

PREDICTING REPURCHASE INTENTION WITH E-SATISFACTION AS A MEDIATOR ON E-COMMERCE SHOPEE

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ABSTRACT

This study aims to examine the effect for Shopee (one of Indonesia's e-commerce service) of web design that contains visual and user interface, information quality that dense, clear and relevant, as well as safe, on-time delivery services and an assortment of delivery services on repurchase intention with e-satisfaction as a mediating variable. Nowadays, problems often arise from consumer talk about web design, user interfaces that are not too familiar with everyday use. Data collection in this study uses non-probability sampling with range of the shopee (e-commerce) buyer in Jakarta only, with the type of that sample that may be a purposive sampling. The number of samples in this study were 223 respondents. This study uses Smart PLS-SEM version 4.0 to process data. The purpose of this research is to provide insight for future research and prove that it can increase customer satisfaction and increase repurchases in shopping.. Using several leading theories and conceptual variables, the variables that become this study are more valid and can be considered for future research. and linking between important elements, namely information quality, delivery service, e-satisfaction, web design, information quality with repurchase intention. Based on the results of this study indicate that web design, information quality, and delivery service can significantly and positively influence repurchase intention mediated by e-satisfaction.

Keywords: web design, information quality, delivery service, e-satisfaction, repurchase intention

1. INTRODUCTION

As time goes by and technology improves, more and more people in Indonesia are using the internet to buy things online. This is because it is easier and saves time and money. One of the popular online shopping websites in Indonesia is called Shopee. It started in 2009 and has grown rapidly since then. Shopee makes it easy and safe for people to buy and sell things online and they have fast and convenient payment options (Widodo & Prasetyani, 2022).

However, in every company, of course, there are problems that must be overcome. Based on several trusted sources, Shopee has problems such as web design that cannot display when want to order both food and other services and a messy display that makes customers not feel comfortable when ordering products. Then the problem with information quality that does not match the description displayed on Shopee. Another problem is the disappointing delivery service, the purchased product does not arrive at the destination address. This can make customers feel disappointed and not want to make repeat purchases at Shopee.

The more satisfied consumers are with the online shopping experience, the higher the repurchase intention according to Marcolio & Ruslim, (2023) a positive consumer experience will motivate customers to form repurchase intention in e-commerce. Many researchers emphasize that the company ability to provide electronic satisfaction to customers will encourage them to form repurchase intention towards the company (Quan et al., 2020).

There are several factors that can provided e-satisfaction and increase repurchase intention, namely web design, information quality, and delivery service. According to (Garett et al., 2016)

web design is about making websites look good and easy to use. This involves planning how things will look, such as images and buttons, and figuring out how people will move around on the website. It also involves knowing how to make the website work well and easy for people to use. According to (Flavian et al., 2009) web design is like building something on an internet so that it looks good and is easy to find. It is important to have clear and correct information that people like and want to see. This factor can influence e-satisfaction and increase repurchase intention. In a study conducted by (Wilson et al., 2019), found that if a company makes a very good website, more people will to buy goods from that company again.

The next factor is information quality. According to (Howard et al., 2011) information quality explains how accurate, complete, current, and useful the information is for making decisions and understanding various things. If the quality of information is not good, it will affect a business too. According to Mala & Cerna (2012) knowing whether information is good or bad is important so that business systems can work properly. This means ensuring that the information is correct and consistent. This factor can affect e-satisfaction and increase repurchase intention. Researchers named (Ramadhan & Soesanto, 2017) found that when a website has very good information, people will be more happy with the site and more likely to want buy something from the site again.

Another factor is delivery service. Research conducted by (Miao et al., 2022) shows that delivery service on repurchase intention with e-satisfaction mediation is not significant. However, in previous research there is a differences, namely that delivery service on repurchase intention mediated by e-satisfaction is significant, namely research by (Cosar et al., 2017) delivery service is a very important task for a company when someone buys goods online. This can affect how happy the customer is with their purchase. This was examined by previous researchers, namely (Elim & Santoso, 2022) found that when their orders were delivered quickly and in a way that made them happy, they would be more satisfied buying goods online and wanted to buy more goods in the future from Shopee website. So, it can be concluded that this research has an empirical gap. This is due to several limitations such as minimal location and inappropriate population selection.

Several factors and explanations above, it can be concluded that these factors influence a repeated purchase interest and a company also needs an effort so that customers make repurchase intention which can directly influence purchase interest so that a repeat purchase occurs. So, the authors intend to conduct research on the factors that influence repurchase intention.

The results of research by (Rawung et al., 2022) shows that web design has a positive and significant effect on e-satisfaction for customers on online shopping platforms. When a website looks good and is easy to use, people like it more and want to return it. H₁: Web design has a positive and significant effect on e-satisfaction of Shopee users in Jakarta.

According to (Meida & Yusran, 2022) explains that information quality has a positive and significant effect on e-satisfaction. When the information on a website is easy to understand and interesting, people are more likely to engage with it. H₂: Information quality has a positive and significant effect on e-satisfaction of Shopee users in Jakarta.

According to (Ridho et al., 2021) explain that delivery service has a positive and significant effect on e-satisfaction. This research shows that when the delivery service is really good, it makes people trust the app more and find it reliable. This makes people happy and satisfied. H₃: Delivery service has a positive and significant effect on e-satisfaction of Shopee users in

Jakarta. Research conducted by (Riliana, 2021) explains that e-satisfaction has a positive and significant effect on repurchase intention. When customers are really happy with their online shopping experience, they are more likely to want buy things again from the same site in the future. H₄: E-satisfaction has a positive and significant effect on repurchase intention of Shopee users in Jakarta.

Research conducted by (Miao et al., 2022) explains that web design has a positive effect on repurchase intention mediated by e-satisfaction. Websites that sell goods online need to make their websites easy to use and easy on the eyes so that customers are happy and want to buy more goods from them. H₅: Web design has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction.

Research conducted by (Miao et al., 2022) explains that information quaility has a positive effect on repurchase intention mediated by e-satisfaction. This research found that information needs to be clear for people to trust it and feel more confident about buying a product. If the information is clear, it can make people happy with their online shopping experience and more likely to buy the same item again. H₆: Information quality has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction.

According to (Cosar et al., 2017) explain that delivery service has a positive effect on repurchase intention mediated by e-satisfaction. If the delivery takes a long time or the products gets damaged during delivery, it will make e-satisfaction decrease rapidly and affect customer repurchase intention. H₇: Delivery service has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction.

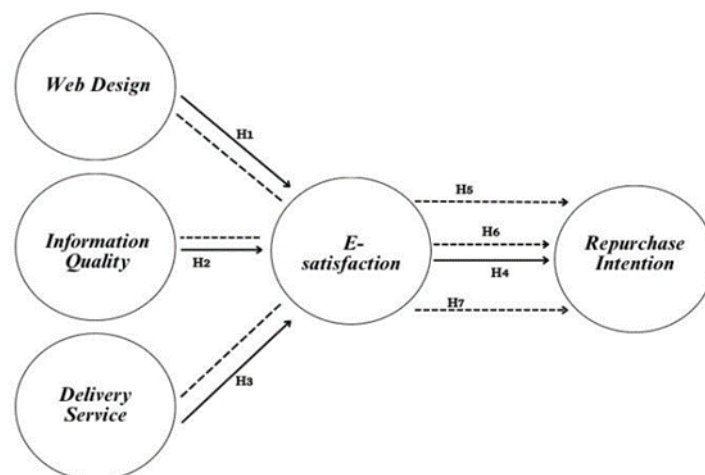


Figure 1. The Conceptual Framework

2. RESEARCH METHOD

The research design in this study uses descriptive research design to reveal the effect of web design, information quality, and delivery service on Shopee users repurchase intention mediated by e-satisfaction. Descriptive research design is a research method that aims to investigate causes, relationships and effects and collect information in a research event (Sekaran & Bougie, 2020). This research uses quantitative analysis of a series of surveys in Jakarta based on certain criteria and requirements. This study uses a cross-sectional research method, namely collecting data collected during a certain period of time (Sekaran & Bougie,

2020). The population of this study consist of Shopee users who live in Jakarta. Population refers to all people, events, or things that researchers want to study. Population is a large number of things that scientists want to know more about (Sekaran & Bougie, 2020).

Non probability sampling techniques were used to collect samples in this study. Non-probability sampling is a sampling method that is not influenced by the population data under study. Purposive sampling is used in the sampling method. Purposive sampling is used to obtain selectable data, this sampling technique applies to several criteria and research groups (Sekaran & Bougie, 2020). (Miao et al., 2022) the sample size collected for this study was 416 respondents. Based on this statement, the minimum sample size for this study was 208 respondents. To determine how to measure indicators, this study uses a likert scale and questionnaire prepared in the form of a Google form and distributed online. The likert scale is used to test how much someone agrees and disagree with a statement (Sekaran & Bougie, 2020).

Table 1. Research Indicators

Variable	Item	Code	Source
Web Design	Visual	WD1	Miao et al. (2020) & Guo et al. (2012)
	Efficiency	WD2	
	Responsive	WD3	
	Neatness	WD4	
	Accessible	WD5	
Information Quality	Accurate	IQ1	Miao et al. (2020), Guo et al. (2012), Risdiyanto (2014)
	Easily	IQ2	
	Reliable	IQ3	
	Understanding	IQ4	
Delivery Service	Appointment	DS1	Miao et al. (2020), Guo et al. (2012)
	Shipping	DS2	
	Security	DS3	
	Good product	DS4	
	Well packaged	DS5	
E-satisfaction	Experience	ES1	Miao et al. (2020) & Guo et al. (2012)
	Recommended	ES2	
	Feeling enjoy	ES3	
	Satisfied	ES4	
	Intend	ES5	
	Decision	ES6	
Repurchase Intention	Recommended	RI1	Miao et al. (2020), Tata et al. (2020), Cheng et al. (2019)
	Expectation	RI2	
	Anticipate	RI3	
	Intend	RI4	
	Interest	RI5	

3. RESULTS AND DISCUSSIONS

Validity like a test that checks whether something is true or not. It helps us ensure that we are measuring the right things in our research. To test validity, we use special analysis techniques that look at how well our measurements match the things we want to measure. These techniques help us see if our measurement are accurate and if the measurements are different from each other (Sekaran & Bougie, 2020).

Convergent validity means that two different sources agree on something by giving similar answer (Sekaran & Bougie, 2020). Considered valid if the results of each indicator are the

same, with the minimum limit of average variance extracted is 0.5 and each indicator on the loading factor value must have a value higher than 0.7 (Hair et al., 2022).

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Web Design	0.687
Information Quality	0.743
Delivery Service	0.749
E-satisfaction	0.745
Repurchase Intention	0.742

In Table 2, we can see the results of the average variance extracted (AVE) show that each variable has a value of more than 0.5. This can be declared valid on each variable and has met the requirements of convergent validity.

Table 3. Loading Factor

	WD	IQ	DS	ES	RI
WD1	0.810				
WD2	0.867				
WD3	0.823				
WD4	0.838				
WD5	0.804				
IQ1		0.859			
IQ2		0.877			
IQ3		0.866			
IQ4		0.847			
DS2			0.860		
DS3			0.847		
DS4			0.880		
DS5			0.875		
ES2				0.897	
ES3				0.862	
ES4				0.846	
ES5				0.872	
ES6				0.837	
RI1					0.870
RI2					0.865
RI3					0.847
RI4					0.866
RI5					0.858

Based on table 3, the value of the loading factor is more than 0.7, this value is declared valid. However, indicators on variable DS 1 (delivery service) and ES 1 (e-satisfaction) were removed because they did not meet the requirement of the loading factor test.

Discriminant validity is a way to see if the things being measured are actually different (Sekaran & Bougie, 2020). This can be done by comparing measures based on Heterotrait-Monotrait Ratio (HTMT) as seen from the correlation value. Cross loading aims to determine whether two things are different from each other. The Fornell-Larcker test looks at a latent that has more indicator variable than other variable (Hair et al., 2022).

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	DS	ES	IQ	RI	WD
DS					
ES	0.386				
IQ	0.335	0.617			
RI	0.324	0.899	0.525		
WD	0.409	0.749	0.728	0.672	

Table 5. Fornell-Larcker

	DS	ES	IQ	RI	WD
DS	0.865				
ES	0.360	0.863			
IQ	0.303	0.559	0.862		
RI	0.307	0.823	0.475	0.861	
WD	0.365	0.681	0.643	0.610	0.829

Table 6. Cross Loading

	WD	IQ	DS	ES	RI
WD1	0.810	0.529	0.244	0.579	0.520
WD2	0.867	0.528	0.313	0.626	0.531
WD3	0.823	0.533	0.360	0.474	0.426
WD4	0.838	0.559	0.317	0.593	0.555
WD5	0.804	0.519	0.290	0.530	0.478
IQ1	0.599	0.859	0.285	0.468	0.418
IQ2	0.558	0.877	0.254	0.437	0.357
IQ3	0.545	0.866	0.232	0.508	0.405
IQ4	0.520	0.847	0.275	0.506	0.452
DS2	0.284	0.252	0.860	0.275	0.229
DS3	0.308	0.227	0.847	0.247	0.198
DS4	0.312	0.248	0.880	0.294	0.243
DS5	0.349	0.304	0.875	0.392	0.352
ES2	0.601	0.488	0.304	0.897	0.747
ES3	0.550	0.428	0.317	0.862	0.683
ES4	0.516	0.466	0.294	0.846	0.693
ES5	0.640	0.557	0.328	0.872	0.741
ES6	0.626	0.465	0.310	0.837	0.685
RI1	0.556	0.429	0.283	0.721	0.870
RI2	0.550	0.442	0.335	0.749	0.865
RI3	0.528	0.424	0.203	0.683	0.847
RI4	0.510	0.408	0.291	0.713	0.866
RI5	0.477	0.339	0.200	0.676	0.858

Some of the tables above, it can be seen that the test is to see whether the value of each indicator is in accordance with the criteria or not. The results of cross loading and fornell larcker analysis can be seen from the value of indicators that are greater than indicators in other constructs. Then the Heterotrait-Monotrait Ratio (HTMT) test has a number less than 0.9 on the indicator construct.

Reliability means how much we can trust the accuracy of a measurement. It helps researchers check if the data they collect is consistent and there are no errors. Cronbach alpha and composite reliability values are valid if the value is more than 0.6 and less than 0.95. If the test results get a value of 0.6 to 0.7, this value is acceptable in research. Futhermore, a value of 0.7 to 0.9 means satisfactory (Hair et al., 2022).

Table 7. Reliability Validity

Variable	Composite Reliability	Cronbach Alpha
Web Design	0.916	0.886
Information Quality	0.921	0.885
Delivery Service	0.923	0.890
E-satisfaction	0.936	0.914
Repurchase Intention	0.935	0.913

Based on table 7, the results of the composite reliability and cronbach alpha test have been declared reliable and these values have met the requirements in testing the validity of reliability, namely the value reaches more than 0.6.

The multicollinearity test is a way to check if there is a problem when measuring different things simultaneously. If the test results show a value of 5 or more, it indicates that there is a problem in each of the measured construction indicators. However, if the VIF test value is close to 3 or less, it means that the multicollinearity test value is ideal (Hair et al., 2022).

Table 8. Result of Multicollinearity (VIF)

Variable	Nilai VIF		Description
	E-satisfaction	Repurchase Intention	
Web Design	1.805		No multicollinearity
Information Quality	1.722		No multicollinearity
Delivery Service	1.165		No multicollinearity
E-satisfaction	-	1.000	No multicollinearity

Based on the table above, the test aims to see a correlation VIF value between variables. In the VIF test results in this study there is no multicollinearity between exogenous variables because it can be seen that the VIF value shows below 5 (<5).

The coefficient determination is tested to determine the relationship between exogenous variables and endogenous variable, exogenous variable consisting of web design, information quality, and delivery service. While the endogenous variable is repurchase intention and is mediated by e-satisfaction.

Table 9. Result of Coefficient Determination (R-square/R²)

Variable	R ²	Description
E-satisfaction	0.500	Moderate
Repurchase Intention	0.678	Moderate

Based on the table above, the r-square value on the e-satisfaction variable is 0.500 or 50.0%. The mediation of the e-satisfaction variable is the mediation explained by the exogenous variables, namely web design, information quality, and delivery service, which has a remaining value of 0.500 or 50.0% which is not explained by other variables in this study. Meanwhile, the r-square value contained in repurchase intention is 0.678 or 67.8% which is explained in this research variable and the remaining value that is not explained in this study is 0.322 or 32.3%. The r-square test in this study has a value that is classified as moderate, namely 0.500 and 0.678.

The test is used as a change in the value of the r-square and if the research model has the previous variable removed. This will cause a substantive decrease in the r-square value of the endogenous variable (Hair et al., 2022).

Table 10. Result of Effect Size (F-square/F²)

Variable	E-satisfaction	Repurchase Intention
Web Design	0.295	-
Information Quality	0.043	-
Delivery Service	0.022	-
E-satisfaction	-	2.107

Based on the table 10, it can be seen that the effect size value of web design variable, information quality, and delivery service has a weak predictor effect on the mediating variable e-satisfaction, the web design variable has a value of 0.295, the information quality variable is 0.043 and delivery service has a value of 0.022. Meanwhile, the mediating variable, namely e-satisfaction, has a value of 2.107 which is categorized as having strong predictor influence.

Table 11. Result of Hypothesis Testing

Hypothesis	Path Coefficient	P-value
Web design → e-satisfaction	0.516	0.000
Information quality → e-satisfaction	0.193	0.001
Delivery service → e-satisfaction	0.113	0.012
E-satisfaction → repurchase intention	0.823	0.000
Web design → e-satisfaction → repurchase intention	0.425	0.000
Information quality → e-satisfaction → repurchase intention	0.159	0.001
Delivery Service → e-satisfaction → repurchase intention	0.093	0.012

The results of hypothesis testing in this study are:

- H1: The result of testing the first hypothesis are web design has a positive and significant effect on e-satisfaction of Shopee users in Jakarta. The value on the path coefficient is 0.516 and the p-value is 0.000. These result can be concluded that the first hypothesis is supported. When a website looks good and is easy to use, it makes Shopee users in Jakarta very happy. Good website design is important because it helps people enjoy online shopping at Shopee.
- H2: The result of testing the second hypothesis are information quality has a positive and significant effect on e-satisfaction of Shopee users in Jakarta. The value on the path coefficient is 0.193 and the p-value is 0.001. These result can be concluded that the second hypothesis is supported. Information quality that can be understood by customers such as good and clear explanations will affect e-satisfaction and increase repurchase intention.
- H3: The result of testing the third hypothesis are delivery service has a positive and significant effect on e-satisfaction of Shopee users in Jakarta. The value on the path coefficient is 0.113 and the p-value is 0.012. These result can be concluded that the third hypothesis is supported. If a delivery service is guaranteed safety and service, it will affect Shopee users e-satisfaction in shopping activities.
- H4: The result of testing the fourth hypothesis are e-satisfaction has a positive and significant effect on repurchase intention of Shopee users in Jakarta. The value on the path coefficient is 0.823 and the p-value is 0.000. These result can be concluded that the fourth hypothesis is supported. A customer experience in shopping can create e-satisfaction. This can affect repurchase intention in the Shopee application.
- H5: The result of testing the fifth hypothesis are web design has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction. The value on the path coefficient is 0.425 and the p-value is 0.000. These result can be concluded that the fifth hypothesis is supported. Web design with an attractive appearance in the eyes of customers can affect e-satisfaction. This can be increase repurchase intention in shopping online at Shopee.

- H6: The result of testing the sixth hypothesis are information quality has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction. The value on the path coefficient is 0.159 and the p-value is 0.001. These result can be concluded that the sixth hypothesis is supported. Information quality in an online purchasing activity must be clear and easy for consumers to understand so that consumers feel confident to shop on the website and feel satisfied with the quality provided. This can affect the repurchase intention of Shopee users.
- H7: The result of testing the seventh hypothesis are delivery service has a positive and significant effect on repurchase intention of Shopee users in Jakarta which is mediated by e-satisfaction. The value on the path coefficient is 0.093 and the p-value is 0.012. These result can be concluded that the seventh hypothesis is supported. If a delivery service is guaranteed to be safe and fast, then consumers will feel satisfied with the service and a high probability of repurchase intention on the Shopee application.

4. CONCLUSIONS AND SUGGESTIONS

Based on the test results, it can be concluded that the results of this study have a positive and significant effect on web design, information quality, and delivery service on e-satisfaction of Shopee users in Jakarta. Then, there is a positive and significant effect of e-satisfaction on the repurchase intention of Shopee users in Jakarta. Furthermore, there is a positive and significant effect of web design, information quality, and delivery service on repurchase intention mediated by e-satisfaction of Shopee users in Jakarta.

Based on the results of this study, there are several suggestions that can help the company and its future development. One suggestion is to include more exogenous variable in future research. Future researchers can also increase the number of respondents beyond the number of this study so that the data obtained is more accurate and optimal. In this study, due to limited time, cost, and energy, only 223 respondents were collected. Researchers suggest that further research can cover a wide area, not only limited to Jakarta, but also add other regions, such as other cities in Jakarta.

In this study, there is a positive and significant effect of website design on repeat purchase intentions mediated by e-satisfaction. Therefore, companies need to design their web pages well so as not to waste user time looking for products. A good website design display can satisfy consumers. When consumers are satisfied, they will make repeat purchase through the website. In this study, information quality has a significant positive effect on repurchase intention, with e-satisfaction as the mediator. This can be a reference for business actors, providing clear and accurate information quality so that customers are satisfied with reliable information and make repeat purchase. Researcher found that delivery services can make people want to buy something again. This happen because people feel happy with the delivery service. To keep customers happy, companies can offer different ways to deliver goods. If customer are satisfied with the delivery, they are more likely to buy more items in the future.

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