

Analysis of Factors That Affect the Repurchase Intentions on Online Shopping Sites

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ABSTRACT

Indonesia is a fairly good e-commerce growth market from year to year. Since 2014, it is known that online sales in Indonesia have reached US \$ 1.1 billion. The Central Statistics Agency (BPS) states that the Indonesian e-commerce industry in the last years has continued to increase by 17 percent with a total e-commerce business reaching 26.2 million units. In the last 4 years, e-commerce in Indonesia has increased to reach 500 percent. The e-commerce phenomenon that continues to grow rapidly in Indonesia is online shopping sites. The rapid development has resulted in more and more competitors that the online shopping site has to face. In online shopping sites that affect success and profitability is consumer repurchase intention.

Keywords: repurchase intention, online shopping site, factors that affect the repurchase intention.

1. INTRODUCTION

Indonesia with 250 million inhabitants is the country with the fastest growing online market. This growth is far greater than that of other countries. This will make Indonesia the largest market in Southeast Asia with a growing middle class population accompanied by ever-increasing mobile breakthroughs and increasingly strong economic changes. And compared to other countries, Indonesians spend more time using smartphones.

One of the e-commerce phenomena that is starting to develop rapidly in Indonesia is online buying and selling sites. Buying and selling sites in Indonesia are increasingly popping up. Many people are interested in buying and selling online on online buying and selling sites. Through this buying and selling site, entrepreneurs can reach a much wider target market at a lower cost. The presence of online buying and selling sites has proven to be very effective in Indonesia. This can be seen from the increasing number of purchases of goods through e-Commerce. Based on the We Are Social and Hootsuite (2018) report, the number of internet users in Indonesia who buy goods through e-Commerce has reached 28 million people. This number has increased by 13% compared to the previous year.

Consumer repurchase intention is important for the success and profitability of an online store. Thus, it is very important to identify important factors that will

influence customer intention to repurchase [1]. So from the above, the researcher is interested in examining the important factors that influence customer intention to repurchase with the aim of the results of this study being an input for business providers related to the factors that affect consumer repurchase intention at online shopping sites and also as a reference for further research related to consumer Repurchase Intention in shopping at online shopping sites.

1.1. E- Commerce

E-commerce is the scope of the process of buying, selling, transferring, or exchanging products, providing services, or information via computer networks such as the internet. When viewed from a collaborative perspective, e-commerce is a facilitator used for the implementation of a process of togetherness in an organization, both between organizations and between organizations. Meanwhile, a community perspective, e-commerce is a community members place to learn from each other, interact, transact with each other and collaborate [3].

1.2. Trust

Online trust is an important factor for business-to-business transactions and business to consumers transactions. Online trust can be said to be a source of challenges that must be faced by vendors who are trying

to face success in the internet media. Lack of online trust can prevent online customers from transacting through the website. Online trust is very much needed in making online purchases. Therefore, adequate trust is needed when placing online orders and when customers send financial information and other personal data in making financial transactions [4].

1.3. Enjoyment

According to Ulaan [5], Enjoyment is the level of satisfaction felt by consumers while buying certain goods / services, only limited to the ability to make them happy, not including the results that will be obtained. According to Jiming & Liu [6], shopping enjoyment has a significant effect on customers.

1.4. Perceived Ease-of-Use

Perceived Ease-of-Use is a perception in explaining the extent to which a person gains the belief that the use of technology will facilitate all efforts. simplified that it doesn't require a lot of energy when using IT [7].

1.5. Firm Reputation

According to Ling, et al [4]. Firm reputation is an intangible asset. The state of reputation will depend on what the company does as an entity. Furthermore, it will depend on the communications and signals chosen to be given to the market. The symbol of reputation, the name of the company, if managed properly, will present the company to be supported by the community. It will even be of great value to consumers.

1.6. Repurchase Intention

According to Kottler and Keller [8] , Repurchase Intention is a repurchase process, in which customers will repurchase a certain company. So it can be said that Repurchase Intention is a consumer evaluation given to a company they visit to buy the goods or services they need. After that they will evaluate the products or services they bought from the company and they will decide whether to make a repeat purchase or not.

2. METHODS

This study was designed to examine the influence variables of trust, enjoyment, perceived-of-use, perceived-usefulness and firm reputation on consumer repurchase intention on online shopping sites. This research is a quantitative research, with the type of explanatory research. Explanatory research is a study that is used to determine whether or not the influence of a variable is in a certain situation. This type of research will find out that the independent variable (independent) affects the dependent variable (dependent). This study used a survey method with a cross-sectional horizon approach, which is a study conducted with data that was collected only once [2].

Data collection in this study was carried out in 2020. The sampling method used in this study is a non-probability sampling using purposive sampling technique. The number of indicators in the questionnaire in this study was 34, so the researchers decided that the number of respondents studied was 170 consumers who had shopped at an online shopping site and resided in the city of Padang.

3. RESULT

3.1. PLS Analysis Results

Before testing the hypothesis, the measurement model is first tested to verify indicators and latent variables. The test includes testing construct validity and construct reliability testing. The construct validity test was measured by the loading score parameter in the research model and using the Average Variance Extracted parameter. The reliability test can be seen from the Cronbach's alpha value and the composite reliability value.

Table 1. PLS analysis

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Easy of Use	0.954	0.955	0.954	0.873
Enjoying	0.970	0.972	0.970	0.822
Repurchase	0.958	0.959	0.958	0.821
Reputation	0.970	0.972	0.970	0.800
Trust	0.952	0.955	0.952	0.740
Usefull	0.932	0.932	0.932	0.821

From Table 1 it is known:

- AVE value of all variables above 0.5
- The composite reliability value of all variables is > 0.7
- Chronbachs alpha of all variables > 0.6

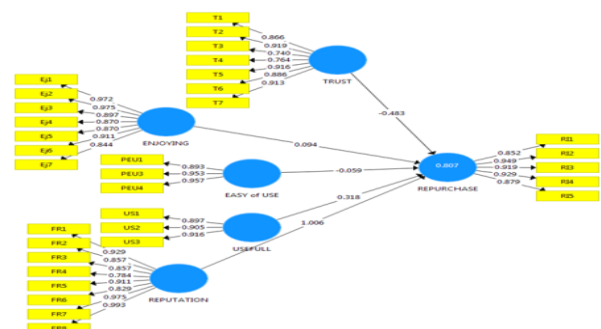


Figure 1. Outer Loading

Table 2. Hypothesis Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (ST DEV)	T Statistic (IO/STDEV/)	P Values
Easy Of Use - Purchase	-0.023	-0.012	0.063	0.358	0.721
Enjoying - Purchase	0.278	0.277	0.134	2,079	0.038
Repurchase- Purchase	0.637	0.633	0.098	6.500	0.000
Trust- Purchase	-0.216	0.206	0.079	-2.732	0.007
Usefull - Purchase	0.198	0.180	0.135	1.470	0.142

From the data above it is known that:

- Enjoying has a positive effect on consumer repurchase intention on online shopping sites.
- Trust has a positive effect on consumer repurchase intention on online shopping sites.
- Perceived easy to use has a positive impact on consumer repurchase intention on online shopping sites.
- Perceived to useful has a positive effect on consumer repurchase intention on online shopping sites.
- Reputation has a positive effect on consumer repurchase intention on online shopping sites.

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4. CONCLUSION

Factors such as trust, enjoyment, perceived easy to use, perceived to usefull, and reputation have an effect on repurchase intention, although not all of them have a significant effect.

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