

SPENDING BEHAVIOR: REPURCHASE INTENTION FOR ONLINE SHOPPERS

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ABSTRACT

The phenomena of online purchasing caused a rise in spending. It was aided by the advancement of information technology, particularly the Internet. Electronic commerce allows numerous enterprises and consumers to respond by repurchasing products. A straightforward approach to getting to the product, psychologically following the trend value, and lowering the e-commerce price would encourage customers to spend money to repurchase their favourite things. Based on that explanation, this research investigates the factors that drive the repurchase intention of online shoppers. The factors include electronic word of mouth (e-WOM), perceived convenience, and perceived value. The research sample consisted of 188 respondents who spread online questionnaires in Indonesia. The findings reveal that perceived convenience and perceived value significantly affect the repurchase intention, yet electronic word of mouth (e-WOM) does not significantly affect the repurchase intention. In addition, perceived convenience significantly affects the perceived value, and the perceived value affects the electronic word of mouth significantly. The results emphasized the elements of spending behaviour and would suggest the quality of the online platform should pay attention to it. So, marketers can make a reliable marketing approach to conduct online business with compulsive buying by online shoppers.

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INTRODUCTION

Information and communication technology has rapidly developed in the 20th century (Zeqiri et al., 2023). Buying and selling transactions through digital platforms has become routine for everyone. In line with the evolution of digital technology as a means of communication, there has been significant internet user growth in Indonesia every year from 2012 until 2023. Indonesia's internet users increased by 3.85% in January 2023 compared to January 2022. Internet users reached 212.9 million in January 2023, yet only 205 million people in January 2022. This data indicates that almost 77% of

Indonesia's population adopted the Internet. This is due to the easiness of accessing the Internet through various media. For example, wireless fidelity (wifi) or hotspot technology, the facilities of offices or schools, and even through mobile phones.

The increase in the number of Indonesian internet users has become potentially exploited by various entities as an opportunity to operate an online business, especially for SMEs (Memarista, 2016). One of the significant impacts of increased internet use is a dramatic transformation in electronic commerce. This way will improve the financial satisfaction of the business owner since they were

struggling during the COVID-19 pandemic and trying to finance their life (Memarista et al., 2022).

A mutual relationship exists between an increasing number of internet users and electronic commerce (Jebarajakirthy & Shankar, 2021). It influences phenomena and has profound implications for how everyone spends money for shopping, doing business, and interacting with global markets. Business owners must enhance the quality of goods and services to meet their targets, retain their current clientele, and attract new ones. For businesses, simply having an online presence is insufficient. Thus, they must determine how to engage with their clientele (Shin et al., 2022).

The exchange of products, services, and information for buying and selling activity through computer networks and the Internet is called electronic commerce, also known as e-commerce. Customers can access various websites that are currently widely used as platforms for conducting business and marketing communications. Producers and online buyers can benefit significantly from the advantages of online shopping in acquiring and selling goods and services. Because e-commerce is quick and straightforward to use, it facilitates commercial transactions for users. E-commerce will reduce costs by cutting promotion, storage, and purchasing costs (Wu et al., 2014).

Many online buying and selling platforms are developing in Indonesia, such as Tokopedia, Bukalapak, Lazada, Shopee, etc. Those platforms provide various daily necessities, including food and drink ingredients, beauty and health products, men's and women's clothing, household equipment and supplies, automotive equipment, sports equipment, electronic devices, entertainment tickets, etc. Shopee is the most visited platform by online shoppers in Indonesia for 2023. Following by Tokopedia, Lazada, Blibli, and Bukalapak site. Especially for specific events such as religious holidays such as Eid al-Fitr and special dates for discounts, so the

number of online shoppers will increase significantly as well as their shopping habits.

Since the 2020s, Generations Y and Z have occupied the population in Indonesia. They are looking for something different to maintain their comfort by doing shopping. Those stereotyped generations have self-referencing for being happy to be who they are and have similarly strong character, especially in spending behaviour. The booth Y and Z generations are very digital natives and tech-savvy. They will use the information to decide by using social media (Palalic et al., 2021). This activity usually leads to the fear of missing out (FOMO) and causes them to spend more money without specific needs before buying some products or services on online platforms more and more. So, online shopping become a natural act for them. Generally, they constantly access many online shopping platforms and more intensively compare the details of products and services prices.

Someone will want to spend more money on things after browsing and comparing them online. Even if they do not need it, they want to repurchase the things they have already purchased online (Yu & Chen, 2018). They shopped online extensively. The extent possibility of a personal desire to buy again several factors will drive the products. There will be an intention to make another transaction if somebody feels the products or services purchased can be enjoyable. It reflects satisfaction and trust level in their shopping experience, so the online shoppers feel motivated to make repetitive purchases in the future.

Even when online customers have a positive evaluation result from past purchases, the behaviour of repurchase intention is more commonly driven by desire. However, some do not focus solely on price, brand, or product variants. However, they also examined more about perceived convenience, value, and electronic word of mouth (e-WOM) before repeating the purchasing decision via online

shopping (Dlačić et al., 2014; Sweeney et al., 2014).

Online shoppers are quite comfortable and confident in using information systems and technology when intending to purchase things. Purchase intentions influence people's online shopping habits. They define perceived convenience as a personal appraisal of the total online buying experience as easy and comfortable (Berry et al., 2002; Seiders et al., 2005). This assessment included the ease of navigation on the site or platforms, smooth payment procedures, and the availability of various products.

Furthermore, people's perspectives on the comparability of pricing or the sacrifices required to achieve the benefits of a product are subjective and consistent with perceived perception. In this case, the perceived value indicates the function of trust and intention to purchase more of a product that people believe will provide them with benefits and increased value. As a result, they trust the product and buy it (Sharma & Klein, 2020). Perceived value plays a key part in shaping online shoppers' opinions because it entails weighing price, quality, added features, and perceived benefits against the value they provide.

In the digital world, electronic word of mouth (e-WOM) also plays a significant role. E-WOM generates a good or even opposing viewpoint based on the words of other customers who have previously purchased through e-commerce (Sweeney et al., 2014). E-WOM is a promoting tool through the facilities of websites, forums, messengers of business online platforms, and social media (Instagram, Facebook, Twitter, and others) comments. Positive evaluations or recommendations from past customers boost perceived value, making it more convenient for online buyers to repurchase products and spend more money (Memarista & Puspita, 2021).

For the first quarter of 2023, many online business platforms have an increasing trend of visiting commerce sites

and confirming that online shoppers have bought the products more than once. Shopee, Tokopedia, Lazada, BliBli, and Bukalapak recorded 158 million, 117 million, 83.2 million, 25.4 million, and 18.1 million visit sites, respectively, every month. Thus, spending behaviour can be seen as an automatic cognitive activity. It is performed when online shoppers repeat to buy repeatedly, then become habitual spending. Based on the explanation above, this research will investigate the several factors that drive the repurchase intention for online shoppers. Hopefully, this study will better understand online shopping behaviour and explain the guidelines for online shoppers' repurchase intention in Indonesia.

LITERATURE REVIEW

Spending Behavior

It identifies the trends, emotions, and triggers influencing financial decisions. Learning about spending behaviour can help someone identify areas for growth, take a more mindful approach to money, and work toward their financial goals. Everyone has unique triggers that lead to reckless spending. It could be stress, peer pressure, marketing, or a sense of entitlement.

Determine the specific factors that lead to spending without thinking. Once someone has discovered these triggers, practical preventative or management actions can be taken. For example, if online buying is a trigger, consider removing cached payment information to add an extra step to the purchasing process and give them time to reconsider.

Each person's spending patterns are unique. Everyone can enjoy the exhilaration of selecting, acquiring, and appreciating their products. It is part of the money personality. Regarding spending, some advice is to be mindful and question whether buying it is in our best interests and often justifies the expenditure (Wu et al., 2014). Unfortunately, some people develop

a spending habit to obtain that rush. Nevertheless, somehow, the benefits wear off quickly while the drawbacks linger forever.

The online shopping experience is a significant driving force for online shopping behaviour. A more satisfactory online shopper's experience will enhance repeat purchase intention (Raman, 2019; Zeqiri et al., 2023). According to the self-perception theory, as people learn more about the focal conduct, their impressions may change over time. Consumers engage in more online buying, and their attitudes, perceptions, and beliefs about it change.

Repurchase Intention

The person's decision regarding repurchasing a specific service from the same business, considering their existing and anticipated circumstances. Repurchase intention shows an intention to make another transaction if a person feels the goods or services purchased are enjoyable. By referring to this definition, it can be concluded that repurchase intention also indicates the extent of the possibility of a personal desire to repeat the product purchasing or continue buying by using the same online shopping platforms (Jebarajakirthy & Shankar, 2021; Shankar & Rishi, 2020).

Perceived Convenience

Perceived convenience is customers' business comfort (Seiders et al., 2005). Related to the use of technology, perceived convenience is also measured with confidence, ease, and efficiency when a person uses the technology system to buy online products (Benoit et al., 2017). Those were discovered to reduce customers' effort and time purchasing goods and services. Perceived convenience can be shown through access, search, evaluation, transaction, possession, and post-purchase convenience (Jiang et al., 2013).

Perceived Value

The value or advantage a buyer feels they will obtain from a product is perceived value. The value is wholly arbitrary and is determined by each consumer's particular requirements, preferences, and expectations (Sharma & Klein, 2020). Determining the price buyers will pay for your product requires understanding its perceived worth. Customers will pay a premium price for your goods if they believe they are worth that much; if not, they will be hesitant or only buy it at a discounted cost.

Perceived value shows the comparison result, which is more profitable when the customer buys the product (Dlačić et al., 2014). Individuals prefer to shop online since they feel purchasing goods is more profitable. There are three indicators for assessing the perceived value: utilitarian value, which is about the usefulness function; hedonic value, which is about the feeling of pleasure and suitability lifestyle; and social value, which is about social purpose (Zeqiri et al., 2023).

Electronic Word of Mouth (E-WOM)

When consumers who have never met before get together, electronic word-of-mouth (eWOM) can be used as a communication tool to spread information about a product or service that has been used (Sweeney et al., 2014). Practitioners have begun utilizing hashtag analytics, text analytics, sentiment analysis, and other machine learning technologies to use electronic word of mouth (eWOM) for consumer insight (Liang et al., 2018). The purchasing environment has evolved due to electronic word-of-mouth, and consumers may now obtain a comparative assessment of product qualities with only one mouse click.

Hypotheses Development

People can get comfort, advantages, and helpful services by increasing their perceived convenience (Seiders et al., 2005).

When consumers shift from a conventional to a more contemporary shopping environment, those who initially acclimate to conventional shopping and those who moved to become more modern do so out of a perceived sense of convenience. Customers intending to repurchase will decide to do so with this sense of ease. Convenience dramatically influences people's intentions to make additional or repeat online purchases (Jiang et al., 2013). Perceived convenience significantly impacts the intention to repurchase, demonstrating how online shoppers' comfort level with the online platform or app affects their propensity to purchase more.

H1: Perceived convenience significantly affects repurchase intention

One approach to providing someone with comfort, advantage, and helpful services is through perceived convenience (Berry et al., 2002). The sense of ease that users of e-commerce experience from online shopping platforms forces manufacturers to consider the significance of a store's worth. Thus, the perceived convenience will affect the perceived value (Zeqiri et al., 2023).

H2: Perceived convenience significantly affects perceived value

Perceived value is a comprehensive customer assessment of a product's functionality or utility (Sharma & Klein, 2020). The assessment's findings are impacted by the customer's perceptions of what they receive and what is returned to the product seller (Rouibah et al., 2016). Consumer assessments and evaluations of the degree to which the advantages received are commensurate with the cost or sacrifices made to purchase the goods are included in the concept of perceived value. Customers will intend to make additional purchases on Tokopedia if they believe the benefits they receive from the platform are worthwhile. Repurchase intention is positively influenced by perceived value. Perceived

value was revealed to impact purchase intention substantially in the research findings (Watanabe et al., 2020).

H3: Perceived value significantly affects repurchase intention

When customers can choose, create, and interpret information into a meaningful image, they create perceived value (Ismail & Changalima, 2022). In the current digital era, customers can also utilize social media to advocate things by mimicking Word of Mouth (WOM) recommendations from other users through electronic Word of Mouth (e-WOM) marketing. Customers who appreciate the benefits of e-commerce will help disseminate the advantages of online shopping platforms. Thus, perceived value significantly impacts WOM (Ismail & Changalima, 2022; Liang et al., 2018).

H4: Perceived value significantly affects e-WOM

Verbal contact between individuals who convey non-commercial information about a brand, product, or service is known as electronic word-of-mouth (E-WOM). When a brand is positively communicated or discussed, consumers are more likely to plan to repurchase the product. Repurchase intention is significantly impacted by e-WOM (Ismail & Changalima, 2022; Zeqiri et al., 2023).

H5: E-WOM significantly impact repurchase intention

The following figure 1 shows the research model for this paper:

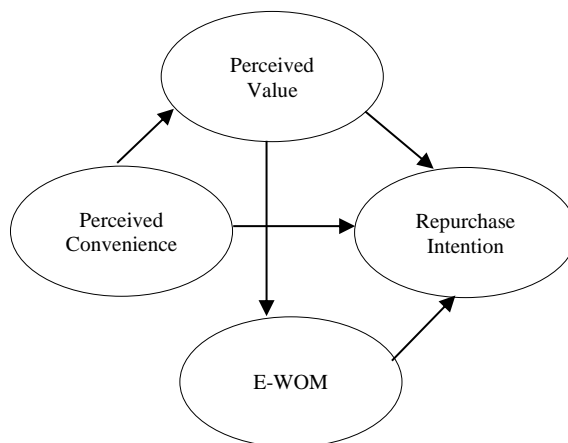


Figure 1. Research Model

RESEARCH METHOD

This research identifies the factors that drive online shopper's repurchase intention. The research samples will be required to fulfil the criteria, such as the respondents must purchase products at a minimum more than once within the last six months on the online shopping platform, be domiciled in Indonesia, and have a minimum age of about 17 years. This is known as the purposive sampling technique; a minimum of 100 respondents are required for social research.

The researchers used online questionnaires to obtain the research data. Three variables may affect the intention to repurchase: perceived convenience, perceived value, and electronic word of mouth (E-WOM). The five-agreement Likert Scale will measure those variables from strongly disagree (1) to strongly agree (5).

Repurchase intention defines the consumer behaviour of repurchasing products by using the same online shopping platform. It can be shown by several indicators, such as an individual's intention to repurchase repeatedly (RI1), make repeat purchases (RI2), visit the online store in the future (RI3), and make purchases in the future (RI4) by using an online shopping platform (Zeqiri et al., 2023).

Perceived convenience shows consumers' comfort when buying goods online, so they desire to repurchase them

(Benoit et al., 2017). The perceived convenience indicators such as access convenience consist of ease of access every time (PC1), everywhere (PC2), and always easy to access (PC3); search convenience consists of ease of searching for the products (PC4), ease of understanding the information and navigation (PC5), ease for searching the product classification (PC6), many product variations (PC7), well description product characteristics (PC8); evaluation convenience consists of ease of enough information to identify the product (PC9), picture and statement description for the product (PC10), online shopping without difficulty (PC11); transaction convenience consist of many ways to payment (PC12), simple and comfortable payment (PC13); possession convenience consists of safe product delivery (PC14), product price match with the online invoice (PC15); and post-purchase convenience consists of product arrived without damage (PC16), product arrived in the right time (PC17) by on online shopping platforms (Jiang et al., 2013).

Perceived value indicates the value perceived from the comparison results, which is more profitable for online shoppers. The perceived value indicators include buying the product since it has benefits (PV1), filling the happiness and lifestyle (PV2), and meeting social needs (De Toni et al., 2018).

Electronic word of mouth (E-WOM) refers to a positive or negative review about a product or service through the Internet that was submitted by potential buyers, current consumers, or former customers. This variable has four indicators such as seeing the review or comments from the previous buyer on the Internet (EW1), collecting the information in the online shopping platform (EW2), doing online consultation with online shopping platform teams (EW3), and boosting self-esteem following reading an internet comment (EW4) (Zeqiri & Kajtazi, 2020).

Further, the data will be analyzed using *Partial Least Squared (PLS) with Structural Equation Modelling (SEM)*. To do this, the research must test the validity and the reliability. For the convergent validity, the value of AVE (*Average Variance Extracted*) must be higher than 0.50. For the discriminant validity, the value of the cross-loading factor from the indicators must have the largest value compared to other variables. The last, for the reliability test, will be measured by *Cronbach Alpha*, which must be higher than 0.7. The data can be further analyzed if the research data can fulfil the validity and reliability test.

In addition, hypothesis testing will evaluate the sample's evidence strength to make an appropriate decision for the population. The t-statistics will be compared to the t-table value for hypothesis testing. If the t-statistic value is greater than 1.96, the independent variable significantly affects the dependent variable.

RESULT AND DISCUSSION

This research was carried out using online questionnaires in Indonesia, which were over 17 years old, with minimum purchases at online shopping platforms once for the last six months. There are 188 respondents for this research data.

Based on the data obtained from the survey results, the majority characteristics of respondents are male (56.9%), 17-23 years old (32.4%), and have an occupation as an employee (39.8%), with the amount of spending on online shopping platform that is more than 500,000 to 1,000,000 Indonesia Rupiah (36.2%). It was found that most respondents are a bachelor (58.5%).

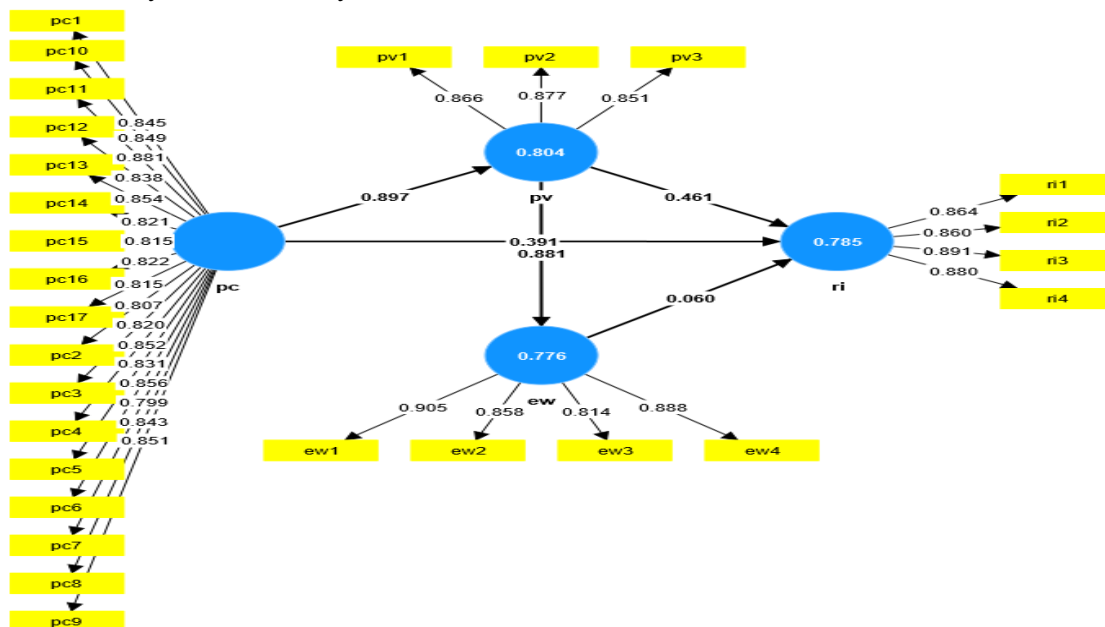


Figure 2. Partial Least Square Algorithm Research Model

This study is conducted to investigate the effect of Perceived Convenience (PC), Perceived Value (PV), and Electronic Word of Mouth (WM) on Repurchase Intention (RI) for online shoppers with the software Smart PLS 4.0. Figure 2 is the research model used in the study.

The convergent constructs can explain the indicator variability by measuring the Convergent Validity. The

assessment of Convergent Validity can be evaluated and be sufficient by using the results of the Loading Factor, which is higher than 0.5 than the Outer Loading Value. Table 1 will indicate the Outer Loading Value for this research. Based on the results in Table 1, it can be concluded that the Outer Loading Value has met the requirements for the Convergent Validity.

Table 1. Outer Loading Value

Var	EW	PC	PV	RI
ew1	0.905			
ew2	0.858			
ew3	0.814			
ew4	0.888			
pc10		0.849		
pc11		0.881		
pc12		0.838		
pc13		0.854		
pc14		0.821		
pc15		0.815		
pc16		0.822		
pc17		0.815		
pc1		0.845		
pc2		0.807		
pc3		0.820		
pc4		0.852		
pc5		0.831		
pc6		0.856		
pc7		0.799		
pc8		0.843		
pc9		0.851		
pv1			0.866	
pv2			0.877	
pv3			0.851	
ri1				0.864
ri2				0.860
ri3				0.891
ri4				0.880

Further, the Average Variance Extracted (AVE) value is higher than 0.5 for all variables. According to the data in Table 1 and Table 2. the research data is valid. Based on the Convergent Validity test.

Table 2. Average Variance Extracted Value

Variables	Average Variance Extracted (AVE)
<i>Perceived Convenience (PC)</i>	0.698
<i>Perceived Value (PV)</i>	0.748
<i>Repurchase Intention (RI)</i>	0.764
<i>E-WOM (EW)</i>	0.752

The cross-loading value shown in Table 3 will test the discriminant validity. This test aims to measure empirically how much the construct differs from other measurement model constructs. From the result. The cross-loading value for each indicator is

higher than that of other variable indicators. So, all indicators meet the Discriminant Validity test.

Table 3. Cross Loading Value

	EW	PC	PV	RI
ew1	0.905	0.814	0.780	0.741
ew2	0.858	0.793	0.752	0.701
ew3	0.814	0.754	0.752	0.683
ew4	0.888	0.808	0.769	0.731
pc10	0.788	0.849	0.780	0.732
pc11	0.796	0.881	0.774	0.755
pc12	0.748	0.838	0.732	0.726
pc13	0.769	0.854	0.776	0.773
pc14	0.792	0.821	0.735	0.680
pc15	0.741	0.815	0.735	0.723
pc16	0.794	0.822	0.769	0.711
pc17	0.766	0.815	0.752	0.726
pc1	0.798	0.845	0.766	0.710
pc2	0.764	0.807	0.697	0.650
pc3	0.744	0.820	0.723	0.692
pc4	0.772	0.852	0.765	0.717
pc5	0.736	0.831	0.722	0.722
pc6	0.747	0.856	0.766	0.720
pc7	0.723	0.799	0.718	0.704
pc8	0.747	0.843	0.760	0.719
pc9	0.760	0.851	0.757	0.739
pv1	0.825	0.818	0.866	0.774
pv2	0.756	0.789	0.877	0.736
pv3	0.696	0.713	0.851	0.732
ri1	0.735	0.749	0.733	0.864
ri2	0.670	0.710	0.747	0.860
ri3	0.761	0.771	0.793	0.891
ri4	0.712	0.774	0.749	0.880

To investigate the Reliability Results. Each variable in this research can be shown with Cronbach's Alpha value. Based on the result in Table 5., Cronbach's Alpha value is more

significant than 0.7. So, in this research. Each variable meets the requirement.

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha
<i>Perceived Convenience (PC)</i>	0.973
<i>Perceived Value (PV)</i>	0.831
<i>Repurchase Intention (RI)</i>	0.897
<i>E-WOM (EW)</i>	0.889

In the structural model analysis or Inner Model. R-Square will measure how much the independent variable can explain the dependent variable. The higher the R-

squared. The better the structural model analysis.

Table 6. R-Square

Variable	R-Square
<i>E-WOM (EW)</i>	0.776
<i>Repurchase Intention (RI)</i>	0.785

To ascertain if a hypothesis is accepted or rejected. Hypothesis testing is utilized. One way to test a hypothesis is to compare the t-statistics and t-table. Namely 1.96. A significant influence on the link between the variables can be inferred if the

t-statistic value is higher than 1.96. Table 4.13 displays the T table values in the table 7.

Table 7. Hypothesis Testing

Hypothesis	Effect	Original Sample	T-Statistic	Cut off	Note
H1	<i>PC -> RI</i>	0.391	2.925	1.96	*Sig.
H2	<i>PC -> PV</i>	0.897	39.659	1.96	*Sig.
H3	<i>PV -> RI</i>	0.461	3.982	1.96	*Sig.
H4	<i>PV -> EW</i>	0.881	35.455	1.96	*Sig.
H5	<i>EW -> RI</i>	0.060	0.536	1.96	Non-Sig.

*Significant level at 5%

The first hypothesis's test results demonstrate that perceived convenience positively and significantly impacts the intention to repurchase. Repurchase intention may be influenced by perceived convenience (the good ones). For online shop platforms, perceived convenience can generate convenience and ultimately result in repurchase intention (Berry et al., 2002; Seiders et al., 2005). Perceived ease of use

offered by online purchasing platforms in terms of various payment options and anytime, anyplace shopping. Online shop platforms guarantee that the goods customers purchase arrive undamaged in their hands and offer ample information about the products on display. They also have a flexible payment method. It has successfully fostered public trust in online shopping platforms, encouraging

consumers to make additional purchases (Raman, 2019).

The second hypothesis' test findings demonstrate that perceived convenience has a favourable and significant impact on users' perceptions of the online shop platform's value. Perceived convenience: The positive ones have an impact on perceived worth. By offering a versatile platform that can be used anywhere, accommodating different payment options, and guaranteeing that products reach customers safely, the Online Shop Platform has established its reputation (Benoit et al., 2017). This helps people feel at ease because they can access the Online Shop Platform from anywhere and benefit from its value. Shop anywhere, anytime, with flexibility, thanks to the ease of payment offered by the Online Shop Platform. In addition to providing adequate information on the products shown, the online shop platform also includes it. Because of its flexibility, the payment mechanism guarantees that customers' purchases arrive undamaged. Because of the convenience that online shopping platforms offer their customers, they have gained credibility in the eyes of their clients, encouraging them to make additional purchases there (Berry et al., 2002). hence, it follows that the second hypothesis is valid.

The third hypothesis's test results demonstrate that perceived value has a positive and significant impact on the Online Shop Platform on repurchase intention. The beneficial impact of online shopping platforms on perceived worth People can recognize the worth of the Online shopping platform when it performs well (Rouibah et al., 2016). Customers who perceive benefits from the products on Online Shop Platform and who are contented as a result of their needs being met help customers recognize the value of Online Shop Platform and, eventually, increase the likelihood that they will make additional purchases there (Sharma & Klein, 2020; Watanabe et al., 2020).

The fourth hypothesis' test findings demonstrate that perceived value has a favourable and noteworthy impact on E-WOM on the online shop platform. Value perception Positive things cause customers to engage in E-WOM, which benefits Online Shop Platforms by demonstrating its worth (Ismail & Changalima, 2022) – positive experience brought about by perceived value, namely with E-WOM's high-quality products that satisfy customers. According to the Online Shop Platform's measurement of perceived value, customers who write positive reviews on the platform are more likely to engage in E-WOM. Therefore, it can be said that the fourth hypothesis is true.

According to the results of the fifth test, consumers' intentions to repurchase products on Online Shop Platforms are not always influenced by E-WOM, nor does it necessarily result in such intentions. Online Word-of-mouth Good ones can influence someone's purchase intention (Liang et al., 2018; Sweeney et al., 2014). Positive evaluations from the Online Shop Platform would undoubtedly assist customers who are unsure about the quality of the goods, but after making a purchase, these customers will likely repurchase the identical items without consulting the reviews. Prices that are higher than at other stores may cause customers to have several issues, and it is also likely that they will not be happy with the products they bought from the Online Shop Platform. The fifth hypothesis is disproved since it is clear from the results of the discussion above that E-WOM has a positive and negligible effect on repurchase intention.

CONCLUSIONS

This study examines how perceived convenience and value, emphasizing the role of E-WOM as a mediator, affect repurchase intention to online shopping platforms. According to the research, one hypothesis has a negative and insignificant influence, while the other four have positive and significant effects.

On the online shop platform, perceived convenience has a favourable and significant impact on repurchase intention. This is a result of consumers' perceptions of the convenience offered by online shops being able to inspire trust in the platform, which in turn encourages customers to make additional purchases from online shops.

Perceived value is positively and significantly impacted by perceived convenience. Online Store Framework. Customers view online purchase platforms as valuable due to their simplicity of payment and versatile shopping options that allow them to purchase anywhere at any time.

On the online shop platform, perceived value has a favourable and considerable impact on the propensity to repurchase. This is because an Online Shop Platform's perceived value has a favourable effect. People can recognize the worth of the Online Shop Platform when it performs well with customers who see the benefits of the Online Shop Platform.

Positive and considerable perceived value impact on online shop platform word-of-mouth (E-WOM). This results from the satisfying experience that perceived value – specifically, E-WOM's high-quality products – offers customers. Favourable and good values influence consumers' behaviour by generating word-of-mouth (WOM) through favourable evaluations on the Online Shop Platform, as indicated by perceived value reported by the Online Shop Platform.

E-WOM has a negligible but beneficial impact on the intention to repurchase on the online shop platform. This is due to E-WOM. Positive things can influence someone's intention to purchase a good. Positive evaluations from online shops will undoubtedly assist customers who are unsure about the quality of the goods, but after they make a purchase, they will not bother to recheck the shop.

Limitation

The researcher became aware of certain limitations when doing this investigation. Owing to the randomly distributed questions, online queries that respondents would want to clarify and ask were outside the scope of the researcher's explanations. This research on the online shop platform may have different findings in other places because it was limited to Indonesia.

Suggestion

This study serves as a reference for future research, and it is envisaged that further sustainable research will be conducted by incorporating additional influencing factors such as perceived convenience, perceived value, E-WOM, and repurchase intention. To provide better results than this research, the researcher advises including hypotheses in future studies that were left out of this one and regional coverage. It is also intended that by increasing the number of respondents, future research will be more likely to yield more meaningful results. To get meaningful results from more research, the researcher advises future researchers to include variables not included in this study.

This study can guide online store managers, who should be more adept at organizing online stores, particularly for customers who wish to interact with online store representatives regarding products. To allow customers to complain directly to any merchants who are rude to them, online shop platform managers can additionally include a call center function on each merchant's website. To prevent fraud on the Online Shop Platform, customers are advised to exercise caution when dealing with merchants who lack trustworthiness. If there is fraud or a delay in the delivery of products, users of the Online Shop Platform are expected to notify the Online Shop Platform immediately. The organization's Online Shop Platform needs to persuade customers to eliminate the possibility of delivery delays. Offering various alluring

deals to its customers would be a better way for the Online Shop Platform to keep them as faithful customers.

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