

The Impact Factors toward Online Repurchase Intention: A case study of Taobao e-Commerce platform in China

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Abstract

Purpose: the purpose of this study is to investigate the effects of online customers' perceived usefulness, perceived ease of use, perceived cost, trust, and satisfaction on repurchase intention. **Design/Methodology/Approach:** This study employs secondary data analysis, archival research, etc., to explore the factors influencing repurchase intentions. This study creates a new conceptual framework based on three frameworks from previous studies. **Findings:** This study investigates the factors that influence customers' repurchase intention. According to research findings, perceived usefulness, perceived ease of use, perceived cost, trust, and satisfaction positively impact repurchase intention. **Research Limitations/Implications:** Many factors affect customers' repurchase intention. It is difficult to analyze all the elements comprehensively, and there is no analysis of the strength of the influence. **Originality/value:** This study examines perceived usefulness, perceived ease of use, perceived cost, trust, and satisfaction, which impact customer repurchase intention.

Keywords : perceived usefulness, perceived ease of use, perceived cost, trust, satisfaction, repurchase intention

Paper type - Research paper

1. Introduction

China's Internet has made a qualitative leap in hardware and software after 17 years of development. With the economy's advancement, the Internet has gradually infiltrated people's hearts, changing our lives. According to the China Internet Network Information Center (CNNIC) released the 50th Statistical Report on the Development of the Internet in China : The number of Internet users in China increased by 42.96 million between December 2020 and December 2021, reaching 1.03 billion, and the Internet penetration rate reached 73%.

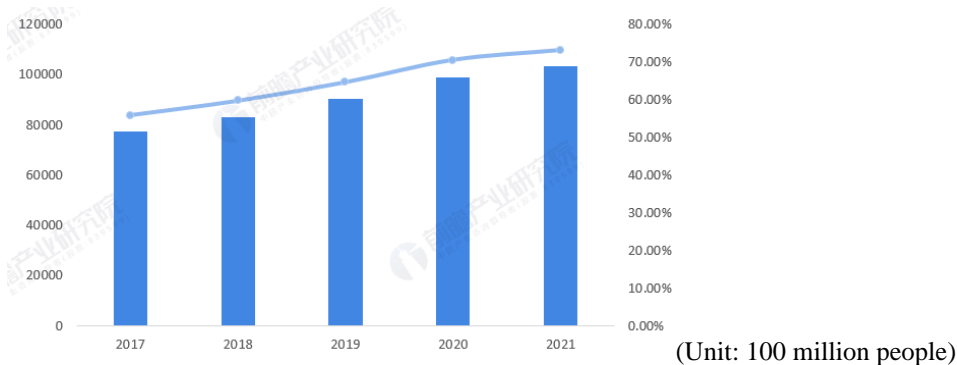


Figure 1. Statistics on the number of China's Internet Users and Internet Penetration Rate 2017-2021

Source: <https://www.qianzhan.com/analyst/detail/220/220407-55e33cd2.html>

People's societies and lifestyles have changed as a result of the development of the Internet. Their consumption habits have shifted from traditional brick-and-mortar stores to online stores. The Internet has begun to mature from broad to deep, and network software is gradually changing people's lives. The Internet's influence on netizens' lives can be found everywhere. In addition to people's entertainment consumption activities, emerging mobile software such as mobile finance and medical care meet users' Internet needs and promote the "networking" of netizens' lives. This networked lifestyle offers opportunities for advancement, and businesses are gradually shifting their focus from offline to online. From the initial online retail to the various B2C/C2C models to the Offline to Online (O2O) model, which integrates offline and online, the e-Commerce industry has developed into an industry covering logistics distribution, online transactions, information technology, and finance. A system that has grown together in various fields, such as payment. The scale of Internet users in China is expanding with the increasing number of online shopping users then the consumption power of online shopping is also increasing.

The rapid rise of China's e-Commerce business can be attributed to several variables, including the number of Internet users, Internet popularity, smartphone ownership, and the growth of China's per capita disposable income, among others. In addition to regulatory support, the rise of e-Commerce is also inextricable from the distinctive advantages of online shopping over traditional shopping, for example, "one-stop" shopping, reduced transaction costs, and enhanced service quality. According to "Multiple Opinions on Promoting Information Consumption and Expanding Domestic Demand," it is vital to increase the e-Commerce industry's expansion space and cultivate the demand for information consumption.

Nowadays, the extraordinary success of C2C e-Commerce represents an important development direction of e-Commerce. Taobao is the earliest e-Commerce platform established by Alibaba and is the largest trading e-Commerce platform in China. Among domestic C2C e-Commerce websites, Taobao strives to deliver e-Commerce platform services with a local flavor while also enhancing its operating skills regularly. Taobao began experimenting with the "Double Eleven" shopping festival in 2009, and sales increased dramatically. In 2017, the online sales of the "Double Eleven" shopping festival reached 253.97 billion yuan, up 43.5% from 2016, while the total number of packages reached 1.38 billion, up 29.5% from 2016. The unit price per customer is equal to the sales. Calculated by dividing the number of boxes by the total number of packages, the unit price per customer

reached 184 yuan in 2017, an increase of 11.2% from 165 yuan in 2016 (Zong, 2019). The above data shows that China's e-Commerce market is developing rapidly and has a large profit margin.

The increase in the number of Taobao merchants and online shoppers not only provides opportunities for merchants who want to engage in e-Commerce in my country but also presents corresponding challenges to merchants who want to develop e-Commerce. Because more and more enterprises and individuals will join this huge Taobao e-Commerce market, the competition among merchants will also intensify. Therefore, how merchants can seize the opportunity and stand out among many competitors is worthy of consideration. From the perspective of the development characteristics of the Internet itself, due to the intangibility and vitality of the e-Commerce market, the online consumption environment is very different from the traditional purchase environment. From the perspective of suppliers, especially in the Customer to Customer (C2C) e-Commerce market, the entry threshold for merchants to carry out online sales activities on the Internet is low, and the cost of entry and exit is also common. The C2C e-Commerce market is a free competition market, so the competition for merchants is fierce. Customers can spend little time and effort comparing different competitors' quality, price, service, and other factors and then make the most suitable purchasing decision. It leads to price competition among companies and a decrease in repurchase willingness. Consumers can easily switch between different merchants. e-Commerce businesses that fail to provide customers with the best shopping experience will only attract people who are always looking for low prices and have little growth (Reichheld & Schefer, 2000). Therefore, online customer repurchase intention is more difficult to establish and maintain (Pappas et al., 2014). The most important goal for businesses is to acquire new consumers and convert the increase in customer growth into an increase in online customers' propensity to repurchase. Returning customers are about 5 times more profitable than new customers (Kim & Gupta, 2009).

To attract and maintain customers, e-Commerce businesses provide a variety of perks, but in most situations, the advantages outweigh the costs. Competitors may easily imitate superior product quality and competitive pricing thus, they cannot be the primary determinant in retaining clients. Although research on consumer repurchase intention has garnered considerable attention in earlier studies, research on customer repurchase intention and the factors that influence customer repurchase intention in the e-Commerce platform context is still restricted.

1.1 Research Objectives

- To determine the impact of perceived usefulness on online repurchase intention.
- To determine the impact of perceived ease of use on online repurchase intention.
- To determine the impact of perceived cost on online repurchase intention.
- To determine the impact of customers' trust on online repurchase intention.
- To determine the impact of customers' satisfaction on online repurchase intention.

1.2 Research questions

- Does perceived usefulness have an impact on online repurchase intention?
- Does the perceived ease of use have an impact on online repurchase intention?
- Does the perceived cost have an impact on online repurchase intention?
- Does the customers' trust have an impact on online repurchase intention?
- Does the customers' satisfaction have an impact on online repurchase intention?

2. Literature Review

2.1 Theories

2.1.1 Perceived usefulness

The usefulness of perceived is one of the main factors affecting the user's response to information technology. Davis (1985) defines perceived usefulness as the extent to which individuals regard the usage of an information system to enhance their work performance. The perceived usefulness definition in the e-Commerce environment is the extent to which consumers improve their business performance by using an e-Commerce site. In layman's terms, perceived usefulness is the extent to which customers can increase their purchase efficiency, purchase results, and quality of life when buying goods or services via the Internet. According to Al-maghrabi et al. (2011), the quality of e-Commerce websites and the influence of customer trust on customer perception of usefulness are investigated. And there is a sense of the use of the shadow sound sense of entertainment and network shopping customer continuity to use the will; Lee et al. (2011) discovered the factors which influence customers' repurchase intention constructed, company reputation, privacy protection, perceived usefulness, and functionality; Hamid et al. (2016) found that perceived usefulness affects the purchasing intent of consumers. From these statements, the researcher concludes that perceived usefulness plays a crucial role in a person's repurchase intention.

2.1.2 Perceived ease of use

Joo et al. (2011) believe that perceived ease of use is critical for improving the user experience. According to Terzis and Economides (2011), females are more affected by perceived ease of use in IS and IT contexts. Perceived ease of use influences an individual's desire to act Hamid et al. (2017). According to Xu et al. (2013), the perceived ease of use of IT was a key factor in the satisfaction assessment, and attitudes mediated the link between perceived ease of use and repurchase intention. Different scholars feel that perceived ease of use plays various roles; however, the literature indicates that perceived ease of use might predict customer behavior in an e-Commerce setting and is an important part of the technology acceptance paradigm.

2.1.3 Perceived cost

The perceived cost typically comprises perceived monetary price and non-monetary expense (such as time, effort, search, and mental) (Zeithaml, 1988). The perceived cost also includes the specific asset investment needed to maintain a long-term partnership with an online merchant, the cognitive work required to research information before repurchasing, the necessary effort to avoid being duped once a repurchase occurs, and so on (Chiou, 2010).

Perceived cost plays a key impact if a customer perceives the price of a service to be excessive, which may result in a drop in the adoption of that facility (Schierz et al., 2010). The perceived cost results from information asymmetry and specific asset investment, which may discourage consumers from engaging in relational transactions (Wu et al., 2014). According to Mizanur and Sloan (2017), perceived cost is expected to influence mobile commerce adoption.

2.1.4 Customer trust

According to Eid (2011), trust is a set of beliefs held by a customer about a supplier's current and future characteristics and behavior. Salciuviene et al. (2011) described trust as the foundation for constructiveness, credibility, and faith in another person's reliability and competency. Ganiyu et al. (2012) pointed out that customers' pleasure can result in trust and subsequent repurchase decisions. And a customer has a strong belief in a product or service that is trusted. La and Choi (2012) studied two viewpoints on trust. The first method defined credibility as a belief, confidence, or expectation in the worthiness of another party based on their knowledge or dependability. The alternative approach describes trust as a person's dependence on another due to vulnerability or uncertainty. Trust is a customer's readiness to engage in future relationship marketing transactions, resulting in a perceived diminished future risk (Kotler & Keller, 2015). Other studies argue that trust is related to satisfying expectations and getting emotional support (Milan et al., 2015). As a result, having trust in a brand will influence consumers' repurchasing intention.

2.1.5 Customer satisfaction

Customer satisfaction is the emotional perception generated by comparing the outcome of purchasing items or services to customers' expectations (Panich et al., 2020; Xu & Nuangjamnong, 2022; Zhang & Nuangjamnong, 2022). Satisfaction is an indicator of post-purchase success. According to Hanif et al. (2010), a brand achieves a high level of customer satisfaction when it satisfies customer needs significantly more than competing brands. A customer's satisfaction is affected by the disparity between their expectations and the performance of their purchase. Customer satisfaction involves attributes or qualities that satisfy a customer's need or desire (Bagram & Khan, 2012). An organization sees customer satisfaction as a vital performance measure (Adolphson et al., 2012). Customer satisfaction is the culmination of people's perceptions, assessments, and emotional reactions to a product or service (Benoit et al., 2020).

2.1.6 Repurchase intention

Repurchase intention is the subjective likelihood that consumers will revisit online store websites (Wu et al., 2014). Chou and Hsu (2016) define repurchasing as "a customer's reuse of the online channel to purchase from a specific retailer. Repurchase intention has been conceptualized based on two factors, the intent to repurchase and the intent to engage in positive word-of-mouth (Phuong & Dat, 2017). Repurchase intention plays an important role in the success and benefits of an online store (Puspitasari & Briliana, 2017; Laosuraphon & Nuangjamnong, 2022; Mitchev et al., 2022). Repurchase intent is the desire to buy a product a second or more times (Fileri & Lin, 2017). Repurchase intention is a consumer behavior that indicates a willingness to repurchase a certain good/service and affects how much the buyer likes the product (Rahmawati et al., 2018).

2.2 Related literature review between each variable

2.2.1 Perceived usefulness and repurchase intention

Al-maghrabi et al. (2011) pointed out that the perceived usefulness of the website has a considerable positive effect on the continuous use intention. Ali (2016) concluded that perceived usefulness would result in repeat purchases online. Briliana and Sari (2020) discovered that perceived usefulness influences repurchase intention positively.

2.2.2 Perceived ease of use and repurchase intention

Rezaei and Amin (2013) investigated a significant link between perceived ease of use and repurchase intention. According to Aren et al. (2013), a statistically significant relationship exists between perceived ease of use and repurchase intention. Ali (2016) regarded the perceived ease of use as one of the key factors in describing consumer repurchase behavior.

2.2.3 Perceived cost and repurchase intention

Eftekhari et al. (2015) indicated that perceived cost significantly impacts customer repurchase intention. Prospect theory stresses that behavioral intention results from a comprehensive evaluation of the benefits and costs (Chung & Koo, 2015). According to Liu et al. (2021), perceived cost modifies the favorable association between relative benefits and customers' repurchase intention.

2.2.4 Customer trust and repurchase intention

Ginting and Fauzan (2016) discovered that trust can boost the intent to repurchase. Future repurchase propensities are influenced by consumers' levels of trust (Nisa, 2018). According to Prabandari and Yasa (2019), trust has a considerable beneficial effect on repurchase intention.

2.2.5 Customer satisfaction and repurchase intention

Lin and Lekhawipat (2014) researched the influencing factors of repurchase intention on the Internet, and the findings showed that customer satisfaction was a significant predictor of repurchase intent. Customers with positive online purchasing experiences are more likely to return (Baskara & Sukaadmadja, 2016). According to Prahiawan et al. (2002), the e-satisfaction of online shop consumers has no substantial effect on their intention to repurchase from e-Commerce online stores.

Therefore, in this study, the research would like to describe and explain the relationships among six hypotheses as described below:

Hypothesis 1

H1_o: Perceived usefulness has no statistically significant impact on online repurchase intention.

H1_a: Perceived usefulness has a statistically significant impact on online repurchase intention.

Hypothesis 2

H2_o: Perceived ease of use has no statistically significant impact on online repurchase intention.

H2_a: Perceived ease of use has a statistically significant impact on online repurchase intention.

Hypothesis 3

H3_o: Perceived cost has no statistically significant impact on online repurchase intention.

H3_a: Perceived cost has a statistically significant impact on online repurchase intention.

Hypothesis 4

H4_o: Customer trust has no statistically significant impact on online repurchase intention.

H4_a: Customer trust has a statistically significant impact on online repurchase intention.

Hypothesis 5

H5_o: Customer satisfaction has no statistically significant impact on online repurchase intention.

H5_a: Customer satisfaction has a statistically significant impact on online repurchase intention.

2.3 Conceptual Framework

This research used three theoretical models to construct the conceptual framework. The researcher studied the first model developed by [Wen et al. \(2011\)](#). This study explores the integrated model for customer online repurchase intention. This study aims to determine how three factors (Perceived usefulness and satisfaction) affect repurchase intention under the background of the integrated model. The second theoretical framework from [Chiu et al. \(2009\)](#) is “Determinants of customer repurchase intention in online shopping.” This study aims to investigate the repurchase intentions of internet shoppers. It incorporated perceived ease of use and trust into conceptualizing a framework to examine customers' repurchase intentions. [Yen et al. \(2013\)](#), in Exploring the online bidder's repurchase intention, a cost and benefit perspective is the third theoretical framework. This study demonstrates the significance of repurchase intention and the associated costs and benefits. The findings show that perceived cost (transaction cost) is associated with repurchase intention. Therefore, the conceptual framework has been assembled from three theoretical frameworks, as shown in figure 2.

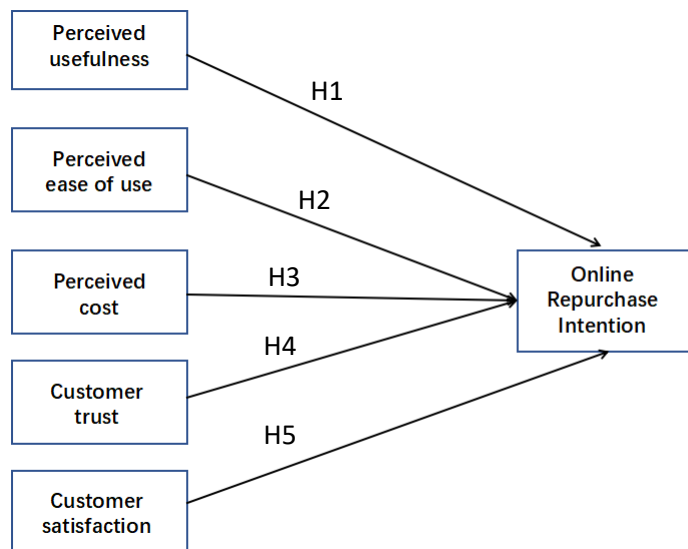


Figure 2. The Conceptual Framework

3. Research Methodology

3.1 Research Design

This study aims to determine the factors affecting customers' online repurchase intention: perceived ease of use, perceived usefulness, perceived cost, satisfaction, and trust. In addition, the study will determine the level of influence of variables impacting repurchase intention. As this study is quantitative research, the following statistical used are applied in this research, descriptive statistics and multiple linear regression.

This study's target demographic consisted of individuals who had a shopping experience on Taobao. According to Taobao Marketplace Overview (2019), the annual number of active consumers reached 674 million, as recorded on June 30, 2019. However, the researcher cannot focus on the target population and determine whether they have an online shopping experience. Therefore, the unknown target population will be used in this study. In this study, the authors calculated the sampling size of respondents using Cochran's (1977) formula since this formula is used to compute the sample size when the population size is unknown. To find the required sample size for an unidentified population with a confidence level of 95%, a standard deviation of 50%, and an error margin of 5%. Therefore, the sample size in this study was defined as 385 respondents.

The research used a non-probability sampling method in this study, which involves non-random selection based on convenience and ease of data collection. The researcher selected a convenient sampling method to collect information in this study. A pre-test question will screen respondents. The online questionnaire has been designed in two parts; demographic information with six questions, then measuring function with 24 items. Due to sample size, geographical location, epidemic situation, and other reasons, the researchers decided to use a non-probabilistic sampling method. This method is appropriate because the researcher can easily collect data based on convenience and effectiveness.

The researcher conducted a pilot test with reliability analysis on 30 respondents to evaluate whether each item has an internal consistency above 0.6. For content validity, IOC was employed by three experts to weigh each item, and the weight score should be over 0.5, which implies that the item reflects the research objectives and correlates with the study's definitions, as detailed shown in table 1. The result demonstrated that the Cronbach's Alpha for the perceived cost of 3 items is 0.944, the 4 items of Satisfaction is 0.902, the 4 items of Perceived Usefulness is 0.929, the 4 items of Perceived Ease of Use is 0.929, the 4 items of trust is 0.927, the 4 items of online repurchase intention is 0.896. All of them are above 0.6, which means they are reliable, as detailed presented in table 1.

Table 1. Result from Pilot Test-Cronbach's Alpha

Variables	Cronbach's Alpha	Number of Items	IOC by 3 experts	Result
Perceived cost	0.944	3	PC1, PC2 = 0.67 PC3 = 1.00	Reliable
Customer Satisfaction	0.902	4	CS1, CS3, CS4 = 0.67 CS2 = 1.00	Reliable
Perceived Usefulness	0.929	4	PU1, PU2 = 0.67 PU3, PU4 = 1.00	Reliable
Perceived Ease of Use	0.929	4	PEU1, PEU2 = 0.67 PEU3, PEU4 = 1.00	Reliable
Customer Trust	0.927	4	CT3 = 0.67 CT1, CT2, CT4 = 1.00	Reliable
Repurchase Intention	0.896	4	RI1, RI2, RI3, RI4 = 1.00	Reliable

4. Results

4.1 Descriptive Analysis and Demographic Data

This section describes the frequency distribution and percentage of a sample size of demographic and other characteristics of 402 respondents. Regarding gender, males accounted for 51.7% (208 males) and females accounted for 48.3% (194 females). The age of respondents at 20-29 years old, with 194 persons accounting for 48.3%, followed by 30-39 years old, with 98 persons accounting for 24.4%, less than 20 years old, with 60 persons accounting for 14.9%, 40-49 years old with 35 persons accounting for 8.7%. Of those over 50 years old with the least proportion, 15 respondents accounted for only 3.7 percent. Regarding education, 157 respondents have a high school education, accounting for 39.1%; 151 respondents have a bachelor's degree, accounting for 37.6%; 53 respondents have a master's degree, accounting for 13.2%; and 41 respondents have a junior high school education, accounting for 10.2%. The monthly income of 5,001-8,000 Yuan is the most at 147 respondents, accounting for 36.6%, followed by the monthly income of 3,001-5,000 Yuan 122, accounting for 30.3%, 91 of them get less than 3,000 Yuan, accounting for 22.6%. 7 percent of the respondents had a monthly salary between 8,001 and 10,000 Yuan. The last group of respondents has a monthly income above 10,000 Yuan or 3.5% of the total. About the frequency of online shopping within 6 months, 194 respondents, or 48.3% of them, purchased online between 6 and 10 times within 6 months, 126 respondents, or 31.3% of them, purchased online more than 11 times within 6 months, 66 respondents accounting for 16.4% purchased online 3-5 times within 6 months, and 16 respondents accounting for 4% of

all respondents purchased online 1-2 times within 6 months. About Online shopping experience, 205 respondents (51%) get 7-8 years of the online shopping experience, 138 respondents (34.3%) get more than 9 years of online shopping experience, 43 respondents (10.7%) get 5-6 years of the online shopping experience, and 16 respondents, accounting for 4%, earn less than 5 years of online shopping experience.

4.2 Descriptive Analysis with Mean and Standard Deviation

The mean and standard deviation of each major variable, including perceived usefulness, perceived ease of use, perceived cost, customer trust, customer satisfaction, and repurchase intention are as follows and detailed shown in table 2.

Perceived usefulness; the mean score of "Using the e-Commerce platform for shopping helps me to make better purchase decisions" is the highest, equal to 3.73, "Using the e-Commerce platform makes the shopping process more efficient" has the lowest mean score, equivalent to 3.54. "Using the e-Commerce platform makes the shopping process more efficient" has the largest standard deviation, equal to 1.179, and "Using the e-Commerce platform for shopping helps me to make better purchase decisions" has the lowest standard deviation, equal to 1.085.

Perceived ease of use shows that "It was easy for me to learn how to use the e-Commerce platform." it has the highest mean value, equal to 3.73. "The e-Commerce platform has a good design to interact with" has the lowest mean value of 3.62. For standard deviation, the largest is "The e-Commerce platform is very easy to operate," equal to 1.169, and "It was easy for me to learn how to use the e-Commerce platform." which has the smallest standard deviation, equal to 1.046.

Perceived cost shows that the highest mean value is "I spend less time looking for information before purchasing," which equals 3.73; the lowest is "I can buy products or services for less money because of promotions on e-Commerce platforms," equivalent to 3.52. For standard deviation, the largest is "I spend less time tracking logistics because e-Commerce platforms will display logistics information on time "= 1.161, "I spend less time looking for information before purchasing." the standard deviation is the lowest, with a feeling of 1.081.

Customer trust shows that the mean value of "I feel safe in my transactions with the e-Commerce platform" is the largest, equal to 3.68, and "I trust that this e-Commerce platform would provide me with good service" has the smallest mean value of 3.51. For standard deviation, "I believe the platform can protect my privacy" is the largest, equal to 1.192, and "I feel safe in my transactions with the e-Commerce platform" has the lowest standard deviation, equal to 1.096.

Customer satisfaction shows that the highest mean value is "I am very satisfied with my overall experience of using the e-Commerce platform," equal to 3.71; the lowest mean value is "I am satisfied with the product /service I purchased in e-Commerce platform," which is equivalent to 3.55. For standard deviation, the largest is "I am satisfied with the product /service I purchased in e-Commerce platform," equal to 1.214, "I am very satisfied with my overall experience using the e-Commerce platform," has the lowest standard deviation, equal to 1.107.

Repurchase intention shows that the largest mean value is "I intend to continue using e-Commerce platform rather than discontinue its use," equal to 3.6; the lowest mean value is "I will use this e-Commerce platform to buy what I need in the future," which equals 3.48. The largest standard deviation is "If necessary, I will prioritize using the e-Commerce platform to repurchase product/service.", equal to 1.252, "I intend to continue using e-Commerce platform rather than discontinue its use" has the lowest standard deviation, equivalent to 1.13.

Table 2. The result of Mean Score and Standard Deviation

Perceived usefulness (PU)	Mean	Std. Deviation
PU 1 : Using the e-Commerce platform for shopping helps me to make better purchase decision	3.73	1.085
PU 2 : Using the e-Commerce platform makes the shopping process more efficient	3.54	1.179
PU 3 : Using the e-Commerce platform for shopping is convenient than offline shopping	3.70	1.178
PU 4 : I find using the e-Commerce platform for shopping is more useful	3.61	1.131
Perceived ease of use (PEU)		
PEU 1 : It was easy for me to learn how to use the e-Commerce platform.	3.73	1.046
PEU 2 : The e-Commerce platform has a good design to interact with	3.62	1.095
PEU 3 : The e-Commerce platform is very easy to operate	3.67	1.169
PEU 4 : I can easily use the functions provided by the e-Commerce platform.	3.63	1.162
Perceived cost (PC)		
PC 1 : I spend less time looking for information before purchasing.	3.73	1.081
PC 2 : I can buy products or services for less money, because of promotions on e-Commerce platforms	3.52	1.128
PC 3 : I spend less time tracking logistics, because e-Commerce platforms will display logistics information in a timely manner	3.60	1.161
Customer trust (CT)		
CT 1 : I feel safe in my transactions with the e-Commerce platform	3.68	1.096
CT 2 : I believe the platform can protect my privacy	3.58	1.192
CT 3 : I trust that this e-Commerce platform would provide me with good service	3.51	1.163
CT 4 : I believe that the e-Commerce platform is reliable and trust worthy	3.67	1.157
Customer satisfaction (CS)		
CS 1 : I am very satisfied with my overall experience of using the e-Commerce platform	3.71	1.107
CS 2 : I am satisfied with the decision to purchase from this e-Commerce platform	3.65	1.188
CS 3 : I am satisfied with the product /service I purchased in e-Commerce platform	3.55	1.214
CS 4 : I am satisfied with the after-sales service of the e-Commerce platform	3.61	1.153
Repurchase intention (RI)		
RI 1 : I intend to continue using e-Commerce platform rather than discontinue its use	3.60	1.13
RI 2 : My intention is to continue using e-Commerce platform rather than shopping offline	3.55	1.16
RI 3 : If necessary, I will give priority to using the e-Commerce platform to	3.53	1.252

repurchase product/service.

RI 4 : I will use this e-Commerce platform to buy what I need in the future

3.48

1.205

4.3 Hypothesis Testing Results

Multiple Linear Regression of H1, H2, H3, H4, and H5

Table 3 shows that the researcher conducted multiple linear regression to determine whether perceived ease of use, perceived cost, customer trust, and customer satisfaction can significantly impact online repurchase intention. The results show that the independent variables used to determine the impact on repurchase intention do not overlap, and there is no multicollinearity due to VIF being less than 5. In addition, at a 95% confidence level, R^2 is 0.441. In addition, the conclusion of this table is all the above five variables have a significant positive impact on online repurchase intention, perceived usefulness ($\beta=0.195$, $p < .05$), perceived ease of use ($\beta=0.262$, $p < .05$), perceived cost ($\beta=0.178$, $p < .05$), customer trust ($\beta=0.1$, $p < .05$), customer satisfaction ($\beta=0.255$, $p < .05$).

Statistical Hypothesis 1

H1_o: Perceived usefulness has no statistically significant impact on online repurchase intention.

H1_a: Perceived usefulness has a statistically significant impact on online repurchase intention.

Table 3 shows that the significance level is 0.000 ($0.000 < 0.05$). The null hypothesis is rejected. Thus, online repurchase intention is affected by perceived usefulness. In addition, perceived usefulness has a standardization coefficient of 0.19. It can be seen that if perceived usefulness increases by 1%, online repurchase intention can increase by 19%.

Statistical Hypothesis 2

H2_o: Perceived ease of use has no statistically significant impact on online repurchase intention.

H2_a: Perceived ease of use has a statistically significant impact on online repurchase intention.

Table 3 shows that the significance level is 0.000 ($0.000 < 0.05$). The null hypothesis is rejected. Thus, online repurchase intention is influenced by perceived ease of use. In addition, the standardization coefficient of perceived ease of use is 0.261. It can be seen that if perceived ease of use increases by 1%, online repurchase intention can increase by 26.1%.

Statistical Hypothesis 3

H3_o: Perceived cost has no statistically significant impact on online repurchase intention.

H3_a: Perceived cost has a statistically significant impact on online repurchase intention.

Table 3 shows that the significance level is 0.000 ($0.000 < 0.05$). The null hypothesis is rejected. Thus, online repurchase intention is affected by perceived cost. In addition, the standardization coefficient of perceived cost is 0.17. It can be seen that if perceived cost increases by 1%, online repurchase intention can increase by 17%.

Statistical Hypothesis 4

H4_o: Customer trust has no statistically significant impact on online repurchase intention.

H4a: Customer trust has a statistically significant impact on online repurchase intention.

As shown in Table 3, the significance level was 0.026, less than 0.05. The null hypothesis is rejected. Thus, online repurchase intention is influenced by customer trust. In addition, the standardization coefficient of customer trust is 0.095. It can be seen that if customer trust increases by 1%, online repurchase intention can increase by 9.5%.

Statistical Hypothesis 5

H5o: Customer satisfaction has no statistically significant impact on online repurchase intention.

H5a: Customer satisfaction has a statistically significant impact on online repurchase intention.

Table 3 shows that the significance level is 0.000 ($0.000 < 0.05$). The null hypothesis is rejected. Thus, online repurchase intention is influenced by customer satisfaction. In addition, the standardization coefficient of customer satisfaction was 0.244. It can be seen that if customer satisfaction increases by 1%, online repurchase intention can increase by 24.4%.

Table 3. Summary of Multiple Linear Regression Analysis for Hypotheses 1-5.

Variables	B	SE B	β	t	Sig.	VIF
H1: PU → RI	0.195	0.043	0.19	4.544	0.000*	1.235
H2: PEU → RI	0.262	0.044	0.261	5.957	0.000*	1.361
H3: PC → RI	0.178	0.045	0.17	3.927	0.000*	1.325
H4: CT → RI	0.1	0.045	0.095	2.231	0.026*	1.288
H5: CS → RI	0.255	0.044	0.244	5.749	0.000*	1.279

Note. $R^2 = .441$, Adjusted $R^2 = .434$, * $p < .05$. **Dependent Variable** = Online Repurchase Intention (RI)

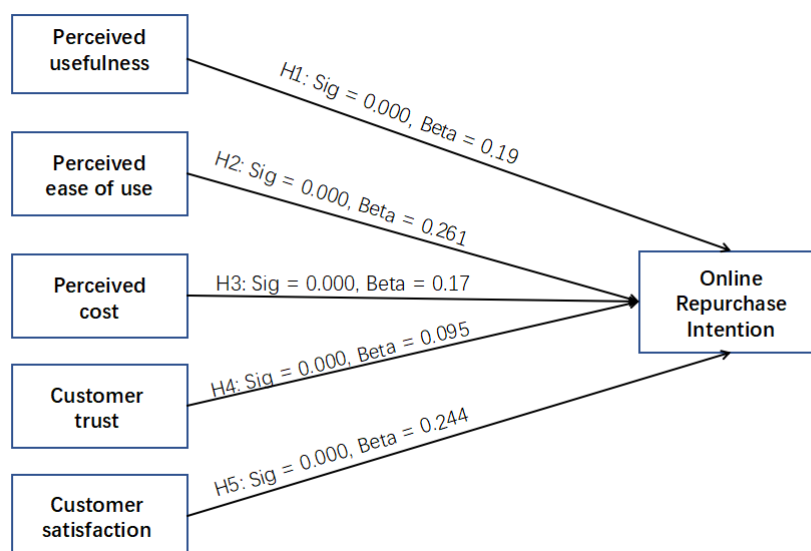


Figure 3. The results of the structural model

5. Conclusion and Recommendation

5.1 Summary of the findings

This study's summary is based on its research purpose, namely the factors that impact online repurchase intention. Relevant factors in the survey are perceived usefulness, perceived ease of use, perceived cost, customer trust, and customer satisfaction.

The author uses multiple linear regression to test the impact of perceived ease of use, perceived cost, customer trust, and satisfaction on repurchase intention. Hypothesis test results showed that all the null hypotheses of five independent variables were supported (rejected null hypothesis), and the significant values were less than $<.05$ which revealed these independent variables have a significant impact on online repurchase intention in the e-Commerce platforms. The test results of the hypothesis are shown in Table 4 below.

Table 4. Summary results from the hypotheses testing

Hypotheses	Significant Value	Standardized Coefficient	Result
H1₀: Perceived usefulness has no statistically significant impact on online repurchase intention.	0.000*	0.190	supported
H2₀: Perceived ease of use has no statistically significant impact on online repurchase intention.	0.000*	0.261	supported
H3₀: Perceived cost has no statistically significant impact on online repurchase intention.	0.000*	0.170	supported
H4₀: Customer trust has no statistically significant impact on online repurchase intention.	0.026*	0.095	supported
H5₀: Customer satisfaction has no statistically significant impact on online repurchase intention.	0.000*	0.244	supported

Note. *P-value <0.05

Table 5 show the ranking of independent variables affecting Repurchase Intention from maximum to minimum Beta Values. The results show that with each increase of perceived ease of use by 1 unit, online repurchase intention will increase by 0.261. Secondly, the coefficient of customer satisfaction is 0.244, which means that when customer satisfaction increases by 1 unit, online repurchase intention will increase by 0.244. The Beta of perceived usefulness is 0.190, indicating that with every increase of perceived usefulness by 1 unit, online repurchase intention will increase by 0.190, and the Beta of perceived cost is 0.170. It demonstrates that perceived cost increase per unit, online repurchase intention will increase by 0.170. The Beta Value of customer trust is 0.095, which means online repurchase Intention will increase by 0.095 for each additional unit of customer trust.

Table 5. Strengths of factor influence of variable to Repurchase Intention

Rank	Independent Variable	Beta
1 st	Perceived ease of use	0.261
2 nd	Customer satisfaction	0.244
3 rd	Perceived usefulness	0.190
4 th	Perceived cost	0.170
5 th	Customer trust	0.095

5.2 Discussion and Conclusion

The findings show that perceived usefulness, perceived ease of use, perceived cost, customer trust, and customer satisfaction have a significant impact on online repurchase intention. In this section, a discussion conducted based on research objectives was described:

5.2.1 Perceived usefulness and repurchase intention

This study showed that perceived usefulness has a significant impact on online repurchase intention. The significant value of perceived usefulness and repurchase intention is 0.000. Improving customers' perceived usefulness significantly contributes to their repurchase intention. This agreed with [Al-maghrabi et al. \(2011\)](#). The perceived usefulness of the website has a positive impact on the repurchase intention. Moreover, [Briliana and Sari \(2020\)](#) also discovered that perceived usefulness positively affects repurchase intention. By looking in deep detail at a descriptive analysis of perceived usefulness which came from four questions in the questionnaire that the research collected, the statistical data shows that the mean of perceived usefulness is 3.65. Among all the questions, "Using the e-Commerce platform makes the shopping process more efficient" has the lowest mean value, equal to 3.54. "Using the e-Commerce platform makes the shopping process more efficient" has the largest standard deviation, equal to 1.179.

5.2.2 Perceived ease of use and repurchase intention

This study demonstrated that perceived ease of use has a considerable impact on online repurchase intention. The significant value of perceived ease of use and repurchase intention is 0.000. This study is in concurrence with the study by [Rezaei and Amin \(2013\)](#) which investigated and discovered a significant link between perceived ease of use and repurchase intent. According to [Aren et al. \(2013\)](#), there is a correlation between perceived ease of use and repurchase intention, with perceived ease of use having a statistically significant effect on repurchase intention. Moreover, [Ali \(2016\)](#) regarded perceived ease of use as one of the most influential factors in describing consumer repurchase behavior. The result of a descriptive analysis of perceived ease of use which we collected shows that the mean of perceived ease of use is 3.66, and "The e-Commerce platform has a good design to interact with" has the lowest mean of 3.62. "The e-Commerce platform is very easy to operate" has the largest standard deviation, equal to 1.169.

5.2.3 Perceived cost and repurchase intention

This study showed that perceived cost has a significant impact on online repurchase intention. The significant value of perceived cost and repurchase intention is 0.000. This implies that customers' perceived cost is an important key to increasing their repurchase intention. The conclusion agreed with [Eftekhari et al. \(2015\)](#), which indicated that customer-perceived cost has a positive impact on customer repurchase intention. Moreover, according to [Liu et al. \(2021\)](#), researchers found that perceived costs modify the favorable association between relative benefits and customers' repurchase intentions. By looking in deep detail at a descriptive analysis of perceived cost which came from four questions in the questionnaire that the research collected, the statistical data shows that perceived cost is 3.62. Among the three questions, "I can buy products or services for less money, Because of promotions on e-Commerce platforms" has the lowest mean, equal to 3.52, "I spend less time tracking logistics because e-Commerce platforms will display logistics information in a timely manner" standard deviation maximum, equal to 1.161.

5.2.4 Customer trust and repurchase intention

This study showed that customer trust has a significant impact on online repurchase intention. The significant value of customer trust and repurchase intention is 0.026. This suggests that customer trust has a substantial effect on repurchase intention. This agreed with [Ginting and Fauzan \(2016\)](#) who found that trust can increase repurchase intention. Trust influences consumers' inclinations to repurchase a product in the future ([Nisa, 2018](#)). Moreover, according to [Prabandari and Yasa \(2019\)](#), trust has a considerable beneficial impact on repurchase intention. By looking in deep detail at a descriptive analysis of customer trust which came from five questions in the questionnaire that the research collected, the statistical data shows that the mean value of customer trust is 3.61. Among all the questions, “I trust that this e-Commerce platform would provide me with good service” has the lowest mean value, equal to 3.51. “I believe the platform can protect my privacy” has the largest standard deviation, equal to 1.192.

5.2.5 Customer satisfaction and repurchase intention

This study showed that customer satisfaction has a significant impact on online repurchase intention. The significant value of customer trust and repurchase intention is 0.000. This implies that customer satisfaction has a significant influence on repurchase intention. This agreed with [Lin and Lekhawipat \(2014\)](#), which showed that customer satisfaction was an effective element in determining a customer's intention to repurchase. Moreover, according to [Prahawan et al. \(2002\)](#), the e-satisfaction of online shop consumers has no substantial effect on their intention to repurchase from e-Commerce online stores. The result of a descriptive analysis of customer satisfaction came from four questions in the questionnaire that the research collected, the statistical data shows that the mean value of customer satisfaction is 3.63. Among the 4 problems, “I am satisfied with the product /service I purchased in e-Commerce platform” has the lowest mean value. Is equal to 3.55, and this problem also has the largest standard deviation, which is equal to 1.214.

5.3 Recommendations

According to the analysis results, perceived usefulness, perceived ease of use, perceived cost, customer trust, and customer satisfaction significantly impact customers' repurchase intention. Studies show that perceived ease of use has the greatest impact on customer repurchase intention, followed by customer satisfaction, perceived usefulness, perceived cost, and customer trust. Therefore, e-Commerce organizations and business leaders should consider improving the perceived ease of use of platforms. E-Commerce enterprises have intensified efforts to publicize the benefits that online shopping platforms bring to consumers, such as convenience, price advantage, diversified product styles, and time-saving. Enterprise staff can improve the searchability of web pages from the technical aspect and simplify the customer purchase process. Secondly, to improve the platform's usefulness, businesses should consider the interface design of the platform first, and the interface should make customers feel more comfortable, mainly including graph design, structure design, internal capacity design, etc. The usefulness of the e-Commerce platform can also be improved by increasing the interaction between customers and the platform. For example, a convenient online evaluation section can be established, in which customers can

evaluate products through interactive information on the Internet. This form is like word-of-mouth publicity, in which different product buyers comment on the platform. Compared with obtaining commodity information from commodity description, this commodity information acquisition can help customers make purchase decisions and make e-Commerce platforms more useful. In addition, customer privacy concerns and transaction security play an important role in customer trust. e-Commerce businesses should try their best to protect customers' information and transaction security. Corporate IT departments can post a clear privacy policy on the front page of their websites to create a trustworthy shopping atmosphere, reduce customer concerns and increase customer trust. From the perspective of platform retailers, they can provide clear and comprehensive product information and accelerate shipping and delivery processes to reduce customers' costs. For example, display a complete and intuitive product introduction, including product functions, features, advantages, etc. Moreover, platform retailers also should pay more attention to services during and after transactions to improve customer satisfaction, such as responding to customer questions or needs in a timely manner.

5.4 Further Study

On the basis of reviewing the relevant research literature of foreign scholars, this study discusses the influencing factors of customers' repurchase intention on e-Commerce platforms and deduces research hypotheses based on relevant research. The statistic software was used to verify the research hypothesis, and some meaningful research conclusions and suggestions were obtained. However, because of the limitation of reading literature and the lack of scientific research ability, the research also has some limitations. First of all, the statistical characteristics of the respondents in the study are consistent with the characteristics of the current e-Commerce platform shopping population. The proportion of respondents aged 20-29 is relatively large, but the current e-Commerce shopping users are gradually infiltrating other age groups. Different age groups may be different in the perception of the population among different variables; future research needs to increase the age hierarchy of the survey respondents, so as to help e-Commerce companies formulate research strategies with clearer positioning. Moreover, there are other variables that affect customers' repurchase intention. In future research, the influence of different types and values of shopping on e-Commerce platforms on customers' repurchase intention can be considered. Finally, this study focuses solely on the relationship between independent variables and dependent variables, without further analysis of the relationship between independent variables. In future studies, attention can be paid to the relationship between customer satisfaction and customer trust, and the influence between customer perception and customer satisfaction.

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