Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator

[1]Febiwenesya Forever, [2]Fitri Yutika
[1,2]Prodi Bisnis Digital, Institut Teknologi Dan Bisnis Sabda Setia

Article Info	ABSTRACT
Keywords: E-commerce, repurchase intention, customer satisfaction, perceived ease of use, perceived usefulness.	During the COVID-19 pandemic, people changed their shopping patterns to meet daily needs. One of the changes is the increase in online shopping. Both society and the business world have increasingly adapted to many changes in the post-pandemic period. Various online shopping sites have emerged, including several e-commerce platforms widely used by Indonesian society. The purpose of this research is to examine the influence of perceived ease of use and perceived usefulness on repurchase intention on the e-commerce platform Shopee in Pontianak through the mediating role of customer satisfaction. This research employs a quantitative method, with data collected through online questionnaires using Google Forms. The population of this study consists of consumers who have made online purchases via the Shopee e-commerce platform. The sampling technique used is purposive sampling, and 148 respondents were obtained. Data analysis was performed using partial least squares structural equation modeling (PLS-SEM) with the tool SmartPLS 3.0. The results of this study show that there is an influence of perceived ease of use and perceived usefulness on customer satisfaction, each with values of 0.025 and 0.000, indicating significance. Additionally, there is a mediating role of customer satisfaction in the relationship between perceived usefulness and repurchase intention, with a p-value of 0.000.
	Corresponding Author: Febiwenesya Forever Institut Teknologi Dan Bisnis Sabda Setia Jl. Purnama II, Parit Tokaya, Pontianak Selatan, Kalimantan Barat febiwenesya@itbss.ac.id

INTRODUCTION

At present, the development of technology and human life cannot be separated. The current technological advancements have created a remarkable transformation in various aspects of human life. The increasing mass of technological development is directly proportional to the rising use of the internet, reflecting the openness of information and the acceptance of technological advancements in society. The high usage of the internet in Indonesia is closely linked to the increasing use of mobile phones; every year, mobile phone usage in Indonesia continues to grow.

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator—Febiwenesya Forever et.al

1232 | P a g e

Technological development has been occurring for several years, but significant changes in technology during the COVID-19 pandemic have had various impacts, one of which is the utilization of technology in many fields. The changes that occurred include, first, the shift from formal learning in schools to online learning or schooling. Second, the shift to online shopping, which has become a necessity and lifestyle for society. Third, digital ordering systems have become increasingly popular due to their convenience and efficiency. Society and the business world have increasingly adapted to many changes in the post-pandemic period. During the COVID-19 pandemic, people changed their shopping patterns to meet daily needs, one of the changes being the increase in online shopping. Various online shopping sites have emerged, and several e-commerce platforms widely used by Indonesian society can be seen in the table below:

Table 1. E-commerce Platforms with the Most Visitors in Indonesia in 2023

No.	Marketplace	Visitors in Indonesia	Presentation Visits (%)
1	Shopee	2,35 Miliar	Increase 41,3
2	Tokopedia	1,25 Miliar	Decrease Turun 21,08%
3	Lazada	762,4 Juta	Decrease Turun 46,72%
4	Blibli	337,4 Juta	Increase 25,18 %
5	Bukalapak	168,2 Juta	Decrease 56,5%

Source: databoks.2024

Based on Table 1, the Shopee marketplace achieved the highest number of visits in Indonesia, surpassing other marketplaces. Several factors contribute to Shopee's popularity, one of which is perceived ease of use. Perceived ease of use describes the effort felt in using information technology. If the information technology is easier to use, it is more likely to be accepted by consumers (Davis et al., 1989). The ease of use perceived by consumers in purchasing, understanding, and navigating has a strong positive relationship between perceived usefulness and customer satisfaction (Tandon et al., 2016). Perceived ease of use has a positive and significant impact on customer satisfaction and repurchase intention; the better the perceived ease of use of a site, the higher the customer satisfaction and the more likely consumers are to repurchase from the site (Oktarini & Wardana, 2018). Ease of use or perceived ease of use has a positive and significant impact on customer satisfaction and repurchase intention; a simple and effective online shopping process will increase consumer interest in making repeat purchases (Wilson, Keni, et al., 2021). Mustakim et al. (2022) in their research stated that the higher the customers feel that the online shopping platform facilitates their work and is easy to use, the higher their satisfaction.

In addition to perceived ease of use, perceived usefulness is another factor that contributes to Shopee having a large number of users. Perceived usefulness describes the degree of effort felt in using information. If information technology is easier to use, it is more likely to be accepted by consumers (Davis et al., 1989). Various studies have examined the influence of perceived usefulness on customer satisfaction (Mustakim et al., 2022; Oktafiani et al., 2021; Tandon et al., 2016). Perceived time performance is perceived as the strongest

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator—Febiwenesya Forever et.al

1233 | P a g e

factor of consumer satisfaction, indicating a strong positive relationship between perceived usefulness and customer satisfaction (Tandon et al., 2016). Oktafiani et al. (2021) stated that the greater the perceived benefits by consumers, the higher the satisfaction obtained by consumers. Perceived usefulness has a significant relationship impacting customer satisfaction with the Shopee platform. (Mustakim et al., 2022).

The research conducted by Syaharani & Yasa (2022) states that the higher the level of perceived usefulness by consumers, the higher the likelihood of repurchase intention. The results of this study are supported by Kahar et al. (2019); Ningtyas & Kurniawan (2024); Wilson (2019). Kahar et al. (2019) found that consumers perceive the benefits provided by Tokopedia.com, and these perceived benefits are one of the factors that lead consumers to intend to repurchase from the online marketplace. Wilson (2019) stated that perceived usefulness positively influences repurchase intention. Perceived usefulness is considered important in consumer behavior, where when consumers perceive its benefits, they tend to repurchase the product or service, which can strongly influence consistent repurchase actions. (Ningtyas & Kurniawan, 2024).

Customer satisfaction can be defined as consumers' perception or evaluation of a company's ability to meet or exceed their expectations (Wilson, 2019). Repurchase intention can be defined or understood as consumers' personal desire to make future purchases from the same company (Nadeem et al., 2020). Consumers' perceptions and evaluations of the difficulty in learning and using new systems, technologies, or features implemented by e-commerce influence their satisfaction with the e-commerce itself, which ultimately determines their intention to continue using or purchasing products from that e-commerce (Wilson, Alvita, et al., 2021; Yutika, 2023). Repurchase intention will be strengthened when the potential benefits gained by consumers meet individual satisfaction, thus customer satisfaction has a significant relationship with repurchase intention (Nadeem et al., 2020).

Based on the literature review above, it is important to examine whether perceived ease of use and perceived usefulness on the Shopee e-commerce platform lead to consumer satisfaction and ultimately encourage consumers to repurchase online using the Shopee platform.

METHODS

This study uses a quantitative approach by analyzing the responses of individuals who have shopped through Shopee e-commerce. In this research, the influence of independent variables (perceived ease of use & perceived usefulness) on the dependent variable (repurchase intention) will be examined. The population of this study consists of consumers who have shopped online using the Shopee e-commerce application in Pontianak, West Kalimantan. The sampling technique used in this research is purposive sampling, which, according to Wiyono (2020), is a sampling technique with considerations appropriate to the purpose of the research. This means that before taking samples, the sample criteria are defined. The sample criteria are: first, consumers in Pontianak who are over 17 years old, and

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator—Febiwenesya Forever et.al

1234 | P a g e

second, consumers in Pontianak who have shopped online using Shopee e-commerce at least twice. There are 148 respondents who meet the criteria and qualify for further analysis.

The measurement scale used in this research is the Likert scale. According to Sugiyono (2014), the Likert scale is used for measuring attitudes, opinions, and perceptions of individuals or groups about a social phenomenon. The questionnaire will be created using Google Forms and distributed through various online media such as Facebook, Instagram, email, and WhatsApp. The Google Form will be shared regularly. The data analysis used in this research employs the partial least squares structural equation modeling (PLS-SEM) model, and the analytical tool used is SmartPLS 3.0.

RESULTS AND DISCUSSION

Community service is an effort to disseminate knowledge, technology, and arts to the community. These activities must be able to provide added value to the community, whether in economic activities, policies, or changes in behavior (social). Describe how the community service activities have brought about changes for individuals/society or institutions both in the short term and long term. In this section, explain how the activities were conducted to achieve the objectives. Clarify the indicators of goal achievement and the benchmarks used to determine the success of the community service activities. Highlight the strengths and weaknesses of the outputs or the main focus of the activities in terms of their suitability with the conditions of the community at the activity location.

Table 2. Demographic Characteristics

	N	%		N	%
Gender			Age (years)		
Male	78	52,7	17-25	72	48,6
Female	70	47,3	26-35	42	28,4
Total	148	100	36-45	21	14,2
			> 45	13	8,8
Frequency of online shopping			Total	148	100
Occasionally	34	23			
2-5 times	68	45,9	Monthly Income		
5-10 times	32	21,6	IDR 500.000-IDR 1.000.000	47	31,8
> 10 times	14	9,5	IDR 1.000.001-IDR 5.000.000	38	25,7
Total	148	100	IDR 5.000.001-IDR 10.000.000	35	23,6
			> Rp 10.000.001	28	18,9
Occupation			Total	100	100
Students	47	31,8			
Civil servant	26	17,6	Education		
Private employee	36	24,3	High School	42	28,4
Self-employed	17	11,5	Diploma	20	13,5

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator–Febiwenesya Forever et.al

1235 | P a g e

BUMN	12	8,1	Bachelor	69	46,6
Other	10	6,7	Master	17	11,5
Total	148	100	Total	148	100

Source: data analyzed using SmartPLS

Based on Table 2, the respondents in this study were predominantly male, with a total of 78 men, while the number of women was 70. The age of the respondents in this study was predominantly in the 17-25 year age group, totaling 72 individuals, and the 26-35 year age group, totaling 42 individuals. The frequency of respondents shopping online in a month was occasionally for 34 individuals, 2-5 times a month for 68 individuals, 5-10 times a month for 32 individuals, and more than 10 times a month for 14 individuals. The income of the respondents in this study was predominantly in the income group of Rp 500,000 – Rp 1,000,000, with 47 respondents, and the income group of Rp 1,000,001 – Rp 5,000,000, with 38 respondents. The occupation of the respondents in this study was predominantly students, with 47 respondents. Based on the highest level of education, the study was predominantly composed of respondents with a bachelor's degree, totaling 69 individuals.

Based on Table 2, it can be concluded that the respondents in this study were predominantly young people with an income range of Rp 500,000 – Rp 1,000,000, who shop online up to 2-5 times a month. Young people tend to prefer online shopping through the e-commerce platform Shopee.
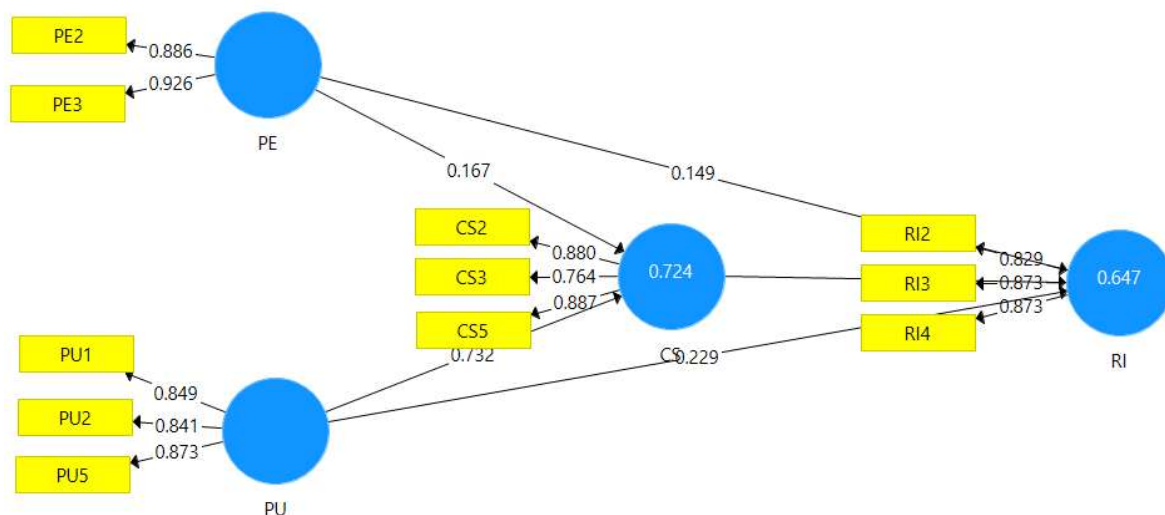
Research Model Analysis

Figure 1: Structural Equation Modeling

The analysis of this research model aims to test the validity of the variables and the overall constructs to be examined. In this stage table, an assessment is conducted to determine whether the indicators used as measures of the latent variables are appropriate for use. Each latent variable is measured and explained by indicators that meet the criteria for validity and reliability. Figure 2 in this study shows that there are 11 indicators from all the

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator–Febiwenesya Forever et.al

1236 | P a g e

involved variables, and these were processed using SmartPLS 3.0. The results indicate that the validity criteria, which is more than 0.7, have been met, and therefore, this research can proceed to the next stage.

Table 3.Validity Reliability

Variabel	CA	Rho_A	CR	AVE
PE	0,784	0,807	0,902	0,821
PU	0,816	0,818	0,890	0,731
CS	0,798	0,804	0,882	0,715
RI	0,822	0,829	0,894	0,737

Source: data analyzed using SmartPLS

Table 3 shows that the composite reliability is above 0.7, indicating that all constructs in this study meet the reliability criteria. According to Hair et al. (2021), a composite reliability value above 0.7 for a construct indicates that the study has met the reliability criteria. In addition to considering the composite reliability value, all indicators in this study meet the reliability criteria because the Cronbach's alpha values are above 0.06. The data analysis results in this study show that the AVE values are greater than 0.5, indicating that all indicators have met the convergent validity criteria for a construct.

Table 4. Discriminant Validity

	CS	PE	PU	RI
Fornell-Larrcker Criterion				
CS	0,846			
PE	0,648	0,906		
PU	0,841	0,657	0,855	
RI	0,782	0,618	0,741	0,859
Cross Loading				
	CS	PE	PU	RI
CS2	0,880	0,617	0,771	0,681
CS3	0,764	0,661	0,663	0,600
CS5	0,887	0,366	0,695	0,698
PE2	0,558	0,886	0,587	0,462
PE3	0,613	0,926	0,605	0,643
PU1	0,689	0,512	0,849	0,587
PU2	0,694	0,665	0,841	0,651
PU5	0,771	0,511	0,873	0,660
RI2	0,568	0,626	0,607	0,829
RI3	0,685	0,448	0,587	0,873
RI4	0,747	0,526	0,707	0,873

Note: PE: Perceived Ease of us, PU: Perceived Usefulness, CS: Customer Satisfaction, RI: Repurchase Intention.
Source: data analyzed using SmartPLS

Table 4 shows that the discriminant validity in this study meets the assessment criteria. This is indicated by the item loading values of the constructs being higher than their cross-loading values. This means that each question in the questionnaire of this study has a good distinguishing power against other constructs or variables, ensuring that the measurement tools used in this study have good discriminant validity.

Table 5. Path Coefisien

Hypothesis	Variable Relationships	Sample Mean (M)	T	p	Description
H_{1a}	PE → CS	0,156	2,254	0,025	Significant
H_{1b}	PE → RI	0,146	1,868	0,062	Not Significant
H_{2a}	PU → CS	0,745	12,006	0,000	Significant
H_{2b}	PE → RI	0,251	2,078	0,038	Significant
H_3	CS → RI	0,474	4,488	0,000	Significant

Note: PE: Perceived Ease of us, PU: Perceived Usefulness, CS: Customer Satisfaction, RI: Repurchase Intention.
Source: data analyzed using SmartPLS

Table 5 shows the structural results explaining the direct influence between independent variables on dependent variables. The results of the first hypothesis test, point a, in this study are significant, meaning the hypothesis is accepted, where perceived ease of use has a positive and significant effect on customer satisfaction. This indicates that the easier Shopee is to use, the higher the customer satisfaction in shopping. This result is consistent with the studies conducted by Tandon et al. (2016) and Oktarini & Wardana (2018). However, the first hypothesis, point b, in this study is rejected, meaning perceived ease of use does not affect repurchase intention. This indicates that the ease of use of Shopee does not guarantee that consumers will make repeat purchases. This finding is inconsistent with the study conducted by Wilson et al. (2021).

The second hypothesis, points a and b, in this study are accepted, meaning perceived usefulness has a positive and significant effect on customer satisfaction and repurchase intention. This finding identifies that the easier Shopee is to use and the more beneficial Shopee is perceived by consumers, the higher the customer satisfaction and the greater the intention to repurchase on Shopee. This result is consistent with the study conducted by Oktafiani et al., (2021) which stated that the greater the perceived benefits by consumers, the higher the customer satisfaction. When consumers perceive benefits, they tend to purchase the product or service again, which can strongly influence consistent repurchase behavior (Ningtyas & Kurniawan, 2024).

The next finding is the third hypothesis in this study, which posits that customer satisfaction affects repurchase intention, and it is accepted. This means that the higher the customer satisfaction with shopping online using Shopee, the greater the consumers' intention to shop again in the future using Shopee. This is consistent with the study conducted

by (Nadeem et al., 2020) which stated that repurchase intention will be strengthened when the potential benefits received by consumers meet individual satisfaction.

Table 6. R-square

	R Square	R Square Adjusted
Customer Satisfaction	0,724	0,720
Repurchase Intention	0,647	0,639

Source: data analyzed using SmartPLS

Table 6 shows the R-square values, which aim to calculate the contribution and ability of the research model to explain the relationships between independent and dependent variables. The result for the variable customer satisfaction, with a value of 0.724, indicates that the independent variables in this study explain 72.4% of customer satisfaction. The variable repurchase intention has an R-square value of 0.647, meaning that 64.7% of repurchase intention is explained by the independent variables, while the remaining 35.3% cannot be explained by the independent variables or can be explained by variables outside the independent variables.

Table 7. Mediating Effect

	M	T	P	Description
PE → CS → RI	0,076	1,933	0,054	Not Significant
PU → CS → RI	0,352	4,456	0,000	Significant

Source: data analyzed using SmartPLS

Table 7 in this study shows that customer satisfaction does not mediate the relationship between perceived ease of use and repurchase intention on Shopee e-commerce, with a p-value of 0.054, which is greater than 0.05. Conversely, customer satisfaction plays a mediating role in the relationship between perceived usefulness and repurchase intention, with a p-value of 0.000. This means that consumers are inclined to make repeat purchases on Shopee e-commerce when they perceive the benefits of using the Shopee application. This is consistent with the study conducted by Kahar et al., (2019) which stated that the perceived benefits of an online shopping site by consumers are one of the factors that make consumers intend to repurchase on the online shopping site.

CONCLUSION

The aim of this study is to examine and analyze how perceived ease of use and perceived usefulness affect repurchase intention through the mediating role of customer satisfaction in using Shopee e-commerce. Based on the results of the study, it can be concluded that perceived usefulness plays a crucial role in consumer repurchase intention on Shopee e-commerce. Therefore, a recommendation for Shopee e-commerce in Indonesia is that the platform should be easily accessible to save consumers' time. The study also found that customer satisfaction mediates the relationship between perceived usefulness and repurchase intention. This means that perceived usefulness affects customer satisfaction,

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator—Febiwenesya Forever et.al

1239 | P a g e

which in turn impacts consumers' repurchase intention. Shopee e-commerce could recommend stores with the lowest prices and display products across various price ranges. Additionally, showcasing similar products that consumers are searching for can enhance customer satisfaction, ultimately increasing repurchase interest in Shopee e-commerce. Future research is advised to include additional variables not examined in this study and to expand the scope of research, such as covering the entire West Kalimantan region or even all of Indonesia.

REFERENCE

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Hair, J. F., Hult, T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. http://www.

Kahar, A., Wardi, Y., & Patrisia, D. (2019). *The Influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Security on Repurchase Intention at Tokopedia.com*.

Mustakim, N. A., Hasan, Z., Sauid, M. K., Ebrahim, Z. B., & Mokhtar, N. (2022). Factors Affecting Customer Satisfaction on Shopee. *International Journal of Academic Research in Business and Social Sciences*, *12*(10). https://doi.org/10.6007/IJARBSS/v12-i10/14751

Nadeem, M. A., Liu, Z., Pitafi, A. H., Younis, A., & Xu, Y. (2020). Investigating the repurchase intention of Bitcoin: empirical evidence from China. *Data Technologies and Applications*, *54*(5), 625–642. https://doi.org/10.1108/DTA-10-2019-0182

Ningtyas, D. A. K., & Kurniawan, D. T. (2024). *The Influence of Perceived Usefulness, Perceived Ease of Use, and Electronic Word of Mouth on Customer Loyalty Through Repurchase Intention in the TikTok Shop Feature* (pp. 217–230). https://doi.org/10.2991/978-2-38476-261-3_20

Oktafiani, H., Yohana, C., & Saidani, B. (2021). Pengaruh Perceived Ease of Use dan Perceived Usefulness Terhadap Customer Satisfaction E-Wallet X. *Jurnal Bisnis, Manajemen, Dan Keuangan*, *2*(2), 562–576.

Oktarini, M. A. S., & Wardana, I. M. (2018). Pengaruh Perceived Ease of Use dan Perceived Enjoyment terhadap Customer Satisfaction dan Repurchase Intention. In *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia* (Vol. 1, Issue 2).

Sugiyono. (2014). *Metode Penelitian kuantitatif, kualitatif dan R & D*. Alfabeta.

Syaharani, D. P., & Yasa, N. N. K. (2022). The Role of Trust as Mediation between Perceived Usefulness and Perceived Ease of Use on Repurchase Intention. *European Journal of Development Studies*, *2*(3), 36–40. https://doi.org/10.24018/ejdevelop.2022.2.3.91

Tandon, U., Kiran, R., & Sah, A. N. (2016). Analysing the complexities of website functionality, perceived ease of use and perceived usefulness on customer satisfaction of online shoppers in India. In *Int. J. Electronic Marketing and Retailing* (Vol. 7, Issue 2).

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator—Febiwenesya Forever et.al

1240 | P a g e

Wilson, N. (2019). The Impact of Perceived Usefulness and Perceived Ease of Use toward Repurchase Intention in the Indonesian E-Commerce Industry. *Jurnal Manajemen Indonesia* , *19*(3), 241–249.

Wilson, N., Alvita, M., & Wibisono, J. (2021). THE EFFECT OF PERCEIVED EASE OF USE AND PERCEIVED SECURITY TOWARD SATISFACTION AND REPURCHASE INTENTION. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *5*(1), 145. https://doi.org/10.24912/jmieb.v5i1.10489

Wilson, N., Keni, K., & Tan, P. H. P. (2021). The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China. *Gadjah Mada International Journal of Business*, *23*(3), 262–294. http://journal.ugm.ac.id/gamaijb

Wiyono, G. (2020). *Merancang penelitian bisnis dengan alat analisis SPSS 25 dan SmartPLS 3.2.8* (2nd ed.). UPP STIM YKPN.

Yutika, F. (2023). FACTORS INFLUENCING COFFEE SHOP ENTREPRENEUR' INTENTION USING SHOPEE PARTNER APPLICATION. *Jurnal Ekonomi*, *12*(01), 2023. http://ejournal.seaninstitute.or.id/index.php/Ekonomi

Analysis Of Consumer Repurchase Intention On Shopee E-Commerce Using The TAM Approach: Consumer Satisfaction As A Mediator–Febiwenesya Forever et.al

1241 | P a g e