


An empirical examination of factors affecting consumer repurchase intention in department store's online channel (post Covid-19)

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| Article Info | ABSTRACT |
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| Keywords: Repurchase Intention, E-Service Quality, Social Media Engagement, Privacy Concerns, E-Promotion | People's daily routines have significantly changed, especially in the new period, due to Covid-19. Understanding consumers repurchase intention is crucial for scholars and marketers since online retailers find it difficult to attract new customers. This research aims to study factors affecting consumer repurchase intention in department store's online channels. The study covers respondents from Jabodetabek area in Indonesia who have carried out transactions through the department store's online channel and follow their social media. We consider and identify the nexus between e-service quality, social media engagement, privacy concerns, and e-promotion. Data were collected from 100 samples. Multiple regression is used in this study's analysis to evaluate the hypothesis of each independent variable's effect on the dependent variable. The statistical program SPSS was utilized to help with the testing and analysis of the data gathered from survey responses. The findings show that e-service quality, social media engagement, privacy concerns, and e-promotion have a positive impact on repurchase intention. |
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INTRODUCTION

Although it has been said that consumer behavior is extremely habitual, sudden natural disasters make it far less predictable (Sheth, 2020). Due to trade restrictions imposed to stop the spread of the disease and changes in customer behavior, the COVID-19 pandemic has severely disturbed both grocery retailers and shoppers globally (Grimmer, 2022) (Guthrie et al., 2021). In addition, the loss of income during COVID-19 has a major impact on consumers' confidence in their capacity to control their consumption behavior. The pandemic may have long-lasting effects on how consumers behave when it comes to purchasing decisions (Jiao et al., 2022). The retail sector in Indonesia is one of the key sectors for the country's economic development. It has experienced tremendous growth, contributes greatly to the GDP, and employs a sizable workforce (Nugroho & Hati, 2020) (Ramli & Soelton, 2018). However, because of the COVID-19 pandemic, people's purchasing power has decreased and the Indonesian government, especially in the retail industry, faces a new battle to live and advance. Indonesian retail sales, which had risen,

experienced a decline of around 12.8% in June 2021 compared to the previous month (Economics, 2021).

Understanding consumers' repurchase intention is crucial for scholars and marketers since online retailers find it difficult to attract new customers, making retention of present customers essential for their success (Kumar & Anjaly, 2017). For online retail businesses to be profitable and grow sustainably, consumer repurchase intent is crucial (H. C. Lee et al., 2011). Typically, an online store only generates money from a single customer if they make purchases at least four times on average (Mainspring and Bain & Company, 2018) (Chiu et al., 2009).

Social media platforms are being utilized more often, and it has emerged as one of the primary venues for connecting with others and expressing and exchanging thoughts. This vast amount of data provides insightful information for businesses on sentiment trends and their causes. Understanding these messages helps businesses better understand their clients and obtain insight into the market, new business opportunities, and partnerships (Chang et al., 2022). Retailers now have additional channels for connecting with customers and becoming more approachable and transparent thanks to social media (Ginder & Byun, 2022). Retailers everywhere are attempting to transform their industries through the usage of social media, especially when it comes to connecting with customers, gaining their business, and establishing a rapport with them (Abdelmoety et al., 2022). Customers can connect with retailers, learn more about them, and engage with them more easily because of social media. This entails that these businesses can communicate pertinent information to their clients via social media platforms, which is preferred by most users as it eliminates the need for them to visit the businesses' websites (Cho & Sutton, 2021).

In the current era of open information and increasing access to digital information, privacy considerations have become very important for consumers and businesses. According to studies, as perceived privacy threats increase as a result of the integration of personal information across channels, customers lose trust in firms (Quach et al., 2022). In keeping with the findings linking poor business performance to the vulnerability of sensitive personal data to data access (Alkis & Kose, 2022). If customers are concerned that their online activities are being tracked, they are assumed to be aware of the privacy dangers involved with providing personal information and to have the skills necessary to put privacy protection measures in place (Putri & Fachira, 2023).

In addition to privacy concerns, relationship marketing highlights the value of online promotion in order to form repurchase intention. Online promotion can be seen as a new, contemporary corporate concept and method for exchanging products, services, data, and ideas over the Internet and other electronic channels. Online promotion is a component of Internet marketing, which also includes Internet branding, Internet advertising, and direct marketing via internet. Internet marketing is undoubtedly very beneficial, but it's also important to make the most of the technologies and tools currently in use to correctly apply promotional services that will ultimately lead to business success (Lai & Vinh, 2013b).

Online promotions are frequently done under various circumstances (such as flash sales that sell at a good price with a time constraint) to create a sense of urgency in the

minds of the customers to buy the products. Online merchants frequently compete by providing big discounts with time and quantity restrictions in an effort to increase impulse purchases (Luo et al., 2021). A product won't sell well even if it is excellent if the marketing is inefficient. The promotion makes someone who wasn't previously interested in making a repurchase curious and tempts them to test the product in order to urge customers to do so (Radji & Kasim, 2018).

Hypothesis Development

E-service quality, according to Chase & Aquilano, is a service offered to users of internet networks as an expansion of a site's capacity to efficiently and successfully support buying, selling, and distributing operations (Chase & Aquilano, 2004). According to Parasuraman et al., e-service quality is the degree to which a website can successfully and efficiently support customer activities such as shopping, purchasing, and sending goods and services (Parasuraman et al., 2005).

The SERVQUAL traditional model (Zeithaml et al., 2002) was utilized to develop the seven e-SERVQUAL dimensions which comprise efficiency, reliability, fulfilment, privacy, responsiveness, compensation, and contact (Tjiptono & Chandra, 2016). The outcomes demonstrated that e-SERVQUAL had a favorable impact on both customer loyalty and repurchase intention. Based on research conducted by Lestari and Ellyawati, also shows that e-SERVQUAL has a positive effect on repurchase intention (Lestari & Ellyawati, 2019). Based on the explanation, the hypothesis proposed in this section is:

H1: electronic service quality has a significant and positive impact on repurchase intention

Practitioners in numerous industries throughout the world have become aware of the prospects provided by social media for forging strong connections with customers (Sashi, 2012) . Social media users who respect major businesses engage with them by "liking," "sharing," and "commenting" on their posts (Santini et al., 2020; Wang & Gon, 2017) (Wang & Gon, 2017). Access to digital and social media channels for consumers to communicate with businesses and express their opinions is growing (Santini et al., 2020). Many businesses have moved their promotional efforts away from traditional media and started interacting with customers directly on digital channels. Social media is being used by organizations to identify highly engaged clients for targeted marketing campaigns and to maintain their connections with them on an emotional, financial, and socially sustainable level (Wu et al., 2020).

Social media has changed the way that consumers interact with brands by enabling them to create and share content, images, reviews, and other marketing materials (Lariviere et al., 2017). When a user is exposed to other users or groups on social media, their perceptions and opinions are directly impacted, leading to the establishment of polarized groups (Kanje et al., 2020). Strongly engaged customers are more likely to leave the engagement feeling empowered, which can result in a number of advantageous transactional outcomes like intent to repurchase (S. Lee & Kim, 2018). Brand-interactivity components on social media drive consumer attention, understanding, and positive affection through the engagement process, hence increasing repurchase intention (S. Lee & Kim, 2018) (Wu et al., 2020).

Previous studies have shown that consumers who interact with a brand are more likely than non-interactive customers to form favorable opinions about the sellers (Harrigan et al., 2018). The relationship also exists in e-commerce, where customer engagement helps them make better repurchase decisions online. We therefore hypothesise that: H2: Engagement in social media has a significant and positive impact on repurchase intention

Research from the past has shown that privacy issues are a significant barrier to the creation of new media since many consumers are concerned about their personal information when they use the internet (N. A. Zhang et al., 2022). For instance, despite customers' high opinions of online banking technology, their concerns about the security of online shopping may prevent them from using the service (Agag & Eid, 2019) (Fox et al., 2021)(N. A. Zhang et al., 2022). When using social media, many are concerned about having their personal information stolen. Despite the fact that more customers are talking about privacy, there are no definitive answers regarding how people react to personalized advertising due to privacy concerns. Consumers are said to shun advertisements due to privacy concerns and have bad opinions of the brand and the advertisement (Agag et al., 2020) (Ketelaar & Van Balen, 2018) (T. Zhang et al., 2019).

Several studies have proposed that perceived privacy is the key factor that consumers consider during an online purchase and that it can lead to repurchase intention. Putri and Fachira (2023) found that customer privacy concern has a positive and significant impact on repurchase intention in online shopping application (Putri & Fachira, 2023). This statement is reinforced by Fortes & Rita (Fortes & Rita, 2016), Jasper and Pearson (Jaspers & Pearson, 2022). Based on those explanations, the hypothesis proposed in this section is: H3: Privacy concern has a significant and positive impact on repurchase intention

One of the most important marketing strategies is promotion, which can entice new consumers, motivate current ones to make additional purchases and convince them to switch (Jee & De Run, 2013). Retailers frequently use promotions in the form of discounts, coupons, extra packs, refunds, or rebates (Huang et al., 2014). Istanti (2017) defines e-promotion as a tactic for increasing brand recognition and piquing customer interest in making online purchases of goods and services (Istanti, 2017).

E-promotion is a summary of a company's efforts to market, promote, and communicate through internet-based mediums for goods and services (Urban, 2004). Researchers in the tourism sector discovered that e-promotion significantly affects travel destination selection and positively influences the intention to repurchase or revisit (Lai & Vinh, 2013a). According to earlier studies, e-promotion has a positive and significant influence on repurchase decisions (Fikri & Lisdayanti, 2020) (L. Lee & Charles, 2021) (Prasetyo et al., 2021) (Al-Adamat et al., 2020). This research led to the following hypothesis being formed: H4: e-promotion has a significant and positive impact on repurchase intention

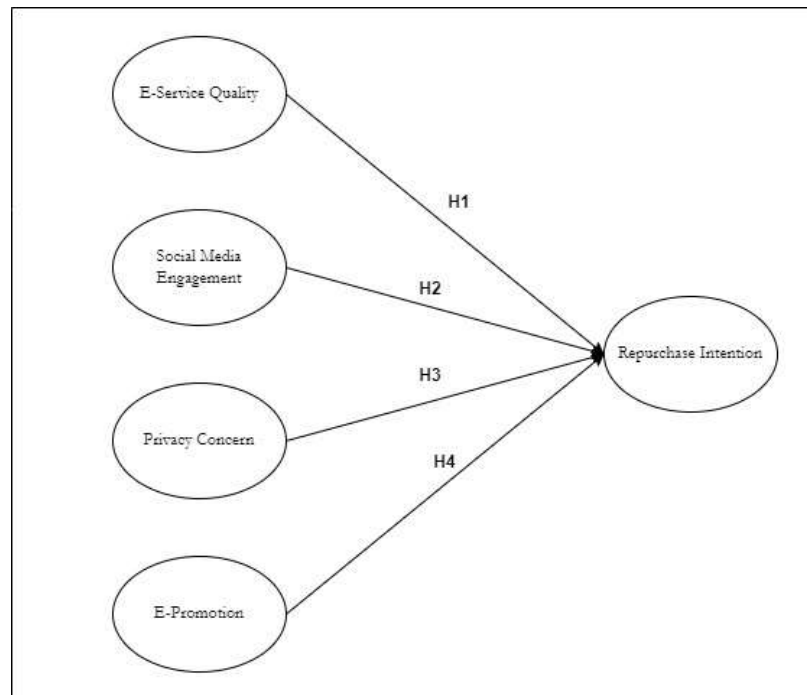


Figure 1. Conceptual Framework

METHODS

In the methodology section, we went over the questionnaire's construction and measurement, the study's sample plan, data gathering, and respondent profiles. This study's primary data was quantitative in nature. This study employs a kind of quantitative causal research methodology. Causal research examines how the independent (e-service quality, engagement on social media, privacy concern, and e-promotion) and dependent variables (repurchase intention) relate to one another.

This research focuses on department stores in Indonesia which have online channels for buying and selling transactions. A large number of department stores have their own websites or mobile applications for online transactions, but many have also joined e-commerce platforms and obtained the status of authorized stores. Therefore, we focus only on their own websites or mobile applications. We chose the Matahari department store because Matahari is the largest department store in Indonesia which has 155 outlets in 81 cities.

To determine whether each independent variable has a significant effect on the dependent variable, partially with $\alpha = 0.05$, and to determine whether the hypothesis is accepted or rejected, the *t-test* was used. To ascertain if the independent variables have an impact on the dependent variable, the simultaneous test (*f*) is employed. All independent factors will concurrently have a significant impact on the dependent variable if the study's significance level is less than 0.05 or if the estimated value is larger than the *f*-table (Ghozali, 2018).

Questionnaire Design and Measurement

There were five sections on the questionnaire in this study, and each section had measurement items for every variable. Every single measurement was extracted from the literature. E-service quality contains seven dimensions adapted from Tjiptono & Chandra (2016) including efficiency, reliability, fulfilment, privacy, responsiveness, compensation, and contact (Tjiptono & Chandra, 2016). While social media engagement contains three dimensions adapted from Dessart et al. (2016) including affective engagement, cognitive engagement, and behavioral engagement (Dessart et al., 2016). Three items of measurement developed by Dinev & Hart (2004) were used to evaluate privacy concerns (Dinev & Hart, 2004) (Hayes et al., 2021). There are three items measured for repurchase intention about how e-service quality, engagement on social media, and privacy concerns could lead customers to make repeat purchases through the Matahari department store's online channel. Those three items were taken from the measurement scale developed by Jai et al. (Jai et al., 2013).

Four types of demographic data are gathered for this study: gender, age, occupation, and monthly income. We included a screening question at the start of the survey questionnaire in order to weed out responses and make sure those included in the study met the predetermined criteria of the target group. With the screening question, we filtered out respondents who did not follow the Matahari department store's social media (Instagram, Facebook, or Twitter). We also included questions to find out how often respondents make transactions through the Matahari department store's online channel within 1 year.

Sample Data and Analysis

This study used a non-probability sampling technique since the large target population meant that certain samples were chosen at the researcher's convenience rather than at random. The study's sample size is unknown, but it is limited to customers who have shopped at department stores online channel and follow them on social media. Respondent criteria set in this study are customers of the Matahari department store's online channel in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas. Using a 5% error rate (α), the Bernouli formula was used to calculate the number of samples. The sample result was rounded up to 100 respondents once a minimum of 96 respondents was attained.

We used the classic assumption test, which includes the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test. To test the hypothesis, we conduct multiple linear regression analysis with SPSS software to analyze data statistically. Sugiyono (2017) states that multiple linear regression analysis is used to determine the significance of the link and influence of the independent variables on the dependent variable when there are multiple independent variables (Sugiyono, 2017).

RESULT AND DISCUSSION

Three phases of analysis were conducted on the information that was collected. In the first step, validity and reliability tests were conducted on each study instrument to ascertain

how well it could describe the variables. We applied a classical assumption test in the second stage, which comprised tests for normality, multicollinearity, and heteroscedasticity. Finally, to test the hypothesis and decide whether it is accepted or rejected, we use multiple regression analysis of the data in the third stage.

The size of the population in this study is unknown, with Bernouli formula to calculate a sample from an unknown population, we get 100 respondents from Jabodetabek area as the sample size. More than half of the respondents were female at 54% and the majority of them typically purchase items linked to fashion. Most of the responders were in the age range of 20 to 30 (51%) and and the majority of them had jobs at private companies (52%). The majority of respondents earned Rp. 8.000.000 or less each month based on their income.

Table 1. Demographic Summary

| Variable | Category | Frequency | % |
|----------------|---------------------------|-----------|----|
| Gender | Male | 46 | 46 |
| | Female | 54 | 54 |
| Age | Below 20 | 14 | 14 |
| | 20 – 30 | 51 | 51 |
| | 30 – 40 | 25 | 25 |
| | 40 – 50 | 10 | 10 |
| Occupation | Private Employees | 52 | 52 |
| | Government | | |
| | Employees | 14 | 14 |
| | Entrepreneur | 12 | 12 |
| | Housewife | 4 | 4 |
| | Students | 13 | 13 |
| Monthly Income | Other | 5 | 5 |
| | < Rp. 2.000.000 | 16 | 16 |
| | Rp. 2.000.000 - 4.000.000 | 21 | 21 |
| | Rp. 4.000.001 - 6.000.000 | 26 | 46 |
| | Rp. 6.000.001 - 8.000.000 | 28 | 28 |
| | > Rp. 8.000.000 | 9 | 9 |

Table 2. Validity and Reliability Test Result

| Variable; Item | Cronbach's; <i>r</i> -score | <i>r</i> -table | Description |
|------------------------|-----------------------------|-----------------|-------------|
| E-Service Quality (X1) | .691 | .60 | Reliable |
| X1.1 | .561 | .197 | Valid |
| X1.2 | .060 | | Valid |
| X1.3 | .505 | | Valid |
| X1.4 | .467 | | Valid |

| | | | |
|------------------------------|------|------|----------|
| X1.5 | .606 | | Valid |
| X1.6 | .254 | | Valid |
| X1.7 | .535 | | Valid |
| X1.8 | .632 | | Valid |
| X1.9 | .498 | | Valid |
| X1.10 | .438 | | Valid |
| Social Media Engagement (X2) | .764 | .60 | Reliable |
| X2.1 | .597 | | Valid |
| X2.2 | .600 | | Valid |
| X2.3 | .511 | | Valid |
| X2.4 | .501 | .197 | Valid |
| X2.5 | .527 | | Valid |
| X2.6 | .537 | | Valid |
| X2.7 | .521 | | Valid |
| Privacy Concerns (X3) | .679 | .60 | Reliable |
| X3.1 | .559 | | Valid |
| X3.2 | .640 | | Valid |
| X3.3 | .723 | | Valid |
| X3.4 | .609 | .197 | Valid |
| X3.5 | .593 | | Valid |
| X3.6 | .581 | | Valid |
| E-Promotion (X4) | .719 | .60 | Reliable |
| X4.1 | .444 | | Valid |
| X4.2 | .497 | | Valid |
| X4.3 | .704 | | Valid |
| X4.4 | .718 | | Valid |
| X4.5 | .696 | .197 | Valid |
| X4.6 | .754 | | Valid |
| X4.7 | .354 | | Valid |
| X4.8 | .344 | | Valid |
| Repurchase Intention (Y) | .633 | .60 | Reliable |
| Y.1 | .615 | | Valid |
| Y.2 | .570 | .197 | Valid |
| Y.3 | .565 | | Valid |

Using a statistical method known as content validity, Pearson's product-moment was used to quantify the validity test. For 100 samples (n), the table's r value was 0.197. If the r-score exceeds the r-table value, the item is considered valid. Table 2 shows that every item is valid because every r-score is higher than 0.197. The Cronbach's Alpha coefficient, which is seen as a predictor of how well a set of items measures a single unidimensional latent construct, was used to evaluate the dependability of the data (Hulin G. C. et al., 2001).

To determine whether the data used in the regression model between the independent and dependent variables have a normal distribution, a normality test is conducted. We employed non-parametric Kolmogorov Smirnov (K-S) test statistical analysis. If more than 0.05 is the significance value, the data are regularly distributed (Ghozali I., 2011). The multicollinearity test is the second test of classical assumptions. Multicollinearity is a technique used in multivariate regression models to evaluate if there is a significant degree of correlation between the variables. An acceptable regression model should not display a significant correlation or relationship between the independent variables. The data do not exhibit multicollinearity if the tolerance value is greater than 0.10 and the variance inflation factor (VIF) value is less than 10 (Sugiyono, 2016).

Heteroscedasticity is the next test in the classical assumption test, which determines if a regression model's residual variance varies between observations. The Glejser test method can be used for this test; heteroscedasticity cannot be detected if the significance value is greater than 0.05 (Ghozali I., 2011). Table 3 reveals that there are no signs of heteroscedasticity or multicollinearity between variables, and the data is normally distributed.

Table 3. Multicollinearity Test, Heteroscedasticity Test, and Normality Test

| Variable | Collinearity Statistics | | Sig. |
|------------------------------------|-------------------------|-------|-----------------------------|
| | Tolerance | VIF | Dependent Variable: Abs_RES |
| E-Service Quality | 0,183 | 5,479 | 0,742 |
| Social Media Engagement | 0,164 | 6,091 | 0,888 |
| Privacy Concerns | 0,210 | 4,773 | 0,922 |
| E-Promotion | 0,245 | 4,081 | 0,125 |
| One Sample Kolmogorov-Smirnov Test | | | |
| N | | | 100 |
| Test Statistics | | | 0,076 |
| Asymp. Sig. (2-tailed) | | | 0,169 |

The SPSS statistical program is utilized in this study's multiple regression hypothesis testing. Two-tailed testing was used to evaluate the hypothesis, with a 95% confidence level. If one of the following conditions is met, the suggested hypothesis may be accepted: either the t-value exceeds the t-table (1.985) or the significance value is less than 0.05. Table 4 displays the t-test findings along with conclusions for each hypothesis.

Table 4. Result of Multiple Linear Test

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|-----------|---------------------------|-------|-------|
| | B | Std.Error | Beta | | |
| (Constant) | 2,482 | 0,987 | | 2,514 | 0,14 |
| E-Service Quality | 0,314 | 0,063 | 0,385 | 5,014 | 0,000 |

| | | | | | |
|------------------|-------|-------|-------|-------|-------|
| Social Media | | | | | |
| Engagement | 0,175 | 0,062 | 0,229 | 2,825 | 0,006 |
| Privacy Concerns | 0,254 | 0,080 | 0,228 | 3,184 | 0,002 |
| E-Promotion | 0,149 | 0,060 | 0,164 | 2,474 | 0,015 |

We can see the findings of the partial t-test for each variable by looking at the results of the table above. First, there is a significant influence of e-service quality on repurchase intention, as indicated by the significance value of the influence of e-service quality (X1) on repurchase intention (Y) being $0.000 < 0.05$ and the t -value value being $5.014 > t$ -table (1.985), we can decide that hypothesis 1 is accepted. Second, H2 proposed that social media engagement significantly and positively influences repurchase intention. The result shows that the significant value of the effect of social media engagement (X2) on repurchase intention (Y) is 0,006 (less than 0,05) and the t -value is $2,825 > 1.985$, showing that H2 is accepted.

H3 proposed that privacy concerns significantly and positively influence repurchase intention. The significance value of the effect of privacy concerns (X3) on repurchase intention is less than 0,05 (0,002), and the t -value is $3,184 > 1.985$, so we can prove that hypothesis 3 is accepted. Last, H4 proposed that e-promotion significantly and positively influences repurchase intention. The significance value of the effect of e-promotion (X4) on repurchase intention (Y) is 0,015 (less than 0,05), and the t -value is $2,474 > 1.985$, showing that H4 is accepted.

Discussion

We proposed that the better e-service quality is implemented by the provider, it will positively and significantly influence repurchase intention. This study provides evidence to support the claim that e-service quality influences customer repurchase intention. It proves that e-service quality is a very important aspect for providers to gain trust and satisfaction, so consumers will most likely be interested in making repeat purchases in the future. Empirically, the findings of Fared et.al's (2021) research likewise support the findings of this study, stating that e-service quality became the main factor of repurchase intention in the case of online shopping through the marketplace (Fared M.A. et al., 2021). Rohwiyati and Praptiestrini (2019) also confirmed this finding (Rohwiyati R. & Praptiestrini P., 2019).

Findings suggest that to retain customers, providers need to focus more on several aspects of e-service quality, such as reliability, compensation, and responsiveness. Naturally, there will be a lot of questions about the product when customers shop online and do not meet the provider in person since they want to reduce the possibility of transaction problems. Therefore, providers should be responsive in answering or responding to consumer questions and requests. On the other hand, online transaction errors are often unavoidable, such as consumer misperceptions of products, incompatibility with products, or mistakes in transaction mechanisms. At that point, the aspects of reliability and compensation play an important role in winning customers.

Many researchers agree that customer engagement in social media has a significant impact and will lead to customer repurchase intention. Therefore, in the context of

shopping online, to retain most of the customers, providers should maintain customer involvement through social media. The results of this study are supported by the research conducted by Majeed et.al (2022), stating that engagement on social media plays an important role in gaining customer repurchase intention in the hospitality industry (Majeed M. et al., 2022). Consumption, contribution, and creation all become the main factors of social media engagement to retain customers. Customers with higher levels of engagement on social media have a stronger effect on repurchase intention (Majeed M. et al., 2022). As stated by Poyry et al. (2013) acknowledgement of entertainment as a motivator for increasing consumers' desire to explore and engage with social media brand pages (Poyry E. et al., 2013), our results confirm that consumers' intentions to consume, contribute, and create brand-related content are influenced by entertaining and interactive content.

We proposed that privacy concerns have a significant and positive impact on repurchase intention. The study's findings support the same conclusion, which is consistent with research conducted by Trivedi and Yadav (2020), stating that privacy concerns as good predictors of repurchase intention in the Y generation in the case of shopping through e-commerce (Trivedi S. & Yadav M., 2020). Research conducted by Putri and Fachira (2023) likewise corroborates this statement (Putri N. A. & Fachira I., 2023). This study investigates several privacy dimensions as consumer motivators for online shopping. Recent terrorist attacks on online platforms, which have included hacking and stealing of individuals' financial and personal information, may have increased serious privacy concerns. Putri and Fachira investigated data leak incidents on Tokopedia in 2020, which significantly raised consumer awareness of privacy problems, and found that privacy concerns became the biggest reason why people decided to make a repeat purchase through online shopping (Trivedi S. & Yadav M., 2020).

The result of the study also found that e-promotion positively and significantly influences repurchase intention. This claim is supported by research conducted by Fikri and Lisdayanti (2020), stating that promotion through the online channel has become the main factor of repurchase intention in the case of e-wallet transactions (Fikri M. & Lisdayanti A., 2020). In terms of promotion, since Generation Y uses the internet regularly and actively seeks information, campaigns should include "Wow" elements that impress them. Free samples or a free membership should be offered since they encourage young customers to learn more about innovative goods and services and businesses. However, in the event that a new product is determined to have a bad experience, producers and marketers ought to take the initiative to make a pre-market adjustment (Zhu B. et al., 2020).

CONCLUSION

This study's primary goal is to analyze the elements that influence consumer repurchase intention in department store's online channels, such as e-service quality, social media engagement, privacy concerns, and e-promotion. We chose the largest department store in Indonesia (Matahari) and focused on the online channel without involving respondents' opinions regarding offline channels. We take this action in light of the significant effects of covid-19 on department stores, which have changed consumer behavior and increased

consumer awareness toward online channels. This study provides evidence to support the claim that e-service quality influences customer repurchase intention. The result of this study also found that the better social media engagement will lead to the better customer repurchase intention. Several privacy dimensions were investigated in this study and we found that privacy dimension has significance influences toward customer repurchase intention. Furthermore, the result of this study found that e-promotion also influences customer repurchase intention.

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