusses the mechanism of how e-customer value can build e-trust which will ultimately form e-customer value. e- repurchase intention online.

According to Trivedi and Yadav (2020:401-415) *e-repurchase intention* is an action from consumers to want to buy or not a product, purchase intention is part of the behavioral component in consuming attitudes. Purchase intention is the stage of the respondent's tendency to act before the buying decision is implemented. In other words, purchase intention is a consumer's tendency to buy a brand or take action related to purchase as measured by the level of probability that consumers will make repeat purchases.

The flow of thought from this research can be briefly seen in Fig. 1.

## Research Methods

### *Sample Size*

The population is all Indonesian people who have and are currently making online purchases during the period of the research. There are many sampling techniques for non-probability sampling in non-probability sampling, but to ensure the accuracy of this research, it is determined that the technique to be used is purposive sampling. Kline (1998) states that structural equation modeling (SEM) is a large sample measurement technique where n > 200. With an infinite population condition, this study sets a sample size of 300 respondents.

### *Structural Equation Modeling (SEM)*

The study uses Structural Equation Model (SEM) analysis for hypothesis testing as follows Ferdinand, (2014:62)

a. Difference between SEM and Path Analysis:

SEM is the analysis of testing the causal relationship between latent variables (structural model) and analysis of testing the validity and reliability based on manifest variables (measurement model).
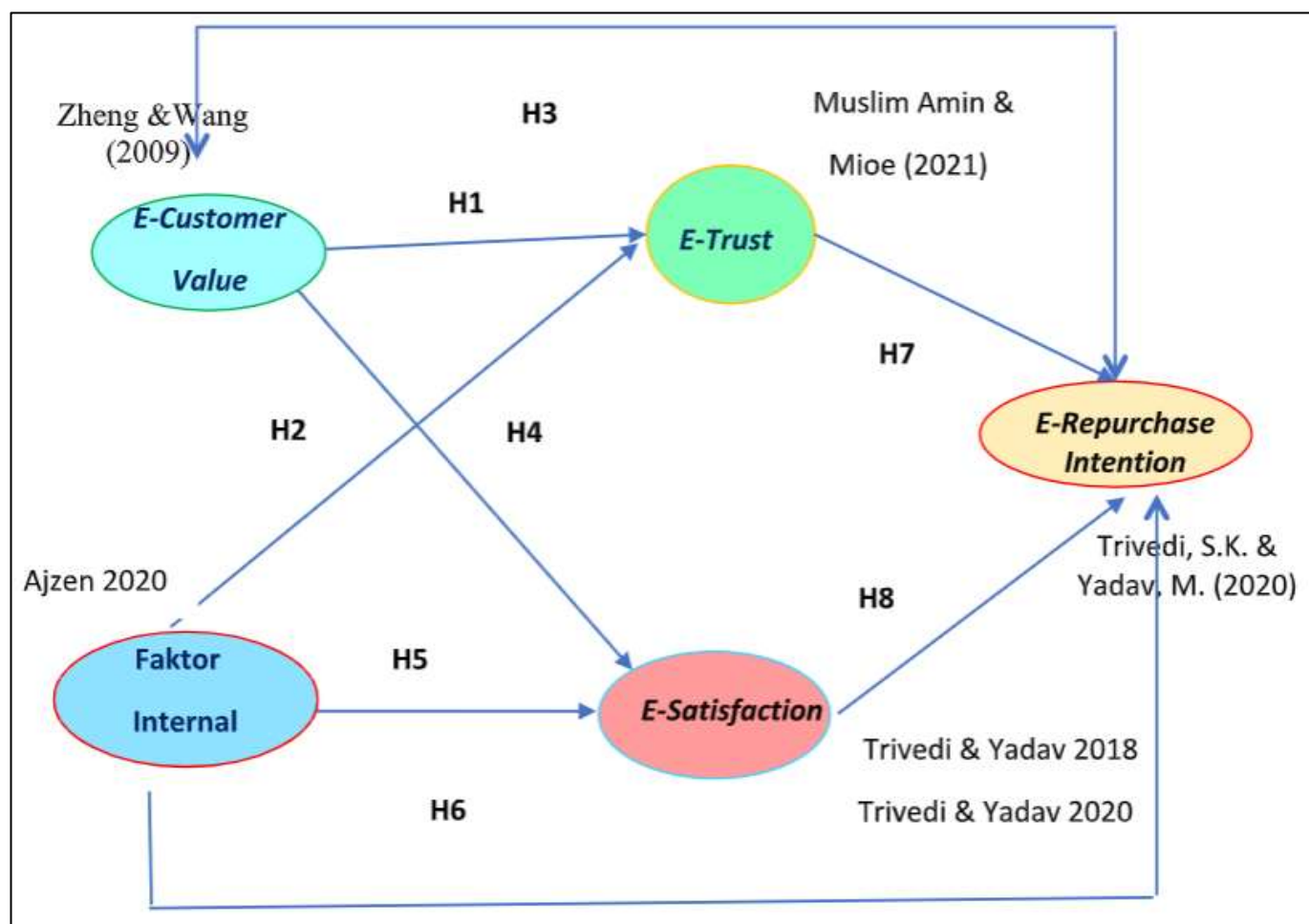


**Fig. 1:** Conceptual Framework for Research

b. SEM results include determinant factors, structural models, and measurement models. According to Hair et al. (20 10:107), There are seven steps in using SEM, namely:

1) The development of a theory-based model of the SEM model is a search that has a strong theoretical justification.
2) Development of flowcharts (*path diagrams*) The theoretical model built in the previous stage will be described in a path diagram and simplify the causal relationship.
3) The constructs are constructed of two types of path diagrams as follows:
   a) Exogenous constructs are also known as source variables or independent variables that are not predicted by other variables in the model.
   b) Endogenous constructs are factors that are predicted by one or more constructs.
4) Convert the flowchart into the equation obtained through the converted flowchart.
5) Selecting the input matrix and model estimation
   Identification of the structural model identification problem is the inability of the model to develop a unique estimate.
6) Evaluation of the goodness of fit criteria, the model can be tested through various test methods described below:
   a) $\chi^2$- Chi-Square (CMIN) to measure the overall fit, namely the likelihood ratio chi-square statistic.
   b) RMSEA (Root Mean Square Error of Approximation) was used to compensate for the chi-square statistic in a large sample. The RMSEA value shows the goodness of fit that can be expected if the model is estimated in the population (Hair et al., 2017:387). The model is acceptable if the RMSEA value is 0.08
   c) GFI *(Goodness of Fit Index)* to calculate the weighted proportion of variance in the sample covariance matrix described by the estimated population covariance matrix. GFI has a range of values from 0 to 1. The closer to 1 the model the more fit it is. The model is acceptable if GFI 0.90 Hair (2017:387).
   d) AGFI (*Adjusted Goodness of Fit Index):* The model can be accepted if the AGFI is 0.90 (Hair: 2010).
   e) CMIN/DF is the chi-square value divided by the *degree of freedom*, so it is called relative $\chi^2$. The model is acceptable if the CMIN/DF value is less than 2.0.
   f) TLI (*Tucker Lewis Index*) is used because this index is relatively insensitive to sample size and is less influenced by complexity. The model is acceptable if TLI$\geq$ 0.90 Hair (2017:435).
   g) CFI (*Comparative Fit Index)* is an index with a value range from 0 to 1. CFI is getting closer to 1 indicating that the model is getting fitter. The model will be accepted if CFI$\geq$ 0.90.

7) The interpretation and modification of the model have been declared acceptable, then it can be considered for modification of the model for explanation theoretical or *goodness-of-fit*. Hair (201 7:435), provides guidelines for considering whether it is necessary whether or not to modify the model by looking at the number of residuals generated by the model. The safety limit for the residual amount is 5%.

**c.** Causality Test and Hypothesis

In testing the hypothesis by looking at the *regression weight* and *standardized regression weight tests*. acceptance or rejection of the hypothesis in the model can be done by observing the value of the *critical ratio* (CR) and the value of probability (Ferdinand, 2005). if the probability value $<0.05$ and the CR value $> 1.65$ for the *one-tailed hypothesis*. if the probability value $> 0.05$ and the CR value $<-1.65$ for the *one-tailed* hypothesis (Hair *et al.*, 2016).

Table 1 shows the results of the *regression weight causality test* which is an explanation of the results obtained.

**Table 1:** Hypothesis Test Results

| Path | C.R | P. Value | Standardized Regression Weights | Hypothesis |
|------|-----|----------|--------------------------------|------------|
| *E-Customer Value → E-Trust* | 1,988 | 0,047 | 0,123 | **Accepted** |
| *E-Customer Value → E-Satisfaction* | 1,648 | 0,099 | 0,097 | **Rejected** |
| *E-Customer Value → E-Repurchase Intention* | 2,728 | 0,006 | 0,134 | **Accepted** |
| *Internal Factor → E-Trust* | 7,722 | 0,000 | 0,781 | **Accepted** |
| *Internal Factor → E-Satisfaction* | 10,024 | 0,000 | 0,820 | **Accepted** |
| *Internal Factor → E-Repurchase Intention* | 2,465 | 0,014 | 0,249 | **Accepted** |
| *E-Trust → E-Repurchase Intention* | 2,472 | 0,013 | 0,203 | **Accepted** |
| *E-Satisfaction → E-Repurchase Intention* | 4,355 | 0,000 | 0,403 | **Accepted** |

Source: Appendix 7

### Hypothesis 1: e -customer value *positive effect on* e-trust

In hypothesis 1, the test results show C. R. count 1,988. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.047. *Standardized Regression Weights* 0.123, so it can be concluded that H1 accepted.

### Hypothesis 2: e -customer value does not affect e-satisfaction

In hypothesis 2, results testing show a CR count of 1,648. Where the number is greater than 1.65. , In addition, the P value is smaller than 0.05, i.e. 0.099. *Standardized Regression Weights* 0.097, so it can be concluded that H2 was rejected.

### Hypothesis 3: e -customer value positive effect on e-repurchase intention

In hypothesis 3, the test results show a CR count of 2, 278. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.00 6. *Standardized Regression Weights 0.134*, so it can be concluded that H3 is accepted.

### Hypothesis 4: internal factors positive effect on e-trust

In hypothesis 4, results testing shows C. R. count 7,722. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.0 00. *Standardized Regression Weights 0.781,* so it can be concluded that H 4 accepted.

### Hypothesis 5: internal factors do not affect e-satisfaction

In hypothesis 5, the test results show a CR count of 10,024. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.0 00. *Standardized Regression Weights* 0.820 So it can be concluded that H 5 is Accepted.

### Hypothesis 6: internal factors positive effect on e-repurchase intention

In hypothesis 6, the test results show a CR count of 2, 465. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.014. *Standardized Regression Weights* 0.249, So that it can be concluded that H 6 accepted.

### Hypothesis 7: e-trust positive effect on e-repurchase intention

In hypothesis 7, the test results show a CR count of 2, 472. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.013. *Standardized Regression Weights 0.*203, so it can be concluded that H 7 accepted.

### Hypothesis 8: e-satisfaction positive effect on e-repurchase intention

In hypothesis 8, the test results show a CR count of 4, 355. Where the number is greater than 1.65. In addition, the P value that is owned is smaller than 0.05, which is 0.0 00. *Standardized Regression Weights* 0.403, So it can be concluded that H 8 accepted.

## Discussion

### 1. Effect of E - Customer Value on E-Trust

Statistical test results show that *e - customer value* has a significant effect on *e-trust*. ( Uzir 2021 ). Consumers who feel that a product has benefits consider the product to be reliable and can solve the problems they face. Andra 2021). This understanding creates positive value for customers.

The results of this hypothesis are relevant to previous research by Kim (2021) the study focused on *fashion retail* using the *SERVQUAL model*, they tested the effect of consumer perceived value on consumer satisfaction.

### 2. Effect of E - Customer Value on E- Satisfaction

Statistical test results show that *e - customer value* does not have a significant effect on *e-satisfaction*. In this case, the

dimensions of customer value such as the social value of feeling helped by others, increasing the way one is seen by others, and giving a good social impression have a fairly high level of uncertainty when shopping *online*. (Hawkins, 2016). Consumers also do not know the quality assurance of *online stores.*

## 3. The Effect of E - Customer Value on E-Repurchase Intention

Statistical test results show that *e - customer value* has a significant effect on *e-repurchase intention*. it will affect the consumer's intention to make a repeat purchase. that the benefits, quality, psychological, and emotional they feel will be more than the costs they have to spend, this will ultimately encourage consumers to repurchase the product (Saputra, 2021).

## 4. The Influence of Internal Factors on E-Trust

The results of statistical tests show that internal factors have a significant influence on *e-trust*. In defining internal factors, of course, there will be many internal factors that can influence consumers to make purchases, this can encourage a consumer to have more confidence in the producer or the purchase he makes (Mukherjee 2012: 256).

### 1. The Influence of Internal Factors on E-Satisfaction

The results of statistical tests show that internal factors have a significant effect on *e-satisfaction*.

The results of this hypothesis are supported by other studies from Maspaitella (2013) and Ballo & Andreani (2019) which state that internal factors can encourage satisfaction from consumers.

### 2. The Influence of Internal Factors on E-Repurchase Intention

The results of statistical tests show that internal factors have a significant influence on *e-repurchase intention*. good internal factors, it can encourage consumers to have the intention to make repeat purchases.

The results of this hypothesis are supported by another study from Awi & Chaipopopirutana and Putri (2016) which states that internal factors can encourage consumer intention to repurchase, while the factors are, consumer satisfaction, service quality, brand preference, product quality, price, and perceived behavior. consumers can be encouraged to make repeat purchases *online*.

## 5. The Effect of E-Trust on E-Repurchase Intention

The results of statistical tests show that *e-trust* has a significant effect on *e-repurchase intention*. (Foot, 2015). trust and reduce feelings of fear about payment risks and security in making purchases which will ultimately be motivated and intend to make repeat purchases (Azarine & Yolanda, 2022).

The results of this hypothesis are supported by other studies from Susilo et al (2020) and Rudyanto et al. (2020) in a study entitled The effect *of e-satisfaction* and consumer *e-trust on online repurchase intention*

## 6. Effect of E-Satisfaction on E-Repurchase Intention

The results of statistical tests show that *e-satisfaction* has a significant effect on *e-repurchase intention*. indicates that when a consumer is satisfied with an *online purchase*, this encourages satisfied consumers to make the same purchase or make repeat purchases. In addition, other research submitted by Santika et al. (2020) and Sasono et al. (2021) added that consumers who are satisfied with a product or service will tend to be loyal to the product, if the customer is loyal, it means that he will make transactions again in the future which will result in the repurchase of these goods and services.

## Conclusion

Based on the analysis and discussion conducted, the conclusions that can be drawn from this research are:

1. *E-Customer value* has a positive and significant effect on *e-trust in online* purchases in Indonesia.

2. *E-Customer value* has no significant effect on *e-satisfaction on online* purchases in Indonesia.

3. *E-Customer value* has a positive and significant effect on *the e-repurchase intention on online* purchases in Indonesia.

4. *Internal factors* have a positive and significant effect on *e-trust in online* purchases in Indonesia.

5. *Internal factors* have a positive and significant effect on *e-satisfaction in online* purchases in Indonesia.

6. *Internal factors* have a positive and significant effect on *the e-repurchase intention in online* purchases in Indonesia.

7. *E-trust* has a positive and significant effect on *the e-repurchase intention on online* purchases in Indonesia.

8. *E-satisfaction* has a positive and significant effect on *the e-repurchase intention in online* purchases in Indonesia.

## Suggestion

### 1.For Academics

This research can make an academic contribution to the field of management, especially related to the topic of *online repurchase behavior*, repurchase intentions are more often used in the context of buying in physical stores (Zhu & Chen, 2012; Albayrak 2020; Ning 2021; Pham 2018). This research wants to provide a different *insight by* identifying how the behavior results.

## 2. For Practitioners

This research contributes to company leaders in terms of determining the right strategy in selecting and designing a strategy when selling *online*. One strategy that companies should pay attention to in building consumer value is ordering and tracking procedures that are easily accessible to consumers.

## 3. Limitations and Suggestions for Future Research

This study uses a questionnaire distributed by a *hybrid method*, namely *online* and *offline distribution*. It is still unknown whether there will be differences in results if the questionnaire used is in the form of a website/direct *online* application, this research can also be developed through the use of *experimental studies* by showing the stimuli that can be given to participants.

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