



Paper 16

Factors Influencing Shopee Indonesia`s Consumers
Repurchase Intention on Handphone Accessories

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Abstract – In Indonesia, the increasing number of consumers who do online shopping is caused by the rising number of internet users. As a result of government limitations limiting people's mobility and COVID-19's spread, consumers are likely to continue shopping online, especially in e-commerce, for reasons other than health, such as convenience, time savings, and product choices. The primary purpose of this research was to understand factors influencing consumers' repurchase intention on handphone accessories in e-commerce. The questionnaire was distributed through an online survey in Greater Jakarta with 210 respondents who had purchased handphone accessories on e-commerce. This research uses PLS-SEM to analyze the collected data. The results of this research portray that the perceived value and perceived price positively influenced customer satisfaction but negatively influenced consumers' repurchase intention. Customer satisfaction influences both customer trust and consumers' repurchase intention. Furthermore, customer trust positively influenced consumers' repurchase intention. E-commerce practitioners will benefit from the findings of this research when addressing the significance of customer satisfaction and trust in e-commerce' consumers' repurchase intention.

Keywords – E-commerce; Perceived Value; Perceived Price; Customer Satisfaction; Customer Trust; Repurchase Intention

I. INTRODUCTION

Industry 4.0 will be welcomed with open arms by the rise of online shopping and digital marketing. For Internet users, online shopping has become a new way of life [42]. Internet-based buying, sometimes known as "online shopping," refers to the practice of consumers making direct purchases of goods, services, and other items from a vendor using an interactive platform that operates in real-time and does not include any intermediary media [25]. There are many platforms when doing online shopping such as forum buying and selling channels, social networking sites, or e-commerce where firms rely more on achieving their profit goals here [20]. E-commerce or "electronic commerce" refers to a model of doing business that facilitates the purchase and sale of goods and services via the Internet by both private businesses and individuals [6]. E-commerce has various advantages over traditional markets, including lower costs, the ability

to allow comparison shopping, the creation of a market for specialized goods, the ability to circumvent geographical restrictions, and many more [28].

SnapCart has been tracking real-time information on consumer shopping behavior since September 2021, and they found that Shopee is the most popular and well-recognized shopping platform [23]. 75% of those who responded claimed that Shopee was the first online shopping app or website that came to mind when they were asked this question. Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. Consumer electronics, home & living, health & beauty, baby & toys, fashion, and fitness equipment are just a few of the product categories available on Shopee. Not only shopping, consumers can also play games, such as Shopee Tanam, Shopee Tangkap, Goyang Shopee, Shopee Capit, and many more. No wonder all of those User Experiences served by Shopee made Shopee one of Indonesia's most popular e-commerce platforms [5].

The increasing number of consumers who do online shopping is caused by the increasing number of internet users in Indonesia by 32% from 34 million people to 45 million people this year [38]. Along with that, consumers are increasingly doing their shopping online as a result of government restrictions restricting people's ability to move about the country and therefore limiting the spread of COVID-19. Technology improvements and more people working from home (WFH) since the pandemic hit have led to a rise in the number of people in Indonesia who use the internet. This, in turn, has led to a rise in handphone users [12]. It also stimulates the expansion of supporting sectors as the number of handphone users in the community rises. One of them is the industry of handphone accessories, which plays a vital role in supporting daily activities. The effective connectivity of smartphones to the digital world drives the handphone accessories market to continue to grow [10].

The author conducted preliminary research on 40 respondents to find out whether the consumers have the intention to repurchase products they once purchased on Shopee or not. The author divides the daily necessity products into seven categories based on the types of products sold through e-commerce: home utensils and appliances, clothing and accessories, food and drinks, hobbies and sports, health and beauty, electronics and gaming, & entertainment and toys. According to the data

obtained, Shopee is the most often used e-commerce by respondents to purchase daily necessities online. In the 'Electronic & Gaming' category, mainly in handphone accessories, Shopee receives the lowest percentage with only 33% of respondents intending to repeat their purchase on Shopee. However, the results of preliminary research also showed that most of Shopee's e-commerce consumers will have online repurchase intentions at Shopee in the future.

As the data gathered by Asosiasi Digital Marketing Indonesia in 2020 stated, the handphone & accessories products on Shopee rank 5th in the "Shopee's 10 Best Selling Product Categories" with 78.2 million in sales. Nevertheless, based on the preliminary research, the category of handphone accessories products actually got the smallest percentage. Other than that, the author chose handphone accessories because, according to the preliminary research, Shopee was the most chosen e-commerce for people to buy electronic products at first, but Tokopedia was the most popular e-commerce for people to buy electronic products repeatedly. This is contrary to the results obtained by Asosiasi Digital Marketing Indonesia. Therefore, the authors decided to conduct this research, especially in terms of consumers' repurchase intentions for handphone accessories at Shopee based on their past experience of satisfaction and trust. There are many factors and preferences to think about when buying phone accessories on Shopee. Several previous studies found that perceived value, perceived price, customer satisfaction, and customer trust could influence consumers' repurchase intention.

II. METHODOLOGY

A. Measurement Items

A questionnaire was used to get information from the people who took part in the study. The choice of this instrument was good because it made it easier and cheaper to get a lot of data from a respondent at the same time. The questionnaire conducts of respondents' profiles and the research hypotheses used for this study. There is a total of 21 questionnaire indicators given to the respondents. The perceived value consists of three indicators, perceived price consists of five indicators, customer satisfaction consists of six indicators, customer trust consists of four indicators, and last is the repurchase intention consists of three indicators. All of the mentioned measurement items were adapted from previous studies (Ball, Coelho, and Machás, 2004; Fullerton, 2011; Graciola, De Toni, De Lima, and Milan, 2018; Hair, Black, Babin, Anderson, and Tatham, 1998; Hammerschmidt, Falk, and Weijters, 2015; Kim, Galliers, Shin, Ryoo, and Kim, 2012; Srinivisan, Anderson, and Ponnayolu, 2002; Tsai and Huang, 2007; Zainab, 2018) and were modified so that

they would better fit the purpose of the research. To ensure the validity and reliability of the questionnaire, the pilot study was held.

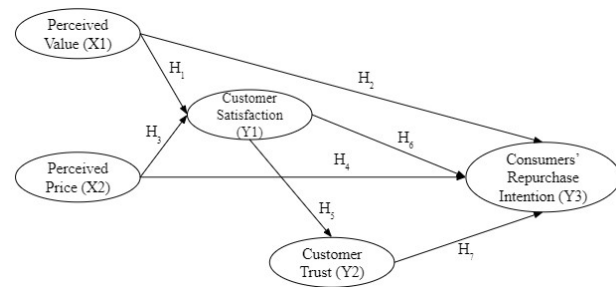


Fig. 1. Conceptual Framework

B. Data Collection

The online questionnaire was distributed to 273 respondents with the use of Google Forms, but only 210 answers will be used for this research. The time range is from June 18, 2022, to June 22, 2022. The author sent the respondents a broadcast message containing the link to access the questionnaire and the purpose for which research was held via Instagram story, Line messenger, and SBM ITB students' personal emails, and distribute it to academic civitas.

III. DATA ANALYSIS AND RESULTS

The respondents' demographic profiles were analyzed using the help of Microsoft Excel and the measurement also structural models were analyzed using SmartPLS version 3.2.9.

A. Respondents' Demographic Profiles

From the collected data, majority of the respondents are female with 119 respondents (56.7%) followed by male with 91 respondents (43.3%). Most of them are the aged between 15-23 years old with 173 respondents (82.4%), followed by the aged 24-39 years old with 31 respondents (14.8%), the aged 40-55 years old with six respondents (2.9%), and none of them are above 55 years old. The respondents who fill in the questionnaire are around Greater Jakarta only. The majority live in DKI Jakarta with 134 respondents (63.8%), followed by the respondents in Tangerang with 51 respondents (24.3%), Bogor with 15 respondents (7.1%), Bekasi with seven respondents (3.3%), and Depok with only three respondents (1.4%).

Among 210 respondents, the majority who filled the questionnaire are 143 college students (68.1%). This is followed by the private sector employees with 46 respondents (21.9%), students with seven respondents (3.3%), entrepreneurs with seven respondents (3.3%),

government employees with three respondents (14%), housewives with two respondents (0.9%), alumni (0.5%) and teacher (0.5%) with only one respondent each. The cost of respondents' willingness to spend on handphone accessories are in the range between Rp100.000 – Rp500.000. Most of them are willing to spend in the range between Rp100.000 – Rp300.000, as indicated by 99 respondents (47.1%), followed by 92 respondents (43.8%) willing to spend less than Rp100.000, 13 respondents (6.2%) willing to spend in the range between Rp300.000 – Rp500.000, and only six respondents (2.9%) willing to spend more than Rp500.000.

For the frequency of purchasing handphone accessories, 174 respondents (82.9%) only purchase handphone accessories once a month, 21 respondents (10%) purchase handphone accessories 2 - 5 times a month, and 15 respondents (7.1%) purchase handphone accessories more than five times a month. There are several types of products that the respondents purchased, but the most in-demand and frequently purchased handphone accessory product by respondents is the phone case. Almost all the respondents had purchased cases for their phones at Shopee, which indicates that Shopee excels in offering phone case products and has succeeded in gaining their consumer trust to purchase phone cases on their platform.

B. Measurement Model (Outer Model)

In this part, we will assess the research's validity and reliability. The first step is by assessing the outer loadings numbers, composite reliability, and the Cronbach's alpha (a).

Table 1 - INTERVAL ANALYSIS

Latent Variable	Outer Loadings	Composite Reliability	Cronbach's Alpha	AVE
Perceived Value		0.878	0.792	0.705
PV1	0.853			
PV2	0.866			
PV3	0.799			
Perceived Price		0.875	0.820	0.585
PP1	0.818			
PP2	0.826			
PP3	0.796			
PP4	0.674			
PP5	0.697			
Customer Satisfaction		0.880	0.835	0.552
CS1	0.586			
CS2	0.735			
CS3	0.699			
CS4	0.779			
CS5	0.792			
CS6	0.841			
Customer Trust		0.899	0.851	0.690
CT1	0.807			
CT2	0.807			
CT3	0.839			
CT4	0.867			
Repurchase Intention		0.931	0.889	0.819
RI1	0.886			
RI2	0.930			
RI3	0.898			

As seen in Table 1, the composite reliability and Cronbach's alpha of all variables passed the reliability test since the value are greater than 0.7 [17] and were statistically significant. To be valid, the AVE value must be at least 0.5 or higher [18] indicating that each variable is valid as the AVE values are greater than 0.5. All the outer loadings numbers are greater than 0.4 indicating the outer loadings of all indicators are reliable [43]. Meanwhile in Table 2 below, in terms of discriminant validity, the square roots of the AVEs were placed higher than any other cross-correlations, which indicated that the discriminant validity is accepted [14].

Table 2 - DISCRIMINANT VALIDITY TEST USING FOMNELL-LARCKER

Variable	CS	CT	PP	PV	RI
CS	0.743				
CT	0.683	0.830			
PP	0.737	0.544	0.765		
PV	0.601	0.552	0.620	0.840	
RI	0.722	0.640	0.614	0.548	0.905

C. Structural Model (Inner Model)

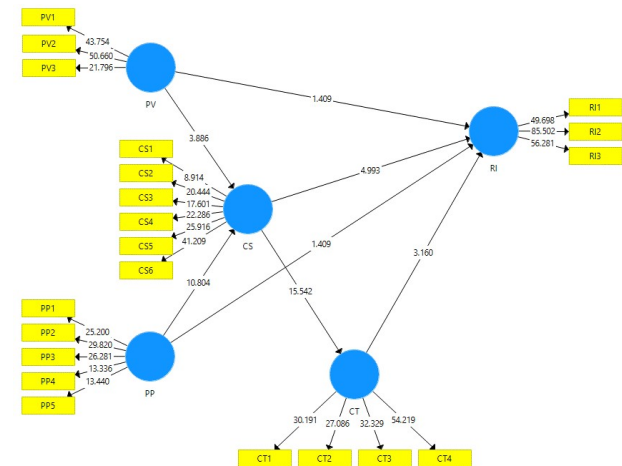


Fig. 2. Structural Model

The structural paths between the constructs are shown in the inner model, which is also called the structural model. Bootstrapping and blindfolding procedures were conducted in SmartPLS to examine the relationship between latent variables by assessing path coefficients and indirect effects. A bootstrapping using 500 subsamples must be used to test for significance. The range of path coefficient values is -1 to +1, with coefficients closer to +1 indicating strong positive relationships and coefficients closer to -1 indicating strong negative or weaker relationships. To be considered significant, the path coefficient must have a T-statistic greater than 1.96 when using a 2-tailed test with a 5% significance level (P-value < 0.05). Meanwhile the purpose of the indirect effect is to figure out how the independent variable affects the dependent variable indirectly by way of the mediating variable. All path coefficients have positive values since

Table 3 - PATH COEFFICIENTS OF CONSTRUCTS

Hypothesis	Structural Path	Path Coefficients	T-value	P-value	Significant (p<0.5)?
H1	PV → CS	0.234	3.886	0.000	Yes
H2	PV → RI	0.090	1.409	0.159	No
H3	PP → CS	0.591	10.804	0.000	Yes
H4	PP → RI	0.123	1.409	0.159	No
H5	CS → CT	0.683	15.542	0.000	Yes
H6	CS → RI	0.413	4.993	0.000	Yes
H7	CT → RI	0.241	3.160	0.002	Yes

there are no path coefficients closer to -1. The T-value of perceived value and perceived price to repurchase intention are less than 1.96, and their P-value is more than 0.05, which means that it is not significant. Meanwhile, the structural path of perceived value and perceived price to customer satisfaction, customer satisfaction to customer trust, customer satisfaction, and customer trust to repurchase intention is significant since it has a T-value > 1.96 and P-value < 0.05. Meanwhile, the result of indirect effects results in Table 4 below show that perceived price has the highest effect on customer trust with 40.4% through customer satisfaction as mediating variable.

Table 4 - INDIRECT EFFECTS RESULT

Variable	Customer Trust	Repurchase Intention
Customer Satisfaction	-	0.164
Perceived Price	0.404	0.342
	0.160	0.135

IV. DISCUSSION

The purpose of this research is to find out the factors that influence Shopee Indonesia's consumers' repurchase intention on handphone accessories. Our research confirms there are several factors that could influence consumers' repurchase intention. The perceived value (PV) had a significant positive influence on customer satisfaction (CS) but not on repurchase intention (RI). One reason could be that the influence of perceived value (PV) on consumers' repurchase intention (RI) needs the mediating effect of customer satisfaction (CS). The perceived price (PP) had a significant positive influence on customer satisfaction (CS) but not on repurchase intention (RI). Therefore, we indicate that both perceived value (PV) and perceived price (PP) variables need the use of mediating variable on repurchase intention (RI), such as customer satisfaction (CS). The findings of this research are in line with the previous study that used customer satisfaction (CS) as a mediating variable [43]. Consumers assume that what has been paid is in accordance with the services and benefits received where the price given is reasonable for the services provided by e-commerce. This can influence consumers to continue the relationship and influence the intention to make a repurchase.

As stated in the previous study, customer satisfaction (CS) had a significant positive influence both on customer trust (CT) and repurchase intention (RI) (Choi and Kim, 2013; Candan and Seda, 2013; Anwar and Gulzar, 2011). Customer trust (CT) is certainly formed by itself based on the satisfying past shopping experience felt

by consumers. Hence, the trust felt by the consumers could influence their next purchase in the future. This is also aligned with this research's finding that confirms customer trust (CT) had a positive significant influence on repurchase intention (RI). This indicates that Shopee Indonesia has succeeded in building their customer trust (CT). The primary consideration is that Shopee Indonesia consumers are extremely likely to make repurchases from the same online retailer if they have already developed a level of trust in the vendor operating within that online retailer.

A. Implications for Research

The purpose of this study was to examine the factors that influence consumers' repurchase intentions (RI) on Shopee Indonesia, specifically perceived value (PV), perceived price (PP), customer satisfaction (CS) and customer trust (CT). By conducting an analysis of consumer behavior within the context of Indonesian consumers, our study makes a substantial contribution to the existing body of academic work on e-commerce. In light of the fact that consumer behavior in developed countries and in emerging economies are not necessarily the same, this study offers some interesting insights from an Indonesian point of view. Due to the fact that either few or no studies have been conducted in this area, this study is considered to be one of the pioneer research projects that employ the specific topic of handphone accessories.

V. CONCLUSION

This research investigates the factors influencing Shopee Indonesia's consumers' repurchase intention on handphone accessories. The results show that there is the influence of customer satisfaction (CS) and customer trust (CT) on consumers' repurchase intention (RI) [2][28]. The customer satisfaction (CS) itself also had a positive significant influence on customer trust (CT) [13][29][41]. On the contrary, perceived value (PV) and perceived price (PP) had no influence on consumers' repurchase intention (RI). Those variables had a positive significant influence only if there was mediating variable, and in this case, customer satisfaction (CS) [27].

This research area is only valid in Indonesia, the findings may not be generalizable to other countries or regions of the world. Additionally, the research investigated exclusively the repurchase intentions of online customers. The repurchase behaviors of actual customers should be measured in further research in order to validate our conceptual model. According to the findings of this research, consumers are more concerned with their level of satisfaction and trust when making a future purchase decision than they are with the perceived value and perceived price. Because of this, online businesses can

focus on their customer service in order to acquire the trust and satisfaction of their consumers.

A. Implications for Practice

The results of our research have implications that can be put into practice by decision-makers, researchers, and marketing managers who are interested in expanding their presence in the Indonesian market. According to the findings, an increase in consumers' repurchase intentions among Indonesian online consumers is likely to occur when the consumers are satisfied and trust the e-commerce. Because there is no real presence, one of the most significant challenges that come with internet shopping is trust. Because of this, decision-makers and those in charge of marketing can direct their efforts to minimize the factors that influence the level of satisfaction and trust that online consumers experience. When consumers trust a specific online store or e-commerce platform, they tend to be loyal and have the intention to make a repurchase with that e-commerce. The best way for an online store or e-commerce platform to keep customers coming back is to answer all their questions and be honest with them. If a customer's previous experiences with an online store or e-commerce platform were pleasant, he or she would be loyal to that e-commerce.

The results also show that consumers are more likely to buy something again if they think it has a higher perceived value. Also, the results show that the relationship between value and the repurchase intention is significantly mediated by satisfaction with online purchases. So, for businesses to succeed in the online environment, they need to give customers a lot of value to make them want to buy again. This is the key to long-term success [29].

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