

The Effect of E-Servicescape and Information Quality on Gen Y Repurchasing Intention in Lazada Online Shopping Application in Padang City with Online Trust as Mediation Variable

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ABSTRACT

This study aims to see the effect of e-servicescape and information quality on repurchase intentions with online trust as a mediating variable. The population and sample used in this study are Gen Y which has been seen through the online shopping application Lazada in Padang City. The sample size in the study was 200 respondents. Data were collected through online questionnaires and data processing was carried out through SmartPLS software. The results showed that the e-servicescape and information quality had a significant positive effect on repurchase intention. And the mediating variable is able to partially mediate the relationship between the independent variable and the dependent variable. This study has a novelty because it involves as online trust a mediating variable in the relationship between e-servicescape and the quality of information on repurchase intentions.

Keywords: *E-servicescape, Information Quality, Online Trust, Repurchase Intention.*

1. INTRODUCTION

The use of networks and smartphones in various human activities encourages shifts in human behavior and habits to business and market models. Advances in technology and information are closely related to the millennial generation, also known as Generation Y. Millennial Generation or Generation Y was born in 1981 – 1999 (Lancaster & Stillman, 2002). This generation is also known as the digital generation because they cannot be separated from the use of technology, electronic devices and the internet in their daily activities. This forces the emergence of a change in the business model from conventional to completely online with digital technology. The emergence of e-commerce as a means of online commerce shows a change in business models. Statistics Global Consumer Survey found that most e-commerce users come from those aged 25 - 34 years, amounting to 30.8% of all e-commerce users.

According to Mcleod & Rymond (2008) e-commerce is the process of buying and selling various products, services and electronic information that focuses on business transactions using the internet and guarantees

the level of consumer confidence in the existence of the internet. In research conducted by Hehe Merchant Machine in 2018, it was noted that Indonesia ranks first in the country with the fastest growing e-commerce in the world. It was recorded that in 2018 the growth rate of e-commerce in Indonesia was 78%, this growth rate was due to the encouragement of the number of active Indonesian internet users, which is more than 100 million users. Currently, there are several e-commerce sites that are often used in Indonesia, such as: Shopee, Lazada, Blibli, Bukalapak, JD.id, and Tokopedia. Based on IPrice 2019 data, it is known that Tokopedia and Shopee are the e-commerce sites with the highest traffic levels of 66 million and 56 million website visitors, third place is Bukalapak with 42.9 million visitors. Then Lazada followed by as many as 28 million visitors. When compared to Tokopedia, which is in the first place, Lazada's visit rate is 42% lower. The low level of visits from Lazada compared to Bukalapak, Shopee, and Tokopedia indicates the low level of people's intention to make repeat purchases on the Lazada online shopping application. From customer ratings and testimonials at the pay store, many Lazada users show disappointment with the system that is often problematic and the high

level of fraud that occurs. In online purchasing, high purchase intention can be seen from the number of web visits and customer reviews. The level of web visits shows that consumers are interested in the web and are trying to study it in order to obtain information on the desired product.

Purchase intention is a behavior that show customer response to an object that shows a consumer's desire to make a purchase (Kotler & Keller, 2017). Intentions emerge from memory as stored plans and will give rise to action (Madahi & Sukati, 2012). The intention to buy a service or product is based on the trust and value associated with buying and using the product. Consumers prefer to make repeat purchases and share valuable personal information with companies after they trust the company (Prasaranphanich, 2007). There are several factors that influence consumer purchase intentions, such as: online trust (Lin & Ching Yuh, 2010; Trivedi & Yadav, 2020; Yang & Fang, 2004), e-servicescape (Harris & Goode, 2010; S. Jeon & Kim, 2012; Oebit, 2018), dan information quality (Bao & Huang, 2017; Brilliant & Achyar, 2013; Pantano & Priporas, 2016).

Trust is a determining factor for the success or failure of e-commerce in the future. To attract consumers' intention to visit and transact through their website, e-commerce companies must build high trust in potential buyers. For consumers, assurance of trust in the online context helps them reduce vulnerabilities or risks such as security and privacy breaches associated with online commercial transactions (Beldad et al., 2010). Trust can be built by Physical Evidence or what is called servicescape (Bitner, 1992) and information quality (Bao & Huang, 2017; Cao et al., 2005; Pantano & Priporas, 2016). According to Bitner (1992) Servicescape is a physical environment that includes interior and exterior facilities. In the online context, Servicescape is known as E-Servicescape or online service environment which is the atmosphere of the environment in the online virtual space that is felt by website visitors when browsing or receiving company services through the website. The atmosphere of a website should be functional and aesthetically appealing. The online service environment must be designed in such a way that the on-page (website) mechanism does not cause the visitor to become confused and hesitant (R. et al., 2014). A. Lee & Levy (2014) argued that web users are more likely to gain satisfaction and trust after using the high quality information provided by the website. For online shopping, the quality of information is very useful in providing information related to the attributes of a product that can help make decisions to evaluate the

product (Zeglat et al., 2016). The quality of information describes the online shopping application in more detail such as the introduction of online shopping applications, product and service descriptions, transaction details (eg payment processing and delivery options) or some other content that is important for online consumers to make consumption decisions. (Cao et al., 2005).

This research was conducted on Gen Y who had shopped through the Lazada online shopping application in the city of Padang. The selection of Gen Y as research subject is because it is familiar with online shopping so it is felt right to assess how the online service environment is implemented and the quality of information on online shopping applications. Then the selection of Lazada as the object of research is because this company has provided a fairly good online service environment and quality information to users since 2012 so that it can be said that it has been long enough for implementation so that it is expected to increase consumer re-shopping intentions. The structure of this study is preceded by an introduction that explains the background of this research. Then proceed with a literature review containing the theoretical theory used and also the description of the hypothesis. Then proceed with research methodology and research results and end with conclusions and suggestions.

Literature Review

Repurchase Intention

Repurchase intention is something that appear after receiving stimulation by the product they showed, which then creates interest to make a purchase and desired have product (Kotler & Keller, 2017). According to Shiffman & Kanuk, (2007) The intention to shop will encourage the willingness of consumers to repurchase the products or services they have purchased. Purchase intention is a consumer planning process that contains a desire before making a decision to buy an item or service. High intention to repurchase reflects a high levels of satisfaction and trust from consumers in adopting a product or service. In an online context Bock et al., (2012). Repurchase intention is interpreted as costumer desired to make purchases using online shopping, consumers shopping online will be visited again at a later date and consumers are interested in recommending online shopping because they also use online shopping. Repurchasing intent measures a customer's decision to purchase future goods from an e-tailer. Repurchase intention can be measured by: (1) Transactional intention, (2) Referential intention (3) Preferential

intention, (4) Exploratory intention (Kotler & Keller, 2017; Wang et al., 2019).

Online Trust

Online trust is a process by which a customer trusts the capabilities, skills and expertise provided by an electronics vendor (Raisian et al., 2013). Online trust is an important factor in business to business and business to customer transactions (Alam & Yasin, 2010). Trust is a challenge for online vendors to be successful on the internet. The findings support the mediating role that trust can play and generate insights about analyzing e-tailers. Lack of trust decreases intention and can deter customers from transacting through the website. In the field of e-commerce, consumer confidence in internet shopping as the willingness of consumers to prepare themselves for possible losses experienced during internet shopping transactions, is based on the expectation that the seller promises a transaction that will satisfy the consumer and is able to deliver the promised goods or services. Online trust has an important role in the success of e-commerce. In online transactions there are many problems such as uncertainty, lack of control and the risk of fraud. So in this case trust becomes a very important element of e-commerce. Companies must be able to provide a sense of security and build customer trust by keeping promises and providing appropriate information. According to (Camp, 2001) The indicators used in measuring trust are: integrity, privacy and reliability.

E-Servicescape

Service environment (servicescape) is a physical environment that includes interior and exterior facilities (Bitner, 1992). Servicescape consists of three aspects, namely ambience condition; space, layout, and functionality; and signs, symbols, and artefacts so that in order to adapt to the online context, an online servicescape framework is used which consists of three dimensions namely: aesthetic appeal, layout & functionality, and financial security. The term servicescape in the online context is called e-servicescape or online service environment (Harris & Goode, 2010). E-servicescape is an environmental atmosphere in an online virtual space that is felt by site visitors when they explore or receive company services through the visited website (Harris & Goode, 2010). When a sales or service meet occurs through a website, the online service environment becomes very important

because it is a key factor representing the organization to its customers. The e-servicescape is divided into 3 dimensions (Harris & Goode, 2010) namely: (1) Aesthetic Appeal, aesthetic appeal serves to give a positive impression to site visitors when browsing the website, (2) Layout & Functionality, Layout refers to the visual arrangement of the website, while Functionality refers to the convenience that consumers feel (3) Financial Security, Security in online shopping refers to the extent to which consumers feeling the online payment process and policies regarding the transaction system are safe. According to Harris & Goode, (2010) in online service environment research (e-servicescape) can be measured through the following indicators: (1) attractive appearance, (2) authenticity of design, (3) entertainment value, (4) usability, (5) relevance of information, (6) customization, (7) Interactivity, (8) ease of payment, (9) perceived security.

Information Quality

Information Quality is defined as information about products or services provided by website (Brilliant & Achyar, 2013). High quality information given will help consumers to see the value of the products they like before buying (Mc leod & Rymond, 2008). In online shopping, Information means the usefulness of the information available about the attributes of a product that will help customer to evaluate the product and make decision (Pantano & Priporas, 2016). High-quality information can facilitate consumers to evaluate products and help ensure their final purchase Carlson & O’Cass, (2012) the quality of information depends on three measurement indicators such as: accuracy, up to date, and relevancy

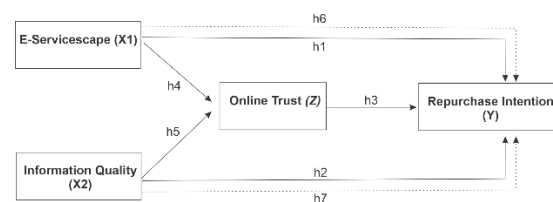


Figure 1. Conceptual Frame Work

Based on the previous explanation, a hypothesis is formulated:

- H1 : E-servicescape has a significant positive effect on repurchase intention.
- H2 : Information quality has a significant positive effect on repurchase intention.
- H3 : Online trust has a significant positive effect on repurchase intention

- H4 : E-servicescape has a significant positive effect on online trust.
- H5 : Information quality has a significant positive effect on online trust.
- H6 : Online trust mediates the effect of e-servicescape on repurchase intentions in partial
- H7 : Online trust mediates the effect of information quality on repurchase intentions in partial.

This study examines the direct effect of e-servicescape and the quality of information on repurchase intentions. Then this research also examines the indirect effect of e-servicescape and information quality on repurchase intention which is mediated by online trust.

2. METHOD

This type of research is a quantitative research. While the data source in this study is primary data. The research data was collected through a questionnaire distributed online with google form. Population refers to the entire group of people, events or things the researcher wants to investigate (Sekaran & Bougie., 2016) which became the population, namely Gen Y, who had shopped through the Lazada online shopping application in Padang City. The sampling technique used in this study was non probability sampling. It was one of the sampel technique that doesn't provide equal opportunities for each member or element of the population that be chosen as samples. Sugiyono, (2012). Sample criteria: (1) 21 - 39 years old (2) Consumers who have shopped through the Lazada online shopping application at least 2 times. The minimum sample size is at least 5 or 10 times more than the indicator to be analyzed or the parameter 5 or 10 multiplied by the number of indicators, and the sample size will be more acceptable if it has a 10: 1 ratio. There are 19 research indicators so that the minimum sample is 190, but the researchers rounded off the number to 200 respondents. There are 4 variables in this study, namely 2 independent variables (x1 =e-servicescape, x2 = information quality), 1 dependent variable (y = repurchase intention), and 1 mediating variable (z = online trust).

3. RESULT AND DISCUSSION

Multivariate analysis in this study uses structural equation modeling (SEM) which aims at exploration. The consideration of using SEM in this study is because it is able to analyze unobserved variables (variables that cannot be measured) and can calculate measurement errors. Based on the context in this study, the SEM

approach used is based on partial least square (SEM - PLS). The SEM - PLS approach is able to efficiently work with a small sample size and allow flexibility regarding the assumptions of data distribution. Also, able to analyze reflective, formative and latent models without causing problems even with one indicator. In addition, the SEM - PLS approach is a causal model to maximize the variance of latent variable criterion which can be explained by predictor latent variables). SEM - PLS analysis in this study used the Smart PLS 3.0 software.

Measurement of the outer model in this study uses construct validity and instrument reliability testing. Validity testing is a validity test is a tool to show the extent to which the measuring device is able to measure what you want to measure, Validity test serves to measure the quality of the instrument used and shows the validity of an instrument and how the concepts can be defined by the instruments (Hair, et, al, 2010). This study uses convergent validity and discriminant validity. The Rule of Thumbs convergent validity such as the factor loading must be more than 0,7, the average variance extracted (AVE) must be more than 0,5 and the communality must be more than 0,5. Meanwhile, the rule of thumb for discriminant validity using the AVE must be more than the latent variable correlation or use an outer loading that must be more than 0,7 in one variable. This study has fulfilled both convergent and discriminant validity where the rule of thumb for both validities has been fulfilled. The results of the outer loading validity test showed in Figure 2.

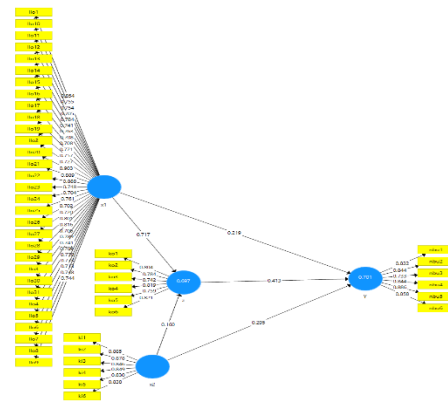


Figure 2 Structural Model

- Details:
 X1 = E-servicescape Z = Online Trust
 X2 = Information Quality Y =Repurchase Intention

Figure 1 shows the results of the structural model in this research which consists of 3 exogen variables and 1

endogen variable, as well as the outer loading value of each of these variables. The AVE value can be seen in table 1. The Outer Model of this study also looks at the reliability of the instrument, which is defined as the consistency of measuring instruments in accuracy and accuracy in measuring (Hair, 2010). Reliability testing in this study uses two methods of Cronbach alpha and composite reliability with a value of more than 0.7, although if there is a value below 0.7 it can still be tolerated such as a value of 0.6. The reliability of the outer model of this research has been achieved (fulfilled) by the predetermined rule of thumb. The results of cronbach's alpha and composite reliability are shown in the table 1.

Table 1 Construct Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Repurchase Intention	0.912	0.932	0.696
Online Trust	0.878	0.908	0.622
E-serviescape	0.976	0.978	0.585
Information Quality	0.926	0.942	0.730

Source: PLS Data Processing Results, 2021

After the estimated model meets the validity and reliability criteria, then testing the structural model (inner model) is carried out. The inner model or structural model in this study uses the R2 value to determine the degree of variation in the change in the independent variable on the dependent variable. Although value of R2 is not an absolute parameter it measures the accuracy of the prediction model. However, Hair (2010) states that the higher the R2 value can be defined that the prediction model for the proposed model is good. The structural model testing is done first by looking at the R-square value which is the goodness-fit model test. The following is a table of the R-square values of this study:

Table 2 R-Square

	R Square	R Square Adjusted
Repurchase Intention	0.701	0.697
Online Trust	0.697	0.694

Source: PLS Data Processing Results, 2021

Based on table 2, it can be illustrated that the repurchase intention variable can be influenced by the e-servicescape online trust, and information quality by 70.1%, while the remaining 29.9% is affected by others variable that are not explained in this research. Then the online trust variable is affected by e-servicescape and information quality by 69.7%, while the remaining 30.3% is influenced by others variable that are not explained in this research. Then continued with hypothesis testing (bootstrapping), the results of hypothesis testing showed on table 3:

Table 3 Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.219	2.547	0.011
X2 -> Y	0.295	4.369	0.000
Z -> Y	0.413	5.495	0.000
X1 -> Z	0.717	11.404	0.000
X2 -> Z	0.160	2.371	0.018
X1 -> Z -> Y	0.296	4.840	0.000
X2 -> Z -> Y	0.066	2.135	0.033

Source: PLS Data Processing Results, 2021

The results of testing the path coefficient or inner model in this study showed on Table 3, with the results and information in accordance with the hypothesis proposed as follows: E-servicescape has a coefficient value of 0, 219, whereas when viewed from the T-statistic value of 2.547 and a value The p-value is 0.011, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that the online service environment has a positive and significant effect on repurchase intentions. , then H1 in this reserach is accepted. This research is appropriate with the research conducted by (Harris & Goode, 2010; Oorbit, 2018; Praptono & Haryanto, 2016) who found the e-servicescape had a positive and significant influence on consumer shopping intentions. An attractive online service environment will give a good impression to consumers, this increases the desire and interest of consumers to transact via the web.

Information quality has a coefficient value of 0.295, whereas when viewed from the T-statistic value of 4.369 and a p-value of 0.000, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that the quality of information has a positive and

significant effect on repurchase intention, then H2 in this research is accepted. This research is appropriate with the research conducted by (Brilliant & Achyar, 2013; Pebrila et al., 2019) who found a positive and significant relationship with the quality of information on consumer intentions. The quality of information provided by e-commerce will greatly affect customer intentions to shop. Delivering quality and reliable information from the company will make consumers more confident about making transactions.

Online trust has a coefficient value of 0.413, whereas when viewed from the T-statistic value of 5.495 and a p-value of 0.000, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that the quality of information has a positive and significant effect on repurchase intention, then H3 in this research is accepted. This research is appropriate with the research conducted by (Harris & Goode, 2010; Oebit, 2018; Praptono & Haryanto, 2016) who found a positive and significant relationship between online trust and consumer shopping intentions. The trust that consumers have in consumers will increase consumer spending intentions, this happens because consumers feel safe.

E-servicescape has a coefficient value of 0.717, whereas when viewed from the T-statistic value of 11.404 and a p-value of 0.000, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value which is smaller than 0.05, meaning that e-servicescape has a positive and significant effect on online trust, then H4 in this research is accepted. This research is appropriate with the research conducted by (Harris & Goode, 2010; Praptono & Haryanto, 2016; Tran & Strutton, 2020) who found that e-servicescape has a positive and significant influence on online trust, a well-designed online service environment will increase trust in e-commerce.

Information quality has a coefficient value of 0.160, whereas when viewed from the T-statistic value of 2.371 and a p-value of 0.018, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that the quality of information has a positive and significant effect on online trust, then H5 in this research is accepted. This research is appropriate with the research conducted by (Bao & Huang, 2017; Brilliant & Achyar, 2013; M. Jeon & Jeong, 2009; Kühn et al., 2015) who found that the quality of information has a positive and significant effect on online trust, the quality of information has a positive and significant effect,

indicating that the quality of information provided has a major influence on consumer trust. Companies must focus on delivering reliable & quality information in order to build greater trust from consumers.

E-servicescape has a coefficient value of 0.296, whereas when viewed from the T-statistic value of 4.840 and a p-value of 0.000, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value which is smaller than 0.05, meaning that the e-servicescape has a significant effect on repurchase intention through the mediating trust variable. E-servicescape has a significant effect before and after going through the mediation variable. This means that online trust mediates partially the effect of e-servicescape on repurchasing intentions, so H6 in this research is accepted. A good e-servicescape can stimulate consumer online trust so that it can increase the intention to shop again.

Information quality has a coefficient value of 0.413, whereas when viewed from the T-statistic value of 5.495 and a p-value of 0.000, where the coefficient value obtained is positive, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning information quality has a significant effect on repurchase intention through the mediating trust variable. The information quality has a significant effect before and after going through the mediating variables. This means that online trust mediates partially the effect of information quality on repurchase intention, so H7 in this research is accepted. Who found that online trust mediates the effect of information quality on consumer spending intentions. Good quality information can stimulate consumer online trust so that it can increase the intention to shop again.

4. CONCLUSION

The better the online service environment, the higher / better the intention to re-shop gen y users of the Lazada online shopping application in Padang City. The application of a good online service environment on the website will help the transaction process be better. A good service environment is able to directly influence the desires and intentions of consumers to make visits and transactions on the website. The implementation of a good online service environment can provide a feeling of security for consumers, thereby building a sense of trust in online shopping sites.

The provision of accurate, relevant and always updated information helps process the evaluation of purchasing

decisions and transaction intentions. The delivery of accurate product information gives consumers confidence to continue to meet their needs through online shopping applications. Even though the product cannot be seen physically, the information conveyed by lazada is able to build consumer perceptions of the products and services it will receive. This will reduce consumers' doubts about transacting online. So that information is able to build online consumer trust in the site if it is conveyed properly and accurately and is able to increase consumer transaction intentions in a sustainable manner.

In online transaction activities there are many uncertainties that give doubt and reduce consumer transaction intentions. For this reason, companies must be able to provide a sense of security, maintain privacy and provide reliable services so that consumers can trust them. The online service environment and the quality of information are able to develop consumer trust in online shopping so as to encourage consumer intention to shop again on the site. This shows the important role of trust in the relationship between the e-servicescape and information quality on repurchase intentions. The better the online service environment and the quality of information provided by e-commerce, for better consumer intentions will be with the presence of online consumer trust stimulants.

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