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DETERMINANTS OF REPURCHASE INTENTIONS FOR LAZADA CUSTOMERS IN JAKARTA: MEDIATING EFFECTS OF E-SATISFACTION

Ferenc Devlin Evert[1], Tommy Setiawan Ruslim[2*]

[1]Department of Management, Faculty of Economics and Business, Tarumanagara University, Jakarta
Email: ferenc.115200252@stu.untar.ac.id
[2] Department of Management, Faculty of Economics and Business, Tarumanagara University, Jakarta
Email: tommyr@fe.untar.ac.id

*Corresponding Author

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ABSTRAK

Banyak perubahan yang terjadi akibat kemajuan pesat di bidang ilmu pengetahuan dan teknologi khususnya pada aktivitas berbelanja yang awalnya dilakukan secara *offline* kemudian berubah menjadi *online* dengan menggunakan *e-commerce.* Lazada merupakan salah satu *e-commerce* terkemuka yang turut meramaikan perkembangan *e-commerce* di Indonesia, namun Lazada mengalami penurunan pengguna yang cukup signifikan dibandingkan *e-commerce* lainnya. Lazada harus meningkatkan *repurchase intention* pada konsumen dan meningkatkan kepuasan pelanggannya sehingga konsumen mau membeli ulang kembali. Penelitian ini menerapkan teknik pemilihan sampel *non-probability sampling* menggunakan metode *purposive sampling* yang berupa *judgemental sampling*, menetapkan sampel responden yang berusia 18 tahun ke atas yang pernah bertransaksi menggunakan Lazada di Jakarta. Sampel yang diperoleh berjumlah 181 responden yang diperoleh dengan menyebarkan kuisioner. Pengolahan data dilakukan dengan teknik SEM yang diolah menggunakan *SmartPLS* versi 4.0. Hasil yang diperoleh menunjukan *perceived security* dan *web design quality* memiliki pengaruh secara positif dan signifikan terhadap *repurchase intention* dan *e-satisfaction*. Di sisi lain*, ease of use* tidak berpengaruh secara langsung terhadap *repurchase intention* namun harus dimediasi terlebih dahulu oleh *e-satisfaction*. Selain itu, *e-satisfaction* memiliki pengaruh positif dan signifikan terhadap *repurchase intention* dan mampu memediasi seluruh variabel yang terdapat pada penelitian ini. Implikasi pada penelitian ini menunjukkan bahwa untuk meningkatkan *repurchase intention* pada Lazada, perusahaan harus fokus pada *security* dan *web design quality*, serta meningkatkan *ease of use* agar dapat meningkatkan *e-satisfaction* yang berperan sebagai mediator utama dalam mempengaruhi *repurchase intention.*

Kata Kunci: *perceived security, ease of use, web design quality, repurchase intention, e-satisfaction*

ABSTRACT

Numerous changes have been brought about by the scientific and technology fields rapid progress, especially in shopping activities which were originally carried out offline. Lazada is one of the leading e-commerce that has enlivened the development of e-commerce in Indonesia, but Lazada has experienced a significant decrease in users compared to other e-commerce. Lazada must increase repurchase intention in consumers and increase e-satisfaction to drive the customers to use the app to shop online. This study applies a non-probability sampling technique using a purposive sampling method in the form of judgmental sampling, determining a sample of respondents aged 18 years and over who have shopped with Lazada in Jakarta. This research managed to obtain 181 respondents by distributing questionnaires. Data processing was carried out using SEM techniques which were processed using SmartPLS version 4.0. Based on the results obtained, perceived security and web design quality have positive and significant effect on repurchase intention and e-satisfaction. However, ease of use does not directly affect repurchase intention if not mediated by e-satisfaction. In addition, e-satisfaction has a positive and significant effect on repurchase intention and mediates the relationships among all variables in this research. The implications of this research show that to increase repurchase intention on Lazada, companies should focus on security and web design quality, and improve ease of use to increase e-satisfaction which acts as a key mediator in affecting repurchase intention.

Keywords: *perceived security, ease of use, web design quality, repurchase intention, e-satisfaction*

1. INTRODUCTION

Background

The swift advancement of science and technology has led to a lot of transformations in the daily habits of the society. Many activities that were originally done offline have now switched to online, especially in terms of shopping. An e-commerce platform is a place where buyers and sellers can perform an online transcation. Indonesia's e-commerce development has grown rapidly in the recent years. The number of e-commerce users is also projected to continue growing yearly. (Statista, 2024).

Lazada is among the leading e-commerce platforms in Indonesia. Lazada used to be the top e-commerce platform in 2017, along with Shopee and Tokopedia. However, it is evident from the illustration in Figure 1 below, that Lazada has been continuously experiencing a drop in user levels compared to other e-commerce platforms (DataBoks, 2023). In 2024, Lazada also encountered an application error that left many users dissatisfied. These issues include Lazada accounts suddenly disappearing, the app being inaccessible, checkout process errors, and more (Teknoin, 2024). Due to these errors, many consumers find this experience unsatisfactory, which may cause Lazada to lose more active users and be overtaken by its competitors. This problem can affect repurchase intentions and customer satisfaction with Lazada.

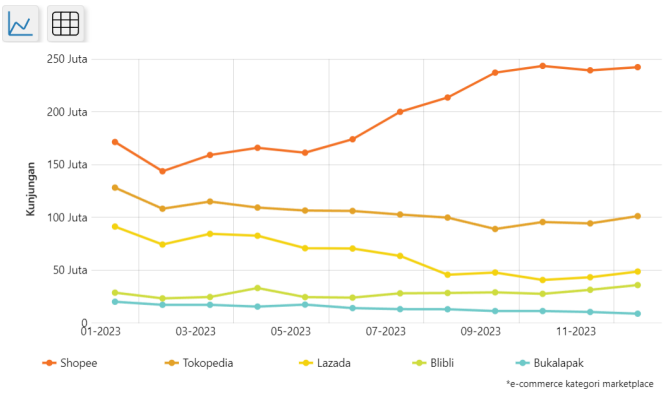

Figure 1. Development of E-commerce Users in 2023
Source: DataBoks (2023)

Repurchase intention (REP.INT) is defined as the behavior of consumers who are willing to repurchase products or services from the same provider in the future (Anggelina & Ruslim, 2023). Repurchase intention is crucial for the success of e-commerce (Zhang et al., 2011). Regular customers are much more profitable to a company than new customers because their spending habits are usually higher compared to new customers. Therefore, retaining repeat customers is vital for the sustainability of e-commerce (Patel, 2014). To increase repurchase intention, there are key factors that can influence users to make repeat purchases.

Perceived security (PS) is defined as the perception of consumers or individuals who believe that all their personal data or information will be safe and not misused for fraudulent purposes (Keni et al., 2020). According to Ha & Pan (2018), perceived security is the subjective probability that customers believe third parties will not view, store, or alter their personal information while it is being transmitted or stored. Based on these definitions, it can be concluded that perceived security refers to consumer confidence in a website or application that will consistently maintain data security in the form of personal information and not be misused by any party when transacting. Wilson et al. (2021) conducted research indicating that perceived security is an important factor

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influencing repurchase intention and e-satisfaction. When companies develop a robust security system, customers are more likely to make repeat purchases, which in turn increases customer satisfaction. Additionally, research findings by Dewi et al. (2020 suggested that the higher the level of security in an application, the greater the rate of repeat purchases and customer satisfaction. Previous studies show that perceived security has a positive and significant effect on repurchase intention and e-satisfaction.

Ease of use (PEU) is the extent to which users perceive new technology as easy to master or use (Ruslim et al., 2024). PEU also refers to the ease derived from the experience of using an application, where users find the application easy to understand (Alexandra & Ruslim, 2023). As defined by Keni et al. (2020), PEU refers to the public's perception that certain technologies are simple to understand and operate, effortless, and do not require much time to learn. Thus, it can be said that PEU is the ease felt by users of a technology or application based on their experience, and it does not require a lot of time to learn. Research conducted by Trivedi & Yadav (2020) revealed that companies that add easy-to-use features will increase customer buying intentions. This aligns with the finding of Wilson et al. (2021) which concluded that ease of use has a positive and significant effect on repurchase intention.

Web design quality (WDQ) is the quality of a website measured by various aspects, such as navigational ease, language, website appearance, and suitability of the page for the preferences of the company's target customers (Wilson & Keni, 2018). According to Priscillia et al. (2021), web design quality is defined as the degree to which website features meet the needs of its users. Therefore, it can be concluded that web design quality refers to the quality of a website that meets user needs, measured by various aspects such as features, navigation systems, and visual appearance. Research conducted by Wilson & Keni (2018) found that the better the quality of a website, the higher the probability that customers will make repeat purchases in the future. This is consistent with Wilson et al. (2019), which found that web design quality has a positive and significant effect on repurchase intention. However, Anggelina & Ruslim (2023) and Jogja & Widowati (2023) presented contrary findings, concluding that web design quality does not influence repurchase intention.

E-satisfaction (E-SAT) pertains to the level of pleasure a client feels about their prior e-commerce experience with a specific brand (Anderson & Srinivasan, 2003). According to Anggelina & Ruslim (2023), satisfaction is the customer's perception or experience (whether satisfying or unsatisfying) resulting from comparing what they want with what they have received. It can be concluded that e-satisfaction is a feeling of satisfaction or dissatisfaction stemming from previous purchasing experiences at certain e-commerce companies, based on the comparison between their expectations and the reality they received Research by Miao et al. (2022) indicated that e-satisfaction is essential for the sustainability of a company and is an important factor influencing repurchase intention. Similarly, research conducted by Anggelina & Ruslim (2023) revealed that the more satisfied customers are with e-commerce, the more likely they are to make repeat purchases from the same platform. Previous studies showed that e-satisfaction has a positive and significant effect on repurchase intention.

Theoretically, this study identifies a gap due to inconsistencies in the results across different studies, particularly concerning the relationship between ease of use and repurchase intention. According to Trivedi & Yadav (2020) and Wilson et al. (2021), ease of use has a positive and significant effect on repurchase intention. However, Kahar et al. (2019) found the opposite, stating that ease of use does not affect repurchase intention.

This research aims to determine the impact of perceived security, ease of use, and web design quality on repurchase intention through e-satisfaction as a mediator. The study is limited to customers who have transacted using Lazada, aged 18 years and over, and who reside in Jakarta. The selection of these variables is aligned with the issues faced by Lazada, and it is hypothesized that several factors of these exogenous variables affect repurchase intention, based on previous studies.

This research uses the grand theory of the Technology Acceptance Model (TAM) proposed by Davis (1986). This theory has evolved, culminating in the final model of TAM developed by Venkatesh & Davis (1996). The objective of TAM is to describe the factors that determine the acceptance of technology in general. The model aims not just to predict but also to explain, so that the reasons for acceptance and rejection of technology can be identified.

The Expectation Confirmation Model (ECM) is another theory used in this study. ECM is a development of the Expectation Confirmation Theory (ECT) proposed by Oliver (1980), which is used to research consumer satisfaction and post-purchase behavior in customer behavior literature. The ECM was first developed by Bhattacherjee (2001) and aims to explain user satisfaction and intention to use information technology after initial acceptance. ECM is utilized in this study due to its specific context in explaining user intentions regarding technology use. Thus, this study uses two relevant theories, which are TAM & ECM. Previous studies by Dewi et al. (2020) indicated that repeat purchases are positively correlated with the level of application security. Wilson et al. (2021) also highlighted that perceived security is a crucial factor influencing repurchase intention; when companies develop a robust security system, consumers are more likely to make repeat purchases. Based on these findings, the first hypothesis formulated for the current study is as follows:
H1: Perceived security has a positive and significant influence on repurchase intention.

Companies that incorporate easy-to-use features are likely to enhance consumer repurchase intentions (Trivedi & Yadav, 2020). Ease of use is also a crucial factor influencing repurchase intention. The ease or difficulty of learning new features and technologies affects consumers intentions to make repeat purchases (Wilson et al., 2021). Based on the findings of prior studies, the second hypothesis proposed for this study is as follows:
H2: Ease of use has a positive and significant influence on repurchase intention.

According to Wilson & Keni (2018) and Wilson et al. (2019), the higher the quality of the website, the greater the likelihood that consumers will make repeat purchases in the future. Based on these research findings, the third hypothesis proposed for this study is as follows:
H3: Web design quality has a positive and significant influence on repurchase intention.

Customer satisfaction is crucial for the sustainability of a company, and e-satisfaction plays a significant role in impacting repurchase intention (Miao et al., 2022). The greater the consumer satisfaction with an e-commerce platform, the more likely consumers are to make repeat purchases from the same platform (Anggelina & Ruslim, 2023). Based on the findings from previous research, the fourth hypothesis for this study is as follows:
H4: E-satisfaction has a positive and significant influence on repurchase intention.

The higher the level of security of an application, the greater the level of consumer satisfaction with the application (Dewi et al., 2020). This is supported by research conducted by Wilson et al. (2021), which indicated that perceived security is a crucial factor influencing e-satisfaction. When

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companies develop robust security systems and safeguard consumer personal information, consumer satisfaction with the company is likely to increase. Based on the results of previous studies, the researcher proposes the fifth hypothesis as follows:
H5: Perceived security has a positive and significant influence on e-satisfaction

Consumer assessment of the ease of use of an e-commerce platform may impact e-satisfaction with that platform (Wilson et al., 2021). This is further supported by research conducted by Dewi et al. (2020), which indicated that the easier an online application is to use, the higher the customer satisfaction with the application. Based on these findings, the researcher proposes the sixth hypothesis as follows:
H6: Ease of use has a positive and significant influence on e-satisfaction.

A company that develops a robust security system can enhance consumer satisfaction, which encourages customers to continue purchasing from the same e-commerce company in the future (Wilson et al., 2021). When customers feel secure, their satisfaction plays a crucial role in determining their likelihood of making repeat purchases (Dewi et al., 2020). Based on these results, the researcher proposes the seventh hypothesis as follows:
H7: Web design quality has a positive and significant influence on e-satisfaction.

A company that develops a robust security system can enhance consumer satisfaction, which encourages customers to continue purchasing from the same e-commerce company in the future (Wilson et al., 2021). When customers feel secure, their satisfaction plays a crucial role in determining their likelihood of making repeat purchases (Dewi et al., 2020). Based on these findings, the researcher proposes the eighth hypothesis as follows:
H8: Perceived security has a positive and significant influence on repurchase intention through e-satisfaction.

Consumer evaluations of the ease of using technology can affect e-satisfaction with the e-commerce platform and influence consumer intentions to make repeat purchases (Wilson et al., 2021). The ease of using the app impacts user satisfaction and, ultimately, increases the likelihood of users making additional purchases (Trivedi & Yadav, 2020). Based on these results, the researcher proposes the ninth hypothesis as follows:
H9: Ease of use has a positive and significant influence on repurchase intention through e-satisfaction.

A website with high design quality can enhance customer satisfaction by providing a seamless and effortless interaction experience, which increases the likelihood of consumers making repeat purchases (Wilson et al., 2019). According to Anggelina & Ruslim (2023), website design quality has an indirect effect on repurchase intention, but this effect is mediated by customer satisfaction. Based on these findings, the researcher proposes the tenth hypothesis as follows:
H10: Web design quality has a positive and significant influence on repurchase intention through e-satisfaction.

From the ten hypotheses above, the research model used can be illustrated as follows:

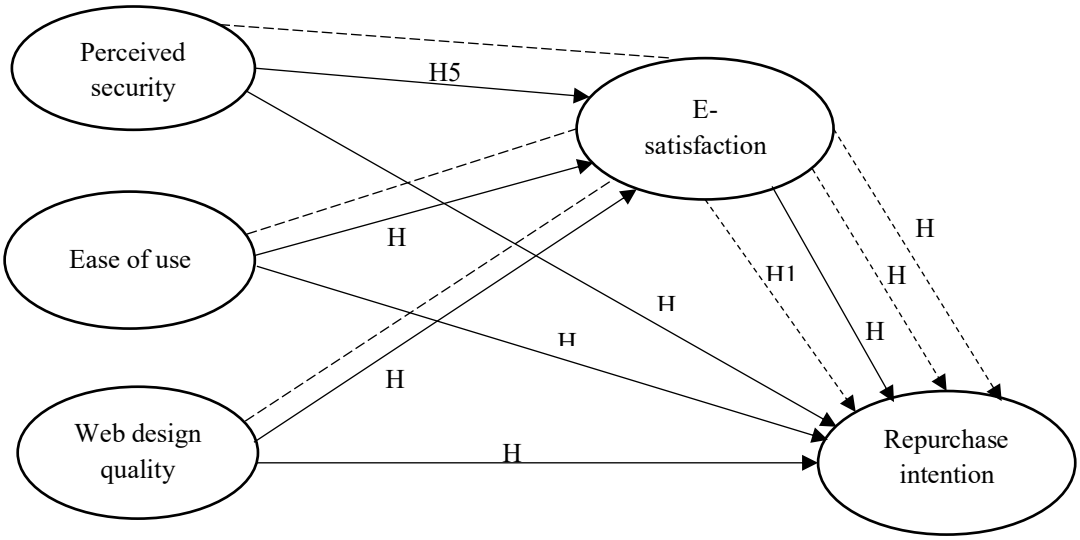

Figure 2. Research Model
Source: Author's Literature Review (2024)

2. RESEARCH METHODS

This study employs a descriptive cross-sectional research design because the data is collected at a single point in time, specifically from individuals who have transacted using Lazada. The sampling approach utilized was non-probability sampling, specifically purposive sampling with a judgmental sampling technique. Respondents who were selected have to be 18 years or older, had an experience to shop using Lazada, and currently live in Jakarta. The sample size for this study consisted of 181 respondents, obtained through the distribution of questionnaires via Google Forms. This sample size meets the requirements for Partial Least Squares (PLS), as indicated by Hair et al. (2022) that the minimum sample size for PLS is 154.5, assuming a significance level of 5% and a minimum path coefficient of 0.2. The respondents consist of 88 men and 93 women, with the majority aged 21-30 years, with the total of 119 individuals. The data was processed and analyzed using Structural Equation Modeling (SEM) and SmartPLS version 4.0 software. An interval scale was used, which assigns numerical values with consistent intervals to represent the level of the characteristics being measured (Malhotra, 2020). According to Malhotra (2020), data from the Likert scale is treated as an interval scale due to its similar characteristics in terms of description, order, and distance.

The operationalization of the variables used in this research is outlined below.

Table 1. Variable Operationalization

Variable	Items	Code	Scale	References
Perceived Security	High concern for safety of every transaction	PS1	Interval	Liu et al. (2008); Park & Kim (2003)
	Security mechanism for user information	PS2		
	Data will not be intercepted by any party	PS3		
	Feel safe in transactions	PS4		
	Transaction payment information will be protected	PS5		
Ease of Use	The marketplace is easy to use	PEU1	Interval	Trivedi & Yadav (2020); J. Smith (2008)
	Get convenience in the buying process	PEU2		
	Clear and understandable interactions	PEU3		
	The marketplace is easy to learn	PEU4		
	Find what you are looking for easily	PEU5		

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Web Design Quality	Attractive visual design appearance	WDQ1	Interval	Miao et al. (2022); Zhou et al. (2009)
	Easy to read display page	WDQ2		
	A website that doesn't waste users' time	WDQ3		
	Easy to navigate the website	WDQ4		
	Overall, the website is running well	WDQ5		
Repurchase Intention	Buying products from this marketplace again	RI1	Interval	Trivedi & Yadav (2020); Miao et al. (2022); Chiu & Cho (2021)
	Willingness to repurchase is very high	RI2		
	I would like to keep making purchases from this marketplace if possible.	RI3		
	Most likely to repurchase the product in the future	RI4		
	I intend to repurchase products from this marketplace	RI5		
E-Satisfaction	Satisfied with the decision to buy products from this marketplace	E-SAT1	Interval	Trivedi & Yadav (2020); Miao et al. (2022); Chiu & Cho (2021)
	The overall customer experience is very satisfied	E-SAT2		
	Deciding to use this *marketplace* was the right thing to do	E-SAT3		
	A pleasant buying process	E-SAT4		
	Recommend this marketplace to other customers	E-SAT5		

3. RESULT AND DISCUSSIONS

Outer Model Testing Results

Data was collected using a questionnaire as the data collection technique. This questionnaire was created using Google Forms and then distributed online to users who have transacted using Lazada, via social media platforms such as Line, Instagram, WhatsApp, TikTok, and Telegram. Outer model testing was conducted to assess validity and reliability. Convergent validity refers to the degree of positive association between a scale and other measures of the same construct (Malhotra, 2020). Convergent validity is considered acceptable if it meets the criteria for Average Variance Extracted (AVE) with a value higher than 0.5, and the loading factor having a value higher than 0.7. This study achieved valid AVE values for all variables, each exceeding 0.5. Additionally, the loading factor testing also passed validity, with values greater than 0.7 for each research indicator, after excluding three indicators (PS5, WDQ5, and E-SAT5) that did not meet the test criteria.

Table 2. Convergent validity & reliability test results

Variables	Item	Outer Loading	AVE	Cronbach's Alpha	rho a (ρA)	rho c (ρC)
E-Satisfaction	E-SAT1	0.838	0.617	0.792	0.798	0.865
	E-SAT2	0.768	-	-	-	-
	E-SAT3	0.811	-	-	-	-
	E-SAT4	0.720	-	-	-	-
Ease of Use	PEU1	0.818	0.627	0.852	0.857	0.894
	PEU2	0.791	-	-	-	-
	PEU3	0.791	-	-	-	-
	PEU4	0.796	-	-	-	-
	PEU5	0.762	-	-	-	-
Perceived Security	PS1	0.836	0.613	0.790	0.796	0.864
	PS2	0.779	-	-	-	-
	PS3	0.752	-	-	-	-
	PS4	0.764	-	-	-	-
Repurchase Intention	RI1	0.799	0.689	0.887	0.887	0.917
	RI2	0.824	-	-	-	-
	RI3	0.835	-	-	-	-
	RI4	0.877	-	-	-	-
	RI5	0.813	-	-	-	-
Web Design Quality	WDQ1	0.790	0.605	0.783	0.784	0.860
	WDQ2	0.779	-	-	-	-

	WDQ3	0.763	-	-	-	-
	WDQ4	0.778	-	-	-	-

This study has fulfilled the requirements for convergent validity testing, as evidenced in Table 2, which shows valid results for all variables, with an AVE value greater than 0.5 and a loading factor value greater than 0.7.

Discriminant validity refers to the extent to which a construct differs significantly from other constructs according to empirical standards (Hair et al., 2022). Testing for discriminant validity involves several methods. First, the Fornell-Larcker criterion test is considered valid if the square root of the AVE for each construct is higher than its highest correlation with other constructs. Second, cross-loading testing, based on discriminant validity criteria, requires that the outer loading of indicators on their related constructs be greater than on other constructs. Third, the Heterotrait-Monotrait Ratio (HTMT) test is considered valid if the HTMT value is below 0.9. The results of this study meet all the requirements for discriminant validity testing.

Table 3. Fornell Larcker Criterion analysis results

Variables	E-Satisfaction	Ease of Use	Perceived Security	Repurchase Intention	Web Design Quality
E-Satisfaction	0.786				
PEU	0.580	0.792			
PS	0.700	0.583	0.783		
Repurchase Intention	0.675	0.493	0.648	0.830	
Web Design Quality	0.618	0.548	0.577	0.586	0.778

Based on the results of the Fornell-Larcker criterion test shown in Table 3, the correlation for each construct is higher with its own variable than with other constructs, indicating that the Fornell-Larcker criterion has been fulfilled and valid.

Table 4. Cross Loading analysis results

Variables	E-Satisfaction	Ease of Use	Perceived Security	Repurchase Intention	Web Design Quality
E-SAT1	0.838	0.547	0.655	0.535	0.569
E-SAT2	0.768	0.431	0.541	0.583	0.436
E-SAT3	0.811	0.466	0.490	0.498	0.499
E-SAT4	0.720	0.367	0.500	0.504	0.430
PEU1	0.475	0.818	0.470	0.366	0.452
PEU2	0.380	0.791	0.338	0.309	0.320
PEU3	0.545	0.791	0.553	0.448	0.483
PEU4	0.455	0.796	0.447	0.396	0.445
PEU5	0.411	0.762	0.461	0.409	0.439
PS1	0.614	0.521	0.836	0.566	0.516
PS2	0.509	0.418	0.779	0.575	0.429
PS3	0.514	0.452	0.752	0.428	0.445
PS4	0.553	0.431	0.764	0.448	0.413
RI1	0.546	0.486	0.563	0.799	0.487
RI2	0.536	0.363	0.502	0.824	0.478
RI3	0.546	0.405	0.560	0.835	0.514
RI4	0.544	0.471	0.534	0.877	0.486
RI5	0.625	0.319	0.528	0.813	0.466
WDQ1	0.485	0.338	0.438	0.435	0.790
WDQ2	0.404	0.433	0.418	0.427	0.779
WDQ3	0.523	0.472	0.495	0.492	0.763
WDQ4	0.498	0.454	0.436	0.462	0.778

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Based on the results of cross-loading testing shown in Table 4, it is evident that the cross-loading values for related indicators are greater than those for indicators on other constructs. Therefore, the cross-loading results in this study meet the requirements for discriminant validity.

Table 5. Heterotrait-Monotrait Ratio (HTMT) analysis results

Variables	E-Satisfaction	Ease of Use	Perceived Security	Repurchase Intention	Web Design Quality
E-SAT					
PEU	0.692				
PS	0.878	0.697			
REP.INT	0.805	0.560	0.768		
WDQ	0.776	0.658	0.728	0.700	

Based on the results of the Heterotrait-Monotrait Ratio (HTMT) test shown in Table 5, the HTMT values are all less than 0.9, indicating that the HTMT criterion has been met and that there are no issues with discriminant validity.

After testing for validity, the next step is to conduct a reliability test. Reliability testing assesses the extent to which a scale produces consistent results when measurements are repeated (Malhotra, 2020). This test is divided into three criteria: rho A (ρA), Cronbach's alpha, and composite reliability (Hair et al., 2022). The values for these criteria range from 0 to 1, with 0.6 as the minimum acceptable value, 0.7 to 0.9 as satisfactory, and values above 0.95 considered undesirable. Based on the reliability testing results presented in Table 2, it can be concluded that Cronbach's alpha, rho A (ρA), and composite reliability (ρC) values meet the reliability criteria, with values exceeding the minimum of 0.7 and remaining below 0.95. Additionally, the rho A (ρA) value falls between Cronbach's alpha and composite reliability values.

Data Analysis Assumption Test Results

The assumption test of data analysis allows for assessing significance without requiring specific distribution assumptions. This test examines multicollinearity, which occurs when there is a high correlation or relationship between exogenous variables in the formative measurement model (Hair et al., 2022). To perform this test, the value of the variance inflation factor (VIF) is assessed. Ideally, the VIF value should be less than 5, indicating that there is no issue with collinearity between exogenous variables.

Table 6. Multicollinearity test results

Variables	VIF	Description
Perceived Security → Repurchase Intention	2.237	No Multicollinearity
Ease of Use → Repurchase Intention	1.759	
Web Design Quality → Repurchase Intention	1.835	
E-Satisfaction → Repurchase Intention	2.367	
Perceived Security → E-Satisfaction	1.769	
Ease of Use → E-Satisfaction	1.686	
Web Design Quality → E-Satisfaction	1.669	

In Table 6, the VIF values obtained for each variable are less than 5, indicating that there is no multicollinearity between the exogenous variables.

Inner Model Testing Results (Data Analysis)

In the testing of the inner model or data analysis, several tests need to be conducted, which are divided into four parts. The first is the coefficient of determination analysis (R^2), a statistical measure used to assess the explanatory power of the structural model (Hair et al., 2022). In essence, this analysis demonstrates the extent to which exogenous latent variables influence endogenous latent variables.

Table 7. Coefficient of determination (R^2) results

Variable	Coefficient of Determination (R^2)	Description
Repurchase Intention	0.541	Medium

The results in Table 7 show that the R^2 value is 0.541, or 54.1%. This indicates that the exogenous variables studied, namely perceived security (PS), perceived ease of use (PEU), web design quality, and e-satisfaction, account for 54.1% of the influence on repurchase intention. The remaining 45.9% is influenced by factors not included in this study's latent variables. This result falls within the medium criteria, which is between the values of 0.5 and 0.75.

The effect size analysis (f^2) is conducted to facilitate the assessment of the contribution of exogenous constructs to the R^2 value of the latent predictor variable (Hair et al., 2022).

Table 8. Effect size (f^2) results

Variables	Effect Size (f^2)	Description
Perceived Security → Repurchase Intention	0.076	Small Effect
Perceived Security → E-Satisfaction	0.265	Medium Effect
Ease of Use → Repurchase Intention	0.001	Small Effect
Ease of Use → E-Satisfaction	0.043	Small Effect
Web Design Quality → Repurchase Intention	0.076	Small Effect
Web Design Quality → E-Satisfaction	0.100	Small Effect
E-Satisfaction → Repurchase Intention	0.108	Small Effect

In Table 8, the majority of variable relationships show a small effect, with one displaying a medium effect. It can be concluded that omitting any of these variables would not significantly impact the R^2 results.

The predictive relevance (Q^2) analysis is used to test whether a model can accurately predict data points (Hair et al., 2022). The Q^2 value must be greater than 0 which indicates that the model relationship has good predictive value. In SmartPLS version 4.0, the blindfolding technique was removed and replaced with PLSpredict / CVPAT (Hair et al., 2019). PLSpredict compares the linear regression model (LM) value of the mean absolute error (MAE) or root mean squared error (RMSE) with its PLS-SEM value. In most cases, the root mean squared error (RMSE) value is more often used. This comparison results in the predictive ability of the model is divided into lacks predictive power, low predictive power, medium predictive power, and high predictive power.

Table 9. Predictive relevance test results (Q^2)

Variables	Predictive Relevance (Q^2)	PLS-SEM_RMSE	LM_RMSE	Description
E-SAT1	0.470	0.631	0.641	High Predictive Power
E-SAT2	0.300	0.658	0.668	
E-SAT3	0.297	0.672	0.685	
E-SAT4	0.259	0.655	0.708	
RI1	0.326	0.740	0.801	High
RI2	0.260	0.790	0.824	

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RI3	0.334	0.864	0.939	Predictive Power
RI4	0.293	0.802	0.824	
RI5	0.267	0.813	0.881	

In Table 9, the variables of e-satisfaction and repurchase intention produces high predictive power because none of the indicators have a PLS-SEM RMSE value that is higher than the LM value.

Hypothesis and mediation tests are further done to determine whether hypotheses 1 through 10 are supported. A hypothesis is supported if the path coefficient value ranges from -1 to +1, indicating either a negative or positive direction, and if the p-value is <0.05, which signifies significance and influence. Mediation testing was also conducted in this study. It is considered full mediation if the relationship between the exogenous and endogenous variables is insignificant without the mediator variable. In contrast, it is considered partial mediation if the relationship between the exogenous and endogenous variables remains significant both with and without the mediator.

Table 10. Hypothesis and mediation testing results
Source: Results obtained by the researcher

Hypothesis		Path Coefficient	P-Value	Conclusions
Perceived Security → Repurchase Intention	H1	0.280	0.043	Supported
Ease of Use → Repurchase Intention	H2	0.021	0.414	Not Supported
Web Design Quality → Repurchase Intention	H3	0.201	0.044	Supported
E-Satisfaction → Repurchase Intention	H4	0.342	0.004	Supported
Perceived Security → E-Satisfaction	H5	0.445	0.000	Supported
Ease of Use → E-Satisfaction	H6	0.176	0.023	Supported
Web Design Quality → E-Satisfaction	H7	0.265	0.000	Supported
Perceived Security → E-Satisfaction → Repurchase Intention	H8	0.152	0.024	Supported
Ease of Use → E-Satisfaction → Repurchase Intention	H9	0.060	0.049	Supported
Web Design Quality → E-Satisfaction → Repurchase Intention	H10	0.091	0.005	Supported

Discussion

The study's initial hypothesis (H1) is supported, as perceived security has a positive and significant effect on repurchase intention. These results were consistent with studies by Dewi et al. (2020) and Wilson et al. (2021), which also showed a similar result. With e-commerce that can maintain security for data and all customer transactions, customers will feel safe and will make repeat purchases in the marketplace which is safe. The study's second hypothesis (H2) is not supported, as ease of use does not affect repurchase intention. This finding aligns with research by Kahar et al. (2019), which reported similar results indicating that ease of use does not affect repurchase intentions. These results contrast with studies by Trivedi & Yadav (2020) and Wilson et al. (2021), which revealed that ease of use has a positive and significant effect on repurchase intention. The discrepancy may be attributed to the fact that most respondents in this study are young adults aged 18-30, who are highly adaptive to technological changes. For these users, ease of use may not significantly influence their intention to repurchase, as they are able to operate various e-commerce applications adaptively, making it less of a factor in triggering repurchase intentions.

The third hypothesis (H3) is supported, as web design quality has a positive and significant effect on repurchase intention. These results align with studies by Wilson & Keni (2018) and Wilson et al. (2019), which also found similar outcomes. This indicates that a visually attractive and easy-to-navigate web design can encourage consumers to make more purchases within the marketplace.

The fourth hypothesis (H4) is supported, as e-satisfaction has a positive and significant effect on repurchase intention. These results are consistent with studies by Miao et al. (2022) and Anggelina & Ruslim (2023), which revealed similar findings. Customers who have a satisfying and pleasant shopping experience are more likely to be interested in repurchasing within the same marketplace. The fifth hypothesis (H5) is supported, as perceived security has a positive and significant effect on e-satisfaction. These results are consistent with studies by Dewi et al. (2020) and Wilson et al. (2021), which also reported similar findings. E-commerce platforms with mechanisms to maintain data security and protect customer transactions enhance consumer satisfaction with the platform's performance.

The sixth hypothesis (H6) is supported, as ease of use has a positive and significant effect on e-satisfaction. These results are consistent with studies by Dewi et al. (2020) and Wilson et al. (2021), which also revealed similar findings. Ease of use in operating and learning to use an application can enhance customer satisfaction with the e-commerce platform. The seventh hypothesis (H7) is supported, as web design quality has a positive and significant effect on e-satisfaction. These results align with studies by Wilson et al. (2019) and Rahi et al. (2020), which concluded similar results. A web design that features attractive visuals, is easy to read and navigate, and does not waste time can increase customer satisfaction with the e-commerce platform. The eighth hypothesis (H8) is supported, as perceived security has a positive and significant effect on repurchase intention through e-satisfaction, with e-satisfaction serving as partial mediation. These results are consistent with studies by Dewi et al. (2020) and Wilson et al. (2021), which also reported similar findings. This suggests that a higher level of protection provided by e-commerce in terms of data and transaction security can enhance customer satisfaction, which in turn increases their intention to repurchase from the marketplace.

The ninth hypothesis (H9) is supported, as ease of use has a positive and significant effect on repurchase intention through e-satisfaction, with e-satisfaction serving as full mediation. These results align with studies by Trivedi and Yadav (2020) and Wilson et al. (2021), which also reported similar findings. Considering the results of this study, it appears that ease of use in operating the application, ease of interaction, and ease of learning must first satisfy customers before generating repurchase intentions. If customers feel indifferent or dissatisfied, even if the application is easy to use, it will not lead to an intention to repurchase from the marketplace. The tenth hypothesis (H10) is supported, as web design quality has a positive and significant effect on repurchase intention through e-satisfaction, with e-satisfaction serving as partial mediation. These results are consistent with studies by Wilson et al. (2019) and Anggelina and Ruslim (2023), which also revealed similar findings. An attractive visual web design, along with a display that is easy to read and navigate, can increase customer satisfaction, which ultimately enhances repurchase intention within the same e-commerce platform.

4. CONCLUSION AND RECOMMENDATIONS

It can be inferred from the study's findings that perceived security and web design quality have a positive and significant effect on both repurchase intention and e-satisfaction. However, ease of use does not directly affect repurchase intention but must first be mediated by e-satisfaction. Additionally, e-satisfaction has a positive and significant effect on repurchase intention and effectively mediates all variables examined in this study. Based on the data analysis, perceived security yields the highest statistical value compared to other variables influencing repurchase intention. Therefore, it can be concluded that security is a priority factor for customers when transacting on an e-commerce platform. A high level of security can enhance customer satisfaction and encourage repeat transactions. Consequently, the author recommends that Lazada increase its

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focus on security for every customer transaction. This can be achieved by regularly checking for system issues, being responsive to problems that arise, and addressing security-related feedback from customers to ensure their satisfaction and encourage continued use of Lazada for future purchases.

Furthermore, the author suggests that Lazada improve its web design performance to avoid wasting users' time. Lazada should optimize page speed to minimize long loading times during scrolling. Additionally, the search algorithm should be refined to better match user keywords, thus reducing wasted time. Enhancing the web design capabilities with effective predictive features can also help in minimizing user frustration. Additionally, the author recommends that Lazada provide a clearer interaction experience for users. Difficulties in interacting with the platform can lead to dissatisfaction and cause users to switch to other e-commerce sites. Lazada could implement engaging and clear interactive guides before users enter the app and provide a feedback feature for users to share their experiences. Using this feedback to continuously improve the platform can enhance user satisfaction and repurchase intention.

Even though this research is meticulous and comprehensive, several limitations remain. First, this study used a sample of 181, which may not be very representative of the entire population. Therefore, future studies are encouraged to use a larger sample size to obtain more relevant and accurate results. Additionally, the scope of this research is limited to Lazada consumers residing in Jakarta, which may not represent all Lazada users outside Jakarta. Future studies are advised to expand the scope to include other regions, such as Bogor, Depok, Tangerang, and Bekasi, to better understand preferences across different areas. Moreover, this study focused only on the variables of perceived security, ease of use, web design quality, and e-satisfaction concerning repurchase intentions. As a result, other important variables that may influence repurchase intentions were not addressed. Future researchers are recommended to include additional variables related to repurchase intention that were not examined in this study. Potential additions could include privacy concerns and trust mediation, as studied by Trivedi & Yadav (2020), or information quality, delivery service, perceived risk, and perceived fair price, as examined by Miao et al. (2022).

The managerial contribution of this research is to offer valuable insights to e-commerce managers, particularly those at Lazada, who are experiencing a decline in user engagement. It is crucial for them to prioritize security, enhance web design quality, and improve the ease of use of their applications to boost customer satisfaction and encourage repurchase intentions. The author also hopes that future researchers will build upon these findings and investigate repurchase intention in e-commerce more thoroughly, in line with the recommendations provided in the limitations section above.

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