Investigate Driving Repurchase Factors in Omnichannel Services

[1]Edwin Sanjaya, [2]Ridwan Sanjaya
Master of Management Program
Soegijapranata Catholic University
[1]edwinsanjaya09@gmail.com, [2]ridwan@unika.ac.id

Abstract — Nowadays, lots of companies compete to win their consumers' hearts so they become loyal to the company. Innovation is always done by companies to provide the best service. The omnichannel concept is one of innovation that suitable for this era. Omnichannel is when company can provide seamless experience for their consumer. But, sometimes the reality is not the same as expected before. Even though companies have implemented these omnichannel systems, sometimes they still fail to engage more customers. Therefore, the purpose of this study was to determining factors that influence repurchase intention. The analysis method used in this research is multiple regression analysis, path analysis, and descriptive analysis using the help of SPSS version 25.0. The finding of this study is there are eight factors that can influence repurchase intention, whether it affects directly or indirectly.These factors are Hedonic, Untilitarian, Habit, Altruism, Time Saving, Social, Satisfaction, and Trust. These result can be used to help researchers and also from the managerial side to use existing factors to manage their strategies. Further research needs to be done because of different situations, and conditions can produce different results.

Keywords — innovation, omnichannel, repurchase intention.

1. INTRODUCTION

The era of technology has lots of influence the human behavior. One of the most influential technology is the internet. The internet has provided a lot of convenient stuff for humans, almost all activities that used only to be done conventionally, but now can be done quickly using online technology.

Figure 1 explains that there are 272,1 million people in Indonesia, 64% of this population are already internet users, 160 million people active on social media, and there are 338,2 million mobile phone connections in Indonesia, that's means almost all internet users in Indonesia using 2 mobile phones at the same time.
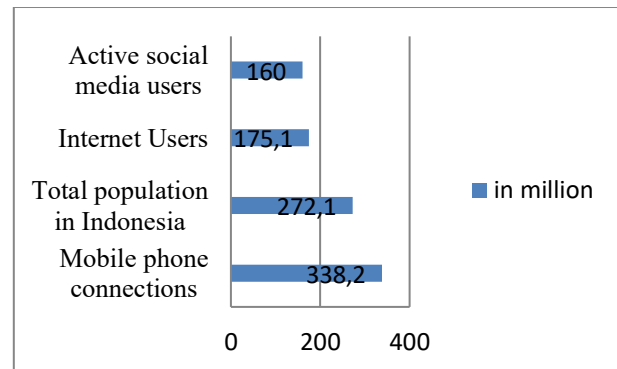
Figure 1. Data of Population, Mobile, Internet and Social Media use in Indonesia

This data could be a good opportunity for owners of the companies to make some strategies, because one of the activities that are often be done by using the internet is online transaction activities that can be done in several existing marketplaces.
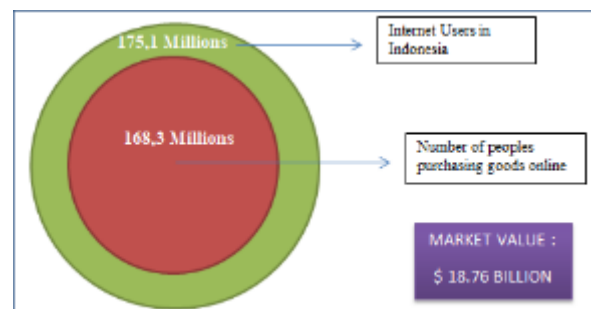
Figure 2. Data of Internet users and number of people purchasing goods online in 2019

Figure 2 shows that in 2019 there are 168,3 million peoples purchased goods through online, that's mean almost 95% of

internet users in Indonesia made transactions via eCommerce in 2019, and there was a transaction value of $18,76 Billion in 2019. This means that 1 (one) people made transaction around $111 in 2019 [1]. From that fact, as an owner of a company should make some strategies so that consumers come to their company to buy the products and become loyal to the company.

Online transaction activities are not just about products, but can also be related to services. Currently, there are lots of application providers competing to create a company or application as well as possible, because of the many companies engaged in this digital field, many companies are getting shut down or bankrupt because they could not be able to compete with other companies. Some companies are currently starting to use omnichannel concept in building their business.

Omnichannel is a business concept that combines online channels with offline channels and has a system that is interrelated or can be called seamless. The chief technology officer of PT Innovation Information Indonesia (Icube) Muliadi W Jeo said that Omnichannel is a combination of several channels and media provided by the seller so that the customer can make purchases on it any channel [2].

Customers can purchase or use services through online services or offline services that are interrelated, this system making it easier for customers to use the product, in addition to dealing with offline and online channel transactions, the loyalty program is also one of the omnichannel concept because customers could get points or some souvenirs from online and offline channels.

Omnichannel is a business concept that focuses on a comprehensive consumer journey, so it is very good to use this system nowadays because all channels are interconnected so that it can give customers some satisfaction in their shopping experience.

An example of a company that is dealing with services and using the concept of online channels and offline channels seamlessly are Gojek and Grab company in Indonesia, with this application there are many people who are helped from the customer side and also from the service provider side, or usually we called it partners.

Gojek and Grab are two examples of omnichannel companies that can be considered as a successful company in Indonesia, even though lots of companies are also running in similar businesses, but we can say that they do not have the same story as Gojek or Grab. Uber is an example of an omnichannel company that did not get enough good response in Indonesia, so that this company chose to go out from this business competition, not only Uber but also another company that running the business on this field and some of them are made by the local people who still have very less customer who interested in their companies and also has not achieve success such as Gojek and Grab yet.

Table 1. App Install Penetration. Percent of users with app installed on device users in Indonesia.

	SEP 2015	FEB 2016	JUNE 2016	OCT 2016	JAN 2017
GOJEK	2%	6%	7%	7%	8%
GRAB	0%	4%	4%	7%	10%
UBER	0%	2%	2%	4%	9%

Table 2. Top App Ranked by Average Daily Active Users, ordered by average number of daily active users in Indonesia.

	SEP 2015	FEB 2016	JUNE 2016	OCT 2016	JAN 2017
GOJEK	1	1	1	1	1
GRAB	2	2	2	2	2
UBER	3	3	3	3	3

From the data above we can see actual progress from the three companies above, Gojek did not show good results in 2016 (Table 1), Gojek was only installed by 7-8% of the people who have Android. Uber and Grab show significant improvement for users who download their application from year to

SISFORMA: Journal of Information Systems (e-Journal) Vol.7 | No. 2 |Th. 2020
ISSN 2442-7888 (online) DOI 10.24167/sisforma.v7i2.2688

71

year. But we can see in Table 2, that it does not affect Gojek as the application that has the most active users in the app. This is quite surprising between the comparison of the data in Table 1 and Table 2.

There are lots of researchers who did some research about repurchase intention. There are some researchers who explained some factors that influencing repurchase intention in the online channel was explained by Saragih [3], Kim [4], Escobar Rodrıguez [5], Farki [6]. Lloyd [7] examined repurchase intention using online group buying channels as an object.

SISFORMA: Journal of Information Systems (e-Journal) Vol.7 | No. 2 |Th. 2020
ISSN 2442-7888 (online) DOI 10.24167/sisforma.v7i2.2688

72

Some research also examined factors that influence customer satisfaction in an offline channel such as mall Lloyd [7], Kesari [8] and at the coffee store [9]. Customer satisfaction was examined has a significant and positive effect on Repurchase intention. The higher the satisfaction that customers could get, the higher customers ' desire and willingness to make repurchase intention in Duarte [10]. Trust also one of the dimensions that was examined that has a significant and positive effect to Repurchase intention, trust can make customers believe and confidence to do repurchase intention by Saragih [3], Lu, Baozhou Fan, Weiguo Zhou, Mi [11], Shiau [12]. **H1a:** Utilitarian has direct influence on Repurchase Intention [13]. **H1.b:** Utilitarian has direct influence on Trust [14]. **H1.c:** Utilitarian has direct influence on Satisfaction [7]. Utilitarian shows how consumers can do things effectively and efficiently [15]. Utilitarian is also a value that is obtained when consumers see an item according to the needs and benefits provided, so they feel satisfied with the goods obtained [13]. **H2.a:** Hedonic has direct influence on Repurchase Intention [16] [4] [7]. **H2.b:** Hedonic has direct influence on Trust [17]. **H2.c:** Hedonic has direct influence on Satisfaction [7]. Hedonic is a condition when the need for happiness is met by owning the product. Entertainment, exploration and self-expression are the supporting factors for hedonic. Entertainment is obtained when consumers get the entertainment side of the product, exploration provides innovative experiences to customers and also self-expression related to the expectations of consumers with a situation [13]. **H3.a:** Habit has direct influence on Repurchase Intention [18] [19]. **H3.b:** Habit has direct influence on Trust [19]. **H3.c:** Habit has direct influence on Satisfaction [4]. Habit is a result of learning outcomes so that someone gets used to doing that behavior [20]. Habit is a cause and effect resulting from a person's situation and behavior and makes this happen automatically without realizing it [18]. **H4.a:** Altruism has direct influence on Repurchase Intention [21]. **H4.b:** Altruism has direct

influence on Trust [12]. **H4.c:** Altruism has direct influence on Satisfaction [12].
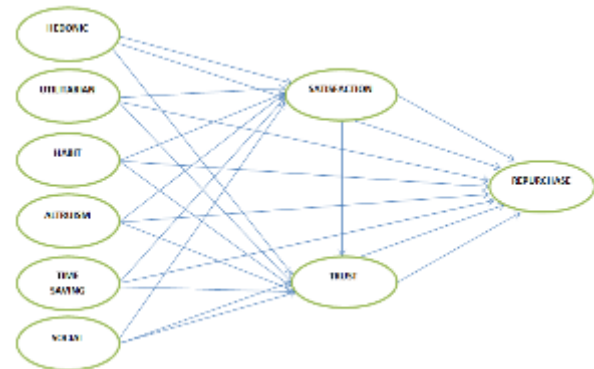
Altruism is an activity without expecting anything when helping someone or it can be called voluntary behavior [21]. **H5.a:** Time Saving has direct influence on Repurchase Intention [22]. **H5.b:** Time Saving has direct influence on Trust [23]. **H5.c:** Time Saving has direct influence on Satisfaction [22]. Time saving is a condition when someone can using time efficiently, with the current online shopping activities besides being able to save time because we can order at any time, it can also reduce costs in the aspect of information retrieval because we can do it easily with the help of the internet [22][5]. **H6.a:** Social has direct influence on Repurchase Intention [24][11][25]. **H6.b:** Social has direct influence on Trust [24][11][25]. **H6.c:** Social has direct influence on Satisfaction [26]. **H7.a:** Satisfaction has direct influence on Trust [27]. **H7.b:** Satisfaction has direct influence on Repurchase Intention [28][19]. Satisfaction is a condition when a person can meet reality in accordance with what was previously expected, satisfaction also has a close relationship with trust [19][29]. **H8.a:** Trust has direct influence on Repurchase Intention [28][24][19]. Trust is a belief held by consumers that the decisions taken are the best [30].

Figure 3. Theoretical Model

Unfortunately, all of the research above only conducted to examine repeat purchases that exist in one sales channel only, online or offline, and have not been done with

companies that use the omnichannel system, which is a company that integrates online services with offline services simultaneously.

After seeing the phenomenon that occurs above between Gojek, Grab, Uber and also some past researches, the researcher wants to find out what factors that actually influence repurchase intention in companies that have an omnichannel system so that later can help others researcher who wants to do the further research and also for managers so that they can prepare their best strategies to be able to compete against other companies that have succeeded first.

2. METHOD

This study used the help of SPSS version 25.0 software to analyze the factors. The analysis method used in this research is multiple regression analysis, path analysis, and descriptive analysis. Sugiyono [31] explained that the number of samples that are feasible in research is around 30 to 500, and if a regression analysis is to be carried out, a minimum research sample of 10 times the number of research variables is required, and researchers found a sample of 221 data. This study uses Accidental Sampling as a method of collecting samples. Accidental sampling is a sampling technique in which a sample who accidentally meets the researcher and if it fits the criteria of the researcher, then it will be the respondent. [31]. In this case because the questionnaire is distributed via Instagram story from the dramaojol.id account, then the sample who opens the Instagram story and google form links and also willing to fill out a questionnaire then they will automatically become the respondents.

This study uses Likert measurement scale. The Likert scale has a pattern in its assessment, starting from the most negative, neutral to the most positive [32]. Regression analysis is used to test hypotheses and also to make predictions and see if there is a different result in the value of the dependent variable if the independent variable is manipulated [31]. Path analysis is a

continuation of multiple linear analysis, which sees is there any direct and indirect influence between the independent and dependent variables through intervening variables [33]. Descriptive analysis is more about processing raw data into a new format that is easier for readers to digest, and also to describe the answers to observations which contain frequency distribution, percent distribution and also mean.

3. RESULTS AND DISCUSSION

Tests carried out on 221 respondents collected data.

Validity Test

Validity test was conducted to determine whether the questions in the questionnaire were valid or not. The validity test in this study uses SPSS with the provision that the Pearson Correlation value of the total of each variable is greater than the R Table value at DF = N-2 and a Probability of 0.05 [34].

Table 3. The Result of Validity Test.

	Pearson Correlation	DF= N-2 Probability 0,05	Keterangan
Hc1	0,71	0,132	Valid
Hc2	0,56	0,132	Valid
Hc3	0,73	0,132	Valid
	Pearson Correlation	DF= N-2 Probability 0,05	Keterangan
U1	0,57	0,132	Valid
U2	0,68	0,132	Valid
U3	0,58	0,132	Valid
Ht1	0,67	0,132	Valid
Ht2	0,74	0,132	Valid
Ht3	0,75	0,132	Valid
A1	0,71	0,132	Valid
A2	0,64	0,132	Valid
A3	0,72	0,132	Valid
TS1	0,65	0,132	Valid
TS2	0,6	0,132	Valid
Sc1	0,48	0,132	Valid
Sc2	0,49	0,132	Valid
Sc3	0,56	0,132	Valid
Sc4	0,54	0,132	Valid
Sc5	0,58	0,132	Valid
Sn1	0,75	0,132	Valid
Sn2	0,81	0,132	Valid

SISFORMA: Journal of Information Systems (e-Journal) Vol.7 | No. 2 |Th. 2020
ISSN 2442-7888 (online) DOI 10.24167/sisforma.v7i2.2688

74

Sn3	0,79	0,132	Valid
Sn4	0,77	0,132	Valid
Sn5	0,76	0,132	Valid
T1	0,72	0,132	Valid
T2	0,77	0,132	Valid
T3	0,72	0,132	Valid
R1	0,78	0,132	Valid
R2	0,79	0,132	Valid
R3	0,79	0,132	Valid

Reliability Test

Reliability test is carried out to see the high or low level of confidence in an instrument [34].

Table 4. The Result of Reliability Test.

Variable	Nilai Cronbach's Alpha	*N of items*	Keterangan
Hedonic	0,865	3	High Reliability
Utilitarian	0,704	3	High Reliability
Habit	0,871	3	High Reliability
Altruism	0,933	3	Perfect Reliability
Time Saving	0,789	2	High Reliability
Social interaction	0,938	5	Perfect Reliability
Satisfaction	0,927	5	Perfect Reliability
Trust	0,878	3	High Reliability
Repurchase Intention	0,946	3	Perfect Reliability

Table 3 and Table 4 show that data passed the validity and reliability test.

R-Square Test

Table 5. Model Summary Relation between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social to Satisfaction.

Model Summary		
Model	R	R Square
1	,787ᵃ	,619

a. Predictors: (Constant), Social, Hedonic, TimeSaving,

Habit, Altruism, Utilitarian

From table 5 above, it can be seen that R Square is worth 0.619, which means there is about 62% of the satisfaction factor which can be explained by the variation of the six independent variables.

Table 7. Model Summary Relation Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social on Trust.

Model Summary		
Model	R	R Square
1	,729ᵃ	,532

a. Predictors: (Constant), Social, Hedonic, TimeSaving,

Habit, Altruism, Utilitarian

From table 7 above, it can be seen that R Square is worth 0.532, which means that there is about 53% trust factor which can be explained by the variation of the six independent.

Table 8. Model Summary Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social on Repurchase Intention.

Model Summary		
Model	R	R Square
1	,762ᵃ	,581

a. Predictors: (Constant), Social, Hedonic, TimeSaving,

Habit, Altruism, Utilitarian

From table 8 above, it can be seen that R Square is worth 0.581, which means that there are about 58% of the Repurchase Intention factor which can be explained by the variation of the six independent variables.

Table 9. Model Summary Between Satisfaction on Trust.

Model Summary		
Model	R	R Square
1	,848ᵃ	,719

a. Predictors: (Constant), Satisfaction

From table 9 above, it can be seen that R Square is worth 0.718, which means there are about 72% of the Trust factor which can be explained by the independent variable Trust.

Table 10. Model Summary Between Satisfaction dan Trust on Repurchase Intention.

Model Summary

Model	R	R Square
1	,796[a]	,634

a. Predictors: (Constant), Trust, Satisfaction

From the table 10 above, it can be seen that R Square is worth 0.631, which means that there are around 63% of the Repurchase Intention factor which can be explained by the independent variable of Trust and Satisfaction

F Test

Table 11. Results of F Test (Relation between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social to Satisfaction).

Model		F	Sig.
1	Regression	57,927	,000[b]

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Social, Hedonic, TimeSaving, Habit, Altruism, Utilitarian

Based on the ANOVA table or F test above, it is found that F value is 57.927 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that the six independent variables simultaneously have an effect on satisfaction.

Table 12. Results of F Test (Relation Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social on Trust).

Model		F	Sig.
1	Regression	40,570	,000[b]

a. Dependent Variable: Trust

b. Predictors: (Constant), Social, Hedonic, TimeSaving, Habit, Altruism, Utilitarian

Based on the table 12 above, it is obtained that F value is 40.570 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that the six independent variables simultaneously affect Trust.

Table 13. Results of F Test (Relation Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social on Repurchase Intention).

Model		F	Sig.
1	Regression	49,391	,000[b]

a. Dependent Variable: Repurchase

b. Predictors: (Constant), Social, Hedonic, TimeSaving, Habit, Altruism, Utilitarian

Based on the table 13 above, the F count is 49.391 with a probability much smaller than 0.05, which is 0.000, so it can be concluded that the six independent variables simultaneously have an effect on Repurchase Intention.

Table 14. Results of F Test (Relation Between Satisfaction on Trust).

Model		F	Sig.
1	Regression	561,633	,000[b]

a. Dependent Variable: Trust

b. Predictors: (Constant), Satisfaction

Based on the table 14 above, it is found that F value is 561.633 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that Satisfaction as an independent variable is proven to have an influence on Trust.

Table 15. Results of F Test (Relation Between Satisfaction dan Trust on Repurchase Intention).

Model		F	Sig.
1	Regression	189,078	,000[b]

a. Dependent Variable: Repurchase

b. Predictors: (Constant), Trust, Satisfaction

Based on the table 15 above, it is obtained that F value is 561.633 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that Trust and Satisfaction as independent variables are simultaneously proven to have an influence on Repurchase Intention.

SISFORMA: Journal of Information Systems (e-Journal) Vol.7 | No. 2 |Th. 2020
ISSN 2442-7888 (online) DOI 10.24167/sisforma.v7i2.2688

76

Path Coefficient Test

Explaining is there any direct and indirect influence between the independent and dependent variables through intervening variables [33].

Table 16.Path Coefficient Test .

Variable	Satisfaction	Trust	Repurchase
Hedonic	0,241	0,223	- 0,121
Utilitarian	0,184	- 0,151	0,162
Habit	0,199	0,182	0,338
Altruism	0,180	0,187	0,191
TimeSaving	- 0,101	- 0,091	- 0,084
Social	0,096	0,104	- 0,047
Satisfaction		0,848	0,590
Trust			0,232

Table 16 explains that plus value means significant and minus value means not significant.

Hypothesis Test

Table 17.Hypothesis Test

Hypothesis	Path	T Value	Decision
H1	Hedonic → Satisfaction	3,393	Significant
H2	Hedonic → Trust	2,830	Significant
H3	Hedonic → Repurchase	1,622	Not Significant
H4	Utilitarian → Satisfaction	2,556	Significant
H5	Utilitarian → Trust	1,891	Not Significant
H6	Utilitarian → Repurchase	2,144	Significant
H7	Habit → Satisfaction	3,213	Significant
H8	Habit → Trust	2,641	Significant
H9	Habit →	5,189	Significant
H10	Altruism → Satisfaction	2,996	Significant
H11	Altruism → Trust	2,822	Significant
H12	Altruism → Repurchase	3,030	Significant
H13	TimeSaving → Satisfaction	1,697	Not Significant
H14	TimeSaving → Trust	1,366	Not Significant
H15	TimeSaving → Repurchase	1,336	Not Significant
H16	Social → Satisfaction	2,117	Significant
H17	Social → Trust	2,068	Significant
H18	Social → Repurchase	,984	Not Significant
H19	Satisfaction → Trust	23,699	Significant

Hypothesis	Path	T Value	Decision
H20	Satisfaction → Repurchase	7,627	Significant
H21	Trust → Repurchase	3,006	Significant

From Table 16 state that almost all Hypothesis are accepted except H3, H5, H13, H14, H15, H18.

4. CONCLUSION

From all tests and analysis above, there are several factors studied, namely Hedonic, Utilitarian, Social, Altruism, Habit, Time Saving, Trust, and Satisfaction. The Results are :

SISFORMA: Journal of Information Systems (e-Journal) Vol.7 | No. 2 |Th. 2020
ISSN 2442-7888 (online) DOI 10.24167/sisforma.v7i2.2688

77

1. Utilitarian has a significant effect on repeat purchases and also the satisfaction level of consumers, but Utilitarian has no significant effect on the trust level of consumers.
2. Hedonic has a significant effect on Trust and Satisfaction, and does not have a significant effect on repeat purchases.
3. Habit has a significant effect on trust, satisfaction and repurchase activity.
4. Altruism has a significant effect on trust, satisfaction and also direct repeat purchases.
5. Time savings have no direct effect on trust, satisfaction and repeat purchases. This means that the time factor is not a problem for consumers in Indonesia.
6. Social has a significant influence on Trust and Satisfaction, but does not have a direct effect on repeat purchases.
7. Satisfaction has a significant effect on trust and repeat purchases.
8. Trust has a significant influence on repeat purchases.

This research was conducted from before the Covid-19 pandemic to the time of the Covid-19 pandemic, different results could occur if research was carried out after the Covid-19 pandemic due to different situations and conditions.

REFERENCES

[1] Hootsuite & We Are Social, "Digital 2020: Indonesia," 2020. [Online]. Available: https://datareportal.com/reports/digital-2020-indonesia. [Accessed: 15-Jun-2020].

[2] A. R. Noor, "Omni Channel, Strategi Baru Peritel Bersaing di Ranah Digital," *detikInet*, Jakarta, 2018.

[3] H. Saragih and R. Ramdhany, "Pengaruh Intensi Pelanggan Dalam Berbelanja Online Kembali Melalui Media Teknologi Informasi Forum Jual Beli (Fjb) Kaskus," *J. Sist. Inf.*, vol. 8, no. 2, p. 100, 2013.

[4] C. Kim, R. D. Galliers, N. Shin, J. H. Ryoo, and J. Kim, "Factors influencing Internet shopping value and customer repurchase intention," *Electron. Commer. Res. Appl.*, vol. 11, no. 4, pp. 374–387, 2012.

[5] T. Escobar Rodrıguez and R. Bonson Fernandez, "Analysing online purchase intention in Spain : fashion e-commerce," 2016.

[6] A. Farki, I. Baihaqi, and M. Wibawa, "Pengaruh online customer review rating terhadap kepercayaan place di indonesia," *J. Tek. Its*, vol. 5, no. 2, pp. 614–619, 2016.

[7] A. E. Lloyd, R. Y. K. Chan, L. S. C. Yip, and A. Chan, "Time buying and time saving: Effects on service convenience and the shopping experience at the mall," *J. Serv. Mark.*, vol. 28, no. 1, pp. 36–49, 2014.

[8] B. Kesari and S. Atulkar, "Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values," *J. Retail. Consum. Serv.*, vol. 31, pp. 22–31, 2016.

[9] B. Kim and D. Kim, "A longitudinal study of habit and its antecedents in coffee chain patronage," *Soc. Behav. Pers.*, vol. 47, no. 3, 2019.

[10] P. Duarte, S. Costa e Silva, and M. B. Ferreira, "How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM," *J. Retail. Consum. Serv.*, vol. 44, no. June, pp. 161–169, 2018.

[11] B. Lu, W. Fan, and M. Zhou, "Social presence, trust, and social commerce purchase intention: An empirical research," *Comput. Human Behav.*,

vol. 56, pp. 225–237, 2016.

[12] W.-L. Shiau and Y. K. C. Patrick, "Does Altruism Matter on Online Group Buying? Perspectives from Egotistic and Altruistic Behavior," *PACIS 2013 Proc.*, 2013.

[13] N. Fuadiyah, Suharyono, and K. Hidayat, "Pengaruh nilai utilitarian dan nilai hedonik terhadap keputusan pembelian," vol. 36, no. 1, pp. 129–136, 2016.

[14] I. Dastan, "Relationships among Utilitarian and Hedonic Values , Brand Affect and Brand Trust in the Smartphone Industry," vol. 6, no. February 2014, 2014.

[15] N. Larasati, "Hedonic & Utilitarian Value: Kombinasi Motivasi Konsumen pada Grocery Shopping," *SWAOnline*, 2015.

[16] D. K. I. Yanti and Amelia, "Analisis Pengaruh Utilitarian Shopping Value Dan Hedonic Shopping Value Terhadap Customer Satisfaction Dan Repurchase Intention Matahari Department Store Di Surabaya," *J. Gema Aktual.*, vol. 4, no. 2, pp. 1–7, 2015.

[17] A. A Alalwan, N. P.Rana, M. D.Williams, B. Lal, and Y. K.Dwivedi, "Consumer adoption of Internet banking in Jordan: Examining the role of hedonic motivation, habit, self-efficacy and trust," vol. 20, no. 2, pp. 145–157, 2015.

[18] S. Chou and C. Hsu, "Understanding online repurchase intention: social exchange theory and shopping habit," no. January, 2015.

[19] M. H. Hsu, C. M. Chang, and L. W. Chuang, "Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan," *Int. J. Inf. Manage.*, vol. 35, no. 1, pp. 45–56, 2015.

[20] S. N. Putri and M. Ariyanti, "Faktor-faktor Yang Mempengaruhi Minat Beli Konsumen Dalam Melakukan Pembelian Produk Secara Online Di Lazada Indonesia," vol. 5, no. 2, pp. 1750–1757, 2018.

[21] T. Prihartini and I. N. Udayana, "Pengaruh Altruism, Perceived Ease of Use, Dan Reputation Terhadap Online Repurchasing Intention Pada Transportasi Go-Jek," *Manaj. Dewantara*, vol. 2, no. 2, p. 111, 2018.

[22] S. Ambarwati and E. Isnugroho, "Pengaruh Perceived Risk, Cost Saving, Dan Time Saving Terhadap Kepuasan Pelanggan Pada Pembelian Tiket Pesawat Online Di Situs Www.Tiket2.Com," *J. Tour. Econ.*, vol. 1, no. 1, pp. 10–18, 2018.

[23] M. A Al-sharafi, R. A. Arshah, F. A.T. Herzallah, and Q. Alajmi, "The Effect of Perceived Ease of Use and Usefulness on Customers Intention to Use Online Banking Services : The Mediating Role of Perceived Trust," vol. 7, no. 1, pp. 9–14, 2017.

[24] M. Ashur, "Pengaruh Dukungan Sosial, Persepsi Risiko Dan Interaksi Sosialterhadap Kepercayaan Dan Niat Pembelian Konsumen Pada Media S-Commerce," *J. Bisnis dan Manaj.*, vol. 3, no. 1, 2016.

[25] V. Seber, "The Effect of Interaction Via Social Media and Past Online Shopping Experience on Repurchase Intention Through Trust in Tokopedia Application Users in Surabaya," vol. 1, pp. 71–92, 2019.

[26] M. Srivastava and D. Kaul, "Social interaction, convenience and customer satisfaction: The mediating effect of customer experience," *J. Retail. Consum. Serv.*, vol. 21, no. 6, pp.

1028–1037, 2014.

[27] N. Kassim and N. A. Abdullah, "The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis," 2010.

[28] J. Rajalie and V. Briliana, "Pengaruh Trust , Perceived Usefulness , Satisfaction Dan Perceived Enjoyment Terhadap Online Repurchase Intention," *J. Bisnis Dan Akunt.*, vol. 16, no. 1, pp. 1–9, 2014.

[29] G. Mortimer, S. F. e Hasan, L. Andrews, and J. Martin, "Online grocery shopping: the impact of shopping frequency on perceived risk," *Int. Rev. Retail. Distrib. Consum. Res.*, no. January, pp. 1–22, 2016.

[30] A. Sugara and R. Y. Dewantara, "Analisis Kepercayaan Dan Kepuasan Terhadap Penggunaan Sistem Transaksi Jual Beli Online," vol. 52, no. 1, pp. 8–15, 2017.

[31] Sugiyono, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*, 21st ed. Alfabeta Bandung, 2015.

[32] J. Sarwono, *Metode penelitian kuantitatif dan Kualitatif*. Graha Ilmu, 2006.

[33] J. Sarwono, *Path Analysis Untuk Riset Skripsi, Tesis dan Disertasi*. Elex Media Komputindo Kompas Gramedia Jakarta, 2012.

[34] I. D. A. Setyawan, "Uji Validitas dan Reliabilitas Instrumen Penelitian," *Uji Validitas dan Reliab. Instrumen Penelit.*, 2014.