

BEHAVIORAL DRIVERS OF REPURCHASE INTENTION ON SHOPEE: A STUDY OF SHOPPING EXPERIENCE, DELIVERY LENGTH OF TIME, ELECTRONIC WORD OF MOUTH, AND CUSTOMER SATISFACTION

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Abstract

This research seeks to identify behavioral drivers of repurchase intention on shopee marketplace in Indoensia. This study examines Shopping Experience, Delivery Length of Time, Electronic Word of Mouth and Customer Satisfaction to see their influence on Repurchase Intention on Shopee while also investigating the mediating role of customer satisfaction in the relationship between shopping experience and repurchase intention. This research employs quantitative methodologies using purposive sampling. This study employs primary data collecting via the distribution of questionnaires, yielding a total of 179 valid respondents. Additionally, SmartPLS v.3.3.3 is used as the data processing tool. The data indicates that the shopping experience greatly influences electronic word-of-mouth, costumer satisfaction, and repurchase intention. Customer satisfaction greatly influences repurchase intention. The shopping experience greatly influences repurchase intention mediated through costumer satisfaction. Regrettably, the delivery length of time and electronic word-of-mouth do not significantly influence repurchase intention.

Keywords : *Repurchase intention, shopping experience, delivery length of time, electronic word of mouth, customer satisfaction*

INTRODUCTION

Nowadays, internet is capable of increasing people's income, in addition not only as a media of information and communication. Apart from that, the internet is able to fulfil people's wishes in practically shopping by shopping at an online shop. More than 2.14 billion individuals are expected to purchase goods and service online by 2021, up from 1.66 billion global digital shoppers in 2016 (Statista, 2021). Purchasing goods and services on the internet has become a common practice for many individuals all around the world. Various people purchase online for the convenience and the others do so because of the low pricing offered by various e-commerce platforms. This shows that e-commerce is able to provide opportunities for marketers to reach a consumer purchase activity. E-commerce is a form or activity that sells and purchases goods or services through an electronic system, by making payment transactions through agreed media and sending goods to be sent via a freight forwarder services (Handoko, 2016).

As of 2023, Indonesia's e-commerce sector continues to grow rapidly solidifying its status as Southeast Asia's premier digital economy. In 2023, the total value of e-commerce transactions was IDR 453.75 trillion (about USD 29 billion), reflecting a 4.73% decrease from the prior year (Shafira, 2024). There are many factors that contribute to Indonesia's e-commerce sector's rapid growth. Firstly, the rising number of populations who use smartphone and internet penetration. Second, Indonesia has a huge population, which is seeing its purchasing power increase as the country's macroeconomic growth accelerates. Third, Indonesia's populations is young and tech-savvy, enabling them to easily adapt to modern technologies (Indonesia Investment, 2020). E-Commerce Platforms in Indonesia (2023–2024), according to Gross Merchandise Value (GMV) projections is Shopee where sustained a dominant position with an estimated 36% market share. Subsequent to Tokopedia was possessed around 35% of the market share. Lastly, TikTok Shop has swiftly grown to secure around 5% of the market (Statista Research Department, 2024).

Shopee still on the first position as an online shop that is often used by Indonesians for doing online shopping. Shopee is an E-marketplace, Shopee is a platform specifically designed and adapted for the Southeast Asian market to provide an easy, secure, and flexible online shopping experience through a strong payment system

and logistics support system. Shopee is part of the Sea Group, which was first introduced in Singapore in 2015, and has expanded its presence to Taiwan, Thailand, Indonesia, Malaysia, Philippines and the Vietnam (Shopee, 2018). Shopping at Shopee has become very popular due to discounts, original product guarantees, cashback for every shopping, having various product categories, and free shipping programs. Shopee is relatively new in the e-commerce world, but since its launch, Shopee has been able to attract the attention of consumers (Tan, 2019).

Increased market demand may come from old consumers who make repurchases or increased in new consumers (Tan, 2019). Repurchase intention and loyal attitude from consumers are the most important things for a company to maintain its existence and in order to survive in competition by keeping existing customers and attracting the attention of new consumers (Yi, Chen, & Yang, 2024). Retaining customers means expecting customers to repurchase the product and services when the same need arises from time to time. Several variables that have been studied by previous researchers such as Dewi and Kusuma (2019) studied on satisfaction, shopping experience and repurchase intention stated satisfaction and shopping experience significantly have an effect on repurchase interest among consumers of Zara fashion products in the Bali region. This indicates the higher satisfaction felt by customers, because the better shopping experience felt by consumers, so that consumers repurchase interest will be high. Research conducted by Chan, Liu and Zhang (2018) Delivery Service, Customer Satisfaction have a positive and significant influence on Repurchase. The cut-down of late deliveries helps to improve the sellers' revenue that comes from consumer repurchases, their research show that customers who are satisfied with their delivery service are more likely to repurchase. Research by Moh. Erfan Arif (2019) indicates that electronic word-of-mouth (EWOM) has a favorable and substantial impact on repurchase intention.

Despite this, the shopee position is currently unstable. TikTok and Tokopedia's combined gross merchandise volume (GMV) reached roughly forty percent, which was higher than Shopee's individual share (Saumi and Rachmawati, 2023). According to Femaledaily (2020) the Indonesian internet forum female daily, this thread talks all about their experience and user provide their opinion, as with other internet forums the conversation in the forum is both positive and negative. The review mentioned positive about shopping experience at Shopee is more enjoyable than in other e-commerce, because it is more user friendly, the settings are easy and it is also easier when looking for goods there will be displays of similar items from other places so you can compare. But another user provides negative feedback by saying she had a bad experience when making a transaction at Shopee, she said that she had made a transaction three times at Shopee but the transaction failed while the Shopee Pay balance was deducted (Femaledaily, 2020). This bad review they wrote based on their shopping experience can be considered as E-WOM will influence the cutomers' opinion and their future intention in using Shopee.

EcommerceIQ conducted on 1,240 respondents who use the six largest e-commerce sites in Indonesia, one of which is Shopee. Respondents said that the length of delivery time is the biggest obstacle when shopping online. This was complained by 22.5 percent of Shopee users. Shopee users are also dissatisfied with the return policy of 16.3% and product choices of 13.1% of the total transaction. In addition, the goods that arrive at the consumer do not match the consumer's expectations or are not exactly the same as in the picture, there are even defective goods that have reached the hands of consumers. On the mobile application and on the Shopee website, it also displays a comment column containing customer satisfaction and dissatisfaction. So it is clear if there are positive and negative comments as a consideration for customers or prospective customers to make repurchasing decisions. As mentioned above, researcher aims to seeks to identify behavioral drivers of repurchase intention on shopee marketplace. This study examines Shopping Experience, Delivery Length of Time, Electronic Word of Mouth and Customer Satisfaction to see their influence on Repurchase Intention on Shopee.

The Influence of Shopping Experience towards Repurchase Intention

Chiu et al. (2014) has been defined Repurchase Intention as the subjective possibility that an experienced buyer would continue to buy a product from the same online seller. If the user has a pleasant shopping experience, it can directly cause the user to have a repurchase intention (Sunny, 2019). The better the shopping experience formed by the company, the higher the consumer's repurchase intention (Dewi & Kusuma, 2019). Based on research done by Theresia and Wardana (2019) stated that customer shopping experience can significantly influence repurchase intention.

The Influence of Delivery Length of Time towards Repurchase Intention

Delivery Time playing important role to provide a good delivery service (Harter et al., 2025). Consumers tend to repurchase the same merchants if they have positive delivery service experiences in the past (Hufford, 2017). Research conducted by (Chan et al., 2018) reveal that fast and on-time delivery has a significantly positive effect on consumer repurchases intentions.

The Influence of EWOM towards Repurchase Intention

According to (Syahrivar & Ichlas, 2018), Electronic Word of Mouth is an effort to convey one's opinion (about a company's products or services) from one individual to another using the internet or current social media platforms. Study conduct by Putri & Pradhanawati, (2021) The effect of EWOM on Repurchase Intention based on the findings of the study indicate that EWOM has a positive and significant effect on Repurchase Intention. According to the research done by (Arif, 2019) EWOM is one of variable that constuct customer' repurchase intention.

The Influence of Customer Satisfaction towards Repurchase Intention

A high degree of e-satisfaction is required to maintain a strong relationship with the consumer; this builds trust and repurchase intention (Marinkovic et al., 2014). Customer satisfaction is a motivator for repurchase intention. Satisfied customers will show their loyalty rather than dissatisfied customers, by doing repurchase (Theresia & Wardana, 2019). High repurchase intention reflects a high level of satisfaction from consumers when deciding to buy a product Faradisa et al. (2016). Customer satisfaction has a positive and significant effect on repurchase intentions (Lin & Lekhawipat, 2014; Theresia & Wardana, 2019).

The Influence of Shopping Experience towards EWOM

Experience is the main factor that explains why consumers proactively spread stories about buying somewhere, Klein et al., (2016) in their research stated that, where the better the experience, the better the positive word of mouth carried out by consumers. (Agustin & Warmika, 2019) in their research, stated that shopping experience has a positive and significant effect on word of mouth. This means that the better the shopping experience experienced by the customer, the better the positive word of mouth given by the customer about his experience.

The Influence of Delivery Length of Time toward Customer Satisfaction

Faster shipment is one of the most effective strategies to satisfy customers (Ma, 2017). Delivery that is secure and timely play a vital role in fulfilling and exceeding customers' expectations (Putri Handoko, 2016), products should be able to arrive on time as promised (timely delivery) untill they reach the consumers' hands. Timeliness of delivery is very crucial considering the accuracy of delivery of products that have been ordered will be one of the important factors in increasing customer satisfaction (Jaya Sakti & Mahfudz, 2018).

The Influence of Shopping Experience through Customer Satisfaction towards Repurchase Intention

If the experience the consumer gets is satisfactory, it will increase the level of interest in his/her purchase and will do so again in the future. However, if a negative experience is obtained, consumers will be increasingly reluctant to buy again in the future (Shim, 2010). Dewi & Kusuma, (2019)in their research state that customer satisfaction mediates the effect of shopping experience on repurchase intention has a positive and significant effect. It's means that the higher the satisfaction felt by buyers, the shopping experience felt by buyers will also increase so that consumers' repurchase intention will be high.

RESEARCH FRAMEWORK

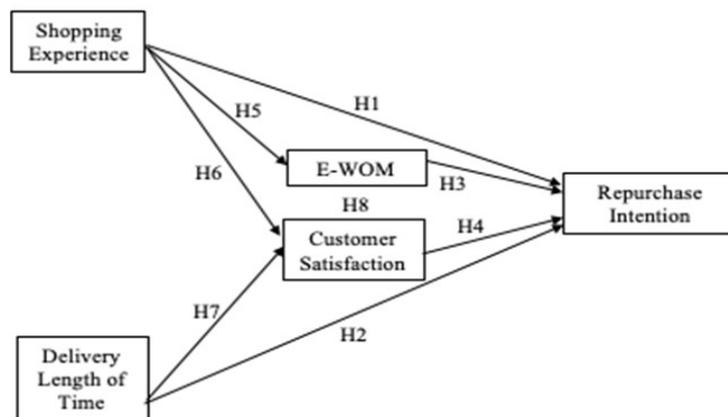


Figure 1. Theoretical Framework

Hypotheses

- H1: Shopping experience has significant influence on repurchase intention
- H2: Delivery length of time has significant influence on repurchase intention
- H3: EWOM has significant influence repurchase intention
- H4: Customer satisfaction has significant influence Repurchase Intention
- H5: Shopping experience has significant influence EWOM
- H7: Delivery length of time has significant influence customer satisfaction
- H6: Shopping experience has significant influence customer satisfaction
- H8: Shopping experience mediated by customer satisfaction has significant influence repurchase intention

METHOD

In this study, the Partial Least Square-based Structural Equation Modelling (PLS-SEM) method was used to model the structural equations, and the Partial Least Square-based Structural Equation Modelling (PLS-SEM) method was used to model the structural equations. Quantitative approach was implemented in this research. Based on Creswell & Creswell, (2018), Quantitative research investigates the relationship among factors in particular to validate objective ideas. The goal of quantitative research is to quantify or measure the subject of study. Quantitative approach was implemented in this research. Based on Creswell & Creswell, (2018), Quantitative research investigates the relationship among factors in particular to validate objective ideas. The goal of quantitative research is to quantify or measure the subject of study.

Population and Sample

The population in this study is concentrated on individual who use E-commerce especially Shopee and live in Indonesia. The non-probability sample data approach was applied, where the sampling technique does not provide an equal possibility for each element or member of the population to be chosen as a sample (Sugiyono, 2013). This research will take the sample of respondents that ever purchased in Shopee. According to Sugiyono (2013), Purposive sampling is a method of sampling in which the researcher selects respondents of the population to participate in the study based on a set of criteria. Purposive sampling is used since not all samples have parameters that satisfy the research's requirements. The following criteria were used for present research are the respondent who meets the criteria below:

1. Ever purchased in Shopee
2. Live in Indonesia
3. Age Between 14-55

In a structural model, the minimum sample size is 10 times the maximum number of formative indicators used for calculating 1 latent variable, or 10 times the largest number of structural paths directed at such latent variables, according to (Hair et al., 2011; Kock & Hadaya, 2018), The researcher uses the formula as follows to calculate the number of samples as results:

Equation 1 Sample Determination

$$N = 10 \times Q$$

Source: (Hair et al., 2012; Kock & Hadaya, 2018)

It can be inferred from the above formula that the minimum number of respondents to this study is 50 as the largest number of questions in a variable is 5 questions.

Operational variables

Independent variables

Shopping Experience

According to McKechnie (2012), Experience is both a verb and a noun. Experience may be useful in defining various processes and participating in those activities. There are additional ways in which an object may affect someone's thoughts or emotions through their senses or thinking. Experience is a perception that people get whenever they consolidate their sensory information, this perception is modified by customer interactions with products, services, and businesses (Parussa, 2017).

Keyser et al., (2015) state that shopping experience consists of cognitive, sensorial, emotional, physical and social elements that mark the consumer's direct and indirect interaction with seller. Klaus, (2013) defined online shopping experience as “the customers’ overall mental perception of their interaction with the online service provider”. Michaud Trevinal & Stenger, (2014) said online customer experience is defined as a subjective process that occurs as a result of customers’ interaction with the shopping website. The virtual marketplace provides a platform for online shoppers and online businesses to collaborate on the creation of experience (Rose et al., 2012). Customers want both pleasurable and seamless experiences from their service providers, and they are willing to switch to retailers who can provide superior value by providing such an experience (Kahn, 2018). The bad experience will fade away while the fun shopping experience will be remembered (Islamiyati & Chairy, 2021).

Based on the theoretical explanation provided above, Shopping experiences might be positive or negative and long-lasting or fleeting, it is possible to infer that the consumer shopping experience is a series of memorable personal interactions between customers when they contact with a product, company, or representative, which results in positive or negative emotions.

Online shopping experience indicators according to (Ling et al., 2010):

1. Experienced in online shopping
2. Feel competent when shopping online
3. Feel comfortable when using web shopping
4. Feel that online sites are easy to use.

Delivery Length of Time

Ecommerce companies are rushing to offer competitive delivery times in order to fulfill consumer demand, assuming that shorter delivery times are better for customers (Rangel, 2018). The quality of delivery services in

terms of timeliness and shipping speed, is related to delivery length of time, which is refer to the speed where the products is processed and the goods are deliver to the consumers (Ma, 2017). Delivery time is the period of time the customer orders the product until the product arrives at the customer (Jaya Sakti & Mahfudz, 2018)

The primary goal of online buyers is for items to be delivered securely and on time; this is important in satisfy customers. Customers are easily persuaded to another platform as a result of late, risky, or unsatisfactory orders delivery (Ziaullah et al., 2014). The delivery length of time will raise the customer's perception in term of ambiguity and risk, the longer the products takes for delivery, the more uncertain the customer will feel (Qiang, 2019).

In conclusion, customers easily switch due to low switching costs in e-commerce, hence shipment speed is critical to gain a competitive advantage. It is one of the important aspects that determines if the company will be able to deliver the goods to the client securely and on time in order to meet their expectations.

Delivery length of time indicators according to Sakti & Mahfudz (2018):

1. Guarantee/Warranty
2. Processed orders
3. Estimation

EWOM (Electronic Word of Mouth)

The internet's existence entered into a new paradigm in Word of Mouth (WOM) communication and this is the beginning of the emergence of the term Electronic Word of Mouth (EWOM). The phenomena of EWOM is regarded as a shift from conventional interpersonal communication to a new generation of online communication (Isмасari & Farida, 2016). Hawkins and Mothersbaugh in Suryani, (2013), said that consumers learn about products through experience or observation of the use of other consumer products and seek information by asking other consumers who know and have used the product they are going to buy.

In emerging markets, word of mouth is increasingly essential rather than in developed market because first time purchasers with a less history of brand knowledge predominate, while a bigger number of customers are persuaded to make purchases based on instore experience (Atsmon et al., 2012).

EWOM is defined as the dynamic and continuous activity of exchanging information between future, current, or past customers about a company, product, service, and brand that is available to a wide number of individuals and businesses over the internet (Ismagilova et al., 2021). (Reza Jalilvand & Samiei, 2012) said EWOM as "a negative or positive statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet". While for companies, EWOM can serve as a feedback mechanism, allowing them to enhance the quality of their product while also attracting new clients.

There are indicators that can encourage the occurrence of electronic word of mouth so that it can affect repurchase intention. Based on the research of Jalilvand and Samiei (2012), there are 5 indicators of EWOM as follows:

1. Reading reviews of other consumer products on the internet.
2. Using the internet to gather information from consumer product reviews.
3. Consult online.
4. Feelings of worry if someone doesn't read online reviews before buying.
5. Confidence boost after reading review on internet.

Variable Moderator

Customer Satisfaction

Customer satisfaction is an important key to be able to retain customers because repurchase intention occurs when the company is able to satisfy the customers with the product and service provided (Dewi & Kusuma,

2019). Customer satisfaction define by Ladeira et al., (2016) is feeling that occurs after the customer purchase the product or service. According to Kundu & Datta (2015), customer satisfaction is an emotion of customers that occurs in comparison of expectation and reality. Consumer satisfaction is the feeling of someone who is satisfied or otherwise after comparing between reality and expectations received from a product or service (Genoveva, 2015). Customer satisfaction is defined as the opinion of a customer's assessment of the quality of the products or services offered (Yesenia & Siregar, 2016). According to Artiningtyas et al. (2015) consumer satisfaction can be improved by improving the quality of products and services, to provide quality service companies must understand what is expected consumers of the products and services provided.

The existence and ability of the company to earn profits in the long term is indirectly affected by the company in satisfying consumer needs, things that are often termed the marketing concept (Khusaini, 2016). Customer satisfaction plays a vital role to business success because pleased consumers are willing to pay higher prices, especially if they purchase the product repeatedly. Customers are also more willing to return, to be brand loyal, and to be dedicated to the product (Siddiqi, 2011). According to the explanation above, customer satisfaction occurs when a consumer provides feedback on a recent purchase that meets or exceeds their expectations. According to Tjiptono (2014), the indicators for forming consumer satisfaction consist of:

- 1.Conformity of expectations, Is the level of conformity between product performance expected by consumers and those felt by consumers.
- 2.Price and Quality relationship, It is refers to the price of products is in accordance with the quality.
- 3.Product quality, Is the quality of the product that the customer purchase
- 4.Interested in visiting again, It is the willingness of consumers to revisit or reuse related products.
- 5.Willingness to recommend , It refers to consumers' willingness to recommend products they have experienced to friends or family.

Dependent Variable

Repurchase Intention

Pratiwi (2020) are defined online repurchase intention is the customer's interest to repurchase online in the future. (Trisnawati et al., 2012) said that online repurchase intention is behavior that appears in response toward the object. Repurchase intention is part of consumer buying behavior that occurs because there is a match between consumer desires and the performance of the services or products offers by the company, so that there is a desire to use them again in the future (Wijaya & Nurcaya, 2017). Customer repurchase intention is considered more important by seller because it indicates a continuing purchase in the future (Tunjungsari et al., 2020).

After the customer decides that they are purchasing a specific product, they will be driven by their intention whether or not to make a repurchase and to offer a positive evaluation of the product (Jaafar et al., 2013). Their intention will be directed by psychological stimulation and motivation, causing them to return to the store and repurchase the same goods the next time they go out. In the marketing aspect of a business, it is necessary to understand the factors that can lead to consumer repurchase intentions (Anwar R & Adidarma W, 2016). Repurchase intention can be achieved by building and managing good relationships by continuously providing value and increasing customer satisfaction (Varga et al., 2014).

Research conducted by Ferdinand (2014), The following indicators can be used to determine repurchase intention are:

1.Explorative interest

This interest defines the desire of someone who is continuously seeking for information about the products or services in which they are interested, as well as information to support the positive characteristics of the items or services they subscribe to.

2.Referential interest

A person's tendency to refer a products he or she has purchase, so that others will also buy it, based on his or her shopping experience.

3. Preferential interest

Is an interest that defines someone's behaviors who always has a strong preference for the products or services that they ever purchase. This preference can only be changed if something happens to the preferred products or services.

4. Transactional interest

A person's tendency who always repurchase goods and service that they ever used.

Metode Analisis Data

The SmartPLS software, version 3.3.3, was used to model the data. PLS-SEM is the implementation of a path model that is used the most frequently. PLS is regarded as the method that is most suited for research projects in which the primary purpose is either exploratory or predictive modelling (Garson, 2016). Two models are included in the PLS-based structural equation model; these are the measurement model and the structural model. The measurement includes outer model, inner model and hypothesis testing measurement.

PLS is characterized as the most suitable technique where the research objective is predictive or exploratory modeling. In general, covariance-based SEM is preferred when the research objective is confirmatory modeling (Garson, 2016). By using PLS-SEM an evaluation of the measurement model (outer model) analysis shows how the manifest variable represents the latent variable to be measured. Next, an analysis of the structural model (inner model) which shows the strength of the estimation between latent / construct variables. Evaluations of measurement models are grouped into evaluations of reflective and formative models. This study uses a reflective model in which measurement covariates are influenced by latent constructs (Ghozali & Latan, 2015). In PLS-SEM to get a model that is fit or what can be called a pre-test, then this research tests the quality of the measurement model. To evaluate the goodness of fit of the outer measurement model, there are three requirements that must be considered, namely, convergent validity, discriminant validity, and reliability.

The rule of thumb for evaluate measurement model are:

1. Internal consistency reliability: Composite Reliability and Cronbach's Alpha > 0.70 (in exploratory research, 0.60-0.70 is still acceptable).
2. Convergent validity: AVE \geq 0.50 and Loading Factor > 0.70
3. Discriminant validity: Cross-Loading and Fornell-Larcker Criterion must be the highest from other variables.

Hypotheses Testing

The calculation in this study compares the t-value calculated by t-Table, where the alternative hypothesis will be accepted if the calculated t value is greater than t Table. Hypothesis testing is done partially by calculating the value of t through the help of SmartPLS 3.3.3. The t distribution Table is at $\alpha = 5\%$. For decision criteria, hypothesis testing in this research is using two-tailed test because of hypothesis testing with UTAUT 2 constructs are likely to have a significant influence or not. The critical value that must be met is t-table of 1.96. That is, if the value of t-table is greater than 1.96, then there is a significant positive between the exogenous latent construct and the endogenous latent construct tested.

RESULT AND DISCUSSION

Result

The questions used are collected online using a platform called Google Form. Researchers can collect as many as 204 respondents. However, to find respondent who fit this study's requirements, we looked for respondents that ever used Shopee.

Table 1
Respondent profile

Demographic Information	Category	Sample	
		Number	Percentage (%)
Gender	Male	49	73
	Female	130	27

Age	14-25 years old	95	53
	26-35 years old	44	24
	36-45 years old	12	7
	46-55 years old	28	16
Domicile	Denpasar	107	60
	Bekasi	14	8
	Jakarta	13	7
	Tangerang	8	5
	Depok	6	3
	Lombok	5	3
	Klungkung	5	3
	Purwokerto	4	2
	Bogor	3	2
	Medan	2	1
	Kupang	2	1
	Badung	1	0,5
	Pandaan	1	0,5
	Cikarang	1	0,5
	Palembang	1	0,5
	Makasar	1	0,5
	Amlapura	1	0,5
	Cilacap	1	0,5
	Banyumas	1	0,5
	Semarang	1	0,5
Occupation	Bandung	1	0,5
	Student	58	32
	Employee	64	36
	Civil Servant	18	10
Monthly Income	Entrepreneur	18	10
	<Rp. 1.999.999	63	35
	Rp. 2.000.000 – Rp. 4.999.999	68	38
	Rp. 5.000.000 – Rp. 9.999.999	37	21
	>Rp. 10.000.000	11	6

Source: Constructed by researchers (2021)

Based on the table 1 above, the percentage of female respondent more dominant rather than male respondent. 73% of female respondent is equal to 130 respondents, while 27% of male respondent is equal to 49 respondents. Second, based on age, it is given that most of the respondents are in age between 14 – 25 years old shows with the number of 53%, continued with 24% of respondents who are in age between 26 – 35 years old, 7% within 36 – 45 years old, and the rest of them which is 16% respondents in age between 46 - 55 years old. Third, the majority of respondents are domiciled in Denpasar (60%), Bekasi (8%), Jakarta (7%) and Tangerang (5%) with a total of 179 respondents. Whereas the remaining 37 respondents are domiciled in provinces throughout Indonesia, which according to the percentage table is below 5%. For the occupation section, as many as 36% of respondent are employees, while 32% are students, continued by 12% of freelancer, while the rest is only 10% of civil servant & entrepreneur, as the data respondent that can be reach by the author. Last but not least, it gives information that most significant income per month of the respondents is between 2 – 4.9 million rupiahs shows by the number of 38%, then 35% of them got the income below than 1.9 million rupiahs, following by 21% respondents have the income between 5 – 9.9 million rupiahs, the rest of them have the income above 10 million rupiahs with the percentage of 6%.

Analysis of SEM

This study examines the validity and reliability of a research model using latent structures, reflective indicators, and formatives, using convergent, discriminant, and composite reliability measures, and the PLS Algorithm in SmartPLS v.3.

Measurement Model Result

To assess whether or not the various constructs are related, a convergent validity test can be used. In this study, the convergent validity test is based on the parameters factor loading value and Average Variance Extracted (AVE), with factor loading value more than 0.7 and AVE less than 0.5. (Hair et al., 2011). Table 2 shows the loading factor for each indicator in convergent validity. According to Table 2, the test results indicate that the loading factor value for all products is greater than 0.60. All indicators of the variable constructs of Shopping Experience, Delivery Length of Time, E-WOM, Customer Satisfaction, and Repurchase Intention are valid, according to the findings. The next step in convergent validity is to measure the AVE value of each latent variable. The table below shows the importance of AVE findings for convergent validity. Based on the table 2, the Construct Reliability (CA and CR) value for each variable is greater than 0.7. As a result, both variables have been determined to be stable enough to be used in hypothesis testing. According to the three tests mentioned below, all of the indicators and constructs in this study are true and reliable (Convergent Validity, Discriminant Validity, and Construct Reliability). As a result, the outcome can be used as an outer model measure, which is analyzed and used to testing inner model or structural.

Table 2
Measurement model assessment analysis Construct/measured items

	Convergent Validity			Construct Reliability
	Loading	AVE	Cronbach's Alpha	Construct Reliability
<i>Shopping Experience</i>		0.620	0.795	0.867
I am happy with my shopping experience at Shopee	0.842			
I didn't find any difficulties when purchasing on Shopee	0.745			
Shopee provides convenience to communicate with Shopee sellers	0.797			
I find it easy to use the Shopee's platform	0.762			
<i>Delivery Length of Time</i>		0.679	0.763	0.864
Shopee provides a warranty until the order received by the customer	0.862			
The Product is sent to the delivery service soon after it is packed	0.814			
Estimated product sent and arrived at the recipient according to the time specified by Shopee	0.795			
<i>E-WOM</i>		0.604	0.835	0.884
I am interested shopping at Shopee because of the many positive comments written by Shopee users	0.700			
I am looking for information from customer product reviews before shopping	0.806			
I am interested purchase in Shopee products because of other people's recommendations through product reviews	0.802			
If doesn't read the review, I'm worried about my purchase decision	0.763			
When I read the review, I feel confident with my purchase decision	0.810			
<i>Customer Satisfaction</i>		0.551	0.793	0.859
The product I bought at Shopee met my expectations	0.726			
The price of Shopee products is in accordance with the quality	0.811			
I am satisfied with the quality of Shopee products	0.814			
I am willing to write a good review about my satisfaction when shopping at Shopee	0.693			
I am interested to repurchase same product at Shopee when I am satisfied with my previous purchase	0.653			

<i>Repurchase Intention</i>		0.587	0.765	0.850
Looking for information about promos and cashback before finally deciding to shopping again	0.714			
Recommend others to shoping through Shopee	0.800			
Making Shopee as the first choice when shopping online	0.763			
I am interested shopping online again at Shopee in the future	0.784			

Source: Constructed by researchers (2021)

Table 3
Cross-loading factor

	CS	DLOT	EWOM	RI	SE
CS1	0.726	0.338	0.360	0.389	0.479
CS2	0.811	0.399	0.480	0.519	0.515
CS3	0.814	0.416	0.527	0.491	0.561
CS4	0.693	0.316	0.361	0.505	0.422
CS5	0.653	0.433	0.529	0.509	0.469
DLOT1	0.415	0.862	0.487	0.462	0.598
DLOT2	0.397	0.814	0.401	0.467	0.533
DLOT3	0.464	0.795	0.466	0.414	0.477
EWOM1	0.559	0.439	0.700	0.476	0.523
EWOM2	0.353	0.439	0.806	0.398	0.501
EWOM3	0.520	0.456	0.802	0.499	0.558
EWOM4	0.422	0.344	0.763	0.444	0.477
EWOM5	0.511	0.441	0.810	0.479	0.555
RI1	0.517	0.404	0.545	0.714	0.469
RI2	0.563	0.396	0.495	0.800	0.500
RI3	0.435	0.395	0.311	0.763	0.453
RI4	0.473	0.469	0.440	0.784	0.507
SE1	0.587	0.572	0.542	0.579	0.842
SE2	0.518	0.412	0.484	0.433	0.745
SE3	0.530	0.565	0.566	0.436	0.797
SE4	0.446	0.490	0.535	0.532	0.762

Source: Constructed by researchers (2021)

Cross-loadings are used to determine whether different common variables are statistically different as well. Table 3 above shows that the importance of all indicators' cross loading on their own construct is greater than the loading factor of the indicator in other constructs. All unrelated structures are found to be unrelated and follow discriminant validity requirements.

Structural Model Result

SmartPLS 3 uses Bootstrapping to test the inner model after testing the outer model. The significance of each latent construct's relation is assessed by observing the R-square value on the variable latent endogen and the construct's significance test utilizing the path coefficient (t-value) in each path, which is utilized to test the hypotheses in this research.

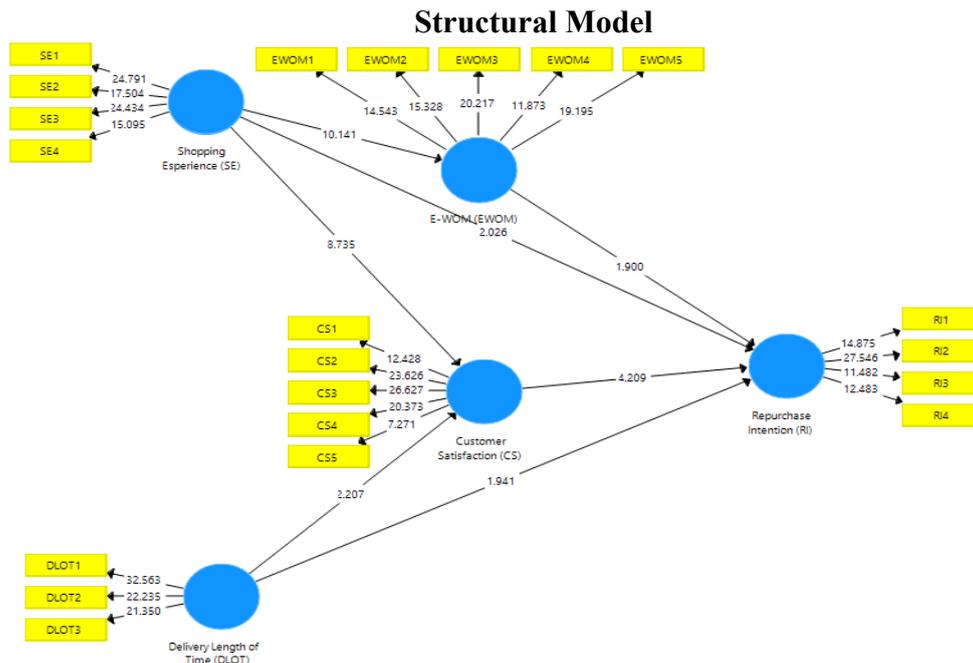


Figure 2. Inner Model
Source: Conducted by researchers (2021)

Hypothesis Testing

The path coefficient is a measure on the structural model (inner model) that determines whether the study hypothesis is accepted or rejected by looking at the significance value between the constructs, t-statistics, and p-values, among other things. The research hypotheses are accepted and significant if The t-statistic > 1.96 rule was used in this analysis, with a significance level of p-value < 0.05 (Hair et al., 2019). The value of testing the hypothesis of this study as shown in Table 4 and Table 5.

Table 4
Path coefficient result with hypothesis testing

Hypothesis Relationships	Original Sample	Standard deviation (STDEV)	T statistics	P values
Shopping Experience → Repurchase Intention	0.191	0.094	2.026	0.043
Delivery Length of Time → Repurchase Intention	0.147	0.075	1.941	0.053
E-WOM → Repurchase Intention	0.172	0.091	1.900	0.058
Customer Satisfaction → Repurchase Intention	0.346	0.082	4.209	0.000
Shopping Experience → E-WOM	0.675	0.067	10.141	0.000
Shopping Experience → Customer Satisfaction	0.566	0.065	8.735	0.000
Delivery Length of Time → Customer Satisfaction	0.148	0.067	2.207	0.028
Shopping Experience → Customer Satisfaction → Repurchase Intention	0.148	0.067	2.207	0.028

Source: Constructed by researchers (2021)

Table 5
Hypothesis Result

Hypothesis Relationships	Result	Conclusion
H1: There are significant relations between Shopping Experience and Repurchase Intention	Significant	Accepted

H2: There are insignificant relations between Delivery Length of Time and Repurchase Intention	Insignificant	Rejected
H3: There are insignificant relations between E-WOM and Repurchase Intention	Insignificant	Rejected
H4: There are significant relations between Customer Satisfaction and Repurchase Intention	Significant	Accepted
H5: There are significant relations between Shopping Experience and E-WOM	Significant	Accepted
H6: There are significant relations between Shopping Experience and Customer Satisfaction	Significant	Accepted
H7: There are significant relations between Delivery Length of Time and Customer Satisfaction	Significant	Accepted
H8: Shopping Experience mediated by Customer Satisfaction has a significant relation on Repurchase Intention	Significant	Accepted

Source: Constructed by researchers (2021)

Based on the results above, it has proven that the shopping experience (SE) significantly influences repurchase intention (RI) with a T-statistic of 2.026 and a P-value of 0.043. However, Hypothesis 2 (H2) Delivery Length of Time (DLOT) has not significant influence on Repurchase Intention (RI) because the T-Statistic 0.596 is less than 1.96, and P-Value is 0.551 greater than 0.05. It means Hypothesis 2 (H2) is Rejected, whereas Hypothesis 3 (H3) is rejected with EWOM has not significant influence on Repurchase Intention (RI) because has a t-statistic value of 1,900 which is smaller than 1.96, and has p-value of 0.058 which is greater than 0.05. The Hypothesis 4 (H4) is accepted with Customer Satisfaction (CS) has significant influence on Repurchase Intention (RI) with T-Statistic 4.209, and P-Value 0.000. The Hypothesis 5 (H5) Shopping Experience (SE) has significant influence on E-WOM (EWOM) with T-Statistic 10,141 and P-Value 0.000. It means in Hypothesis 5 (H5) is Accepted. Hypothesis 6 (H6) that Shopping Experience significantly influences Customer Satisfaction (CS) with a T-Statistic of 8,735 and P-Value 0.000, and Hypothesis 7 (H7) that Delivery Length of Time significantly influences CS with a T-Statistic of 2.207 and P-Value 0.028 which means both of this hypothesis are accepted. Finally, Hypothesis 8 (H8) testing showed that Shopping Experience (SE) mediated by Consumer Satisfaction (CS) has significant influence on Repurchase Intention because the t-statistic value of 3.722 which is greater than 1.96, and a p-value of 0.000 which is less than 0.05. As a result, the H8 is accepted.

Discussion

The study confirms that the shopping experience significantly influences a consumer's repurchase intention on Shopee. The better the shopping experience, the higher the repurchase intention (Dewi & Kusuma, 2019). This supports previous research and highlights the importance of customer shopping experience in constructing repurchase intention (Theresia & Wardana, 2019). Enhancing the shopping experience can improve a company's reputation and profitability. The research rejects Hypothesis 2 (H2) that Delivery Length of Time (DLOT) significantly influences Repurchase Intention (RI). The T-Statistic is less than 1.96, and the P-Value is greater than 0.05, indicating that shipping time delivery is the key factor in creating repurchase intention. Fast and on-time delivery is the most influential factor for customers to repurchase, as they tend to repurchase the same merchants if they have positive past experiences (Hufford, 2017). As well as, the Hypothesis 3 (H3) that EWOM has no significant influence on Repurchase Intention (RI) due to a t-statistic value of 1,900 and p-value of 0.058, indicating that EWOM can generate market attention and influence repurchase intentions. The results align with previous studies by (Arif, 2019; Putri & Pradhanawati, 2021), showing that better EWOM leads to higher repurchase intentions. The Hypothesis 4 (H4) that customer satisfaction significantly influences repurchase intention (RI) with a T-Statistic of 4.209 and P-Value of 0.000, indicating that satisfied customers are more likely to show loyalty and repurchase, indicating that a high degree of satisfaction is necessary to maintain a strong consumer relationship and build repurchase intention (Theresia & Wardana, 2019).

Furthermore, the Hypothesis 5 (H5) that shopping experience significantly influences Electronic Word of Mouth (EWOM) with a T-Statistic of 10,141 and P-Value 0.000. This supports previous research by (Agustin & Warmika, 2019; Klein et al., 2016). Additionally, Hypothesis 6 (H6) states that shopping experience significantly influences Customer Satisfaction (CS) with a T-Statistic of 8,735 and P-Value 0.000. Bilgihan et al. (2016) argue

that a consistent and positive shopping experience leads to customer satisfaction, which aligns with previous studies which suggest that shopping experiences positively impact EWOM and customer satisfaction (Dewi & Kusuma, 2019; Theresia & Wardana, 2019). Lastly, the Hypothesis 7 (H7) Delivery Length of Time (DLOT) has a significant influence on customer satisfaction with a T-Statistic of 2.207 and P-Value 0.028. This supports previous research by Putri Handoko, (2016) which suggests that reliable, package safety, and timely delivery have the closest relationship with online customer satisfaction. Customers consider product delivery as an important factor, as they have paid for it. The study reveals that Shopping Experience (SE) and Consumer Satisfaction (CS) significantly influence Repurchase Intention. This supports (Theresia & Wardana, 2019) findings, emphasizing the importance of customer satisfaction in retaining customers and recommending products or services, as well as fostering positive shopping experiences on platforms like Shopee (Dewi & Kusuma, 2019).

CONCLUSION AND RECOMMENDATION

The conclusions based on the findings of this research are Shopping Experience is significantly influenced Repurchase Intention on Shopee. However, Delivery Length of Time and E-WOM are not significantly influenced Repurchase Intention on Shopee. The Customer Satisfaction is significantly influenced Repurchase Intention on Shopee. Furthermore, Shopping Experience is significantly influenced EWOM on Shopee and Shopping Experience is also significantly influenced Customer Satisfaction on Shopee. Additionally, Delivery Length of Time is significantly influenced Customer Satisfaction on Shopee. In addition, Shopping Experience mediated by Customer Satisfaction is significantly influenced Repurchase intention on Shopee.

Shopee Indonesia's delivery length and EWOM have no impact on customer repurchase intention. To increase repurchase, Shopee should focus on quality delivery and encourage positive experiences through rewards programs. Technology development and updates, particularly in mobile applications, can improve customer satisfaction. Adding a delivery service assessment column to the Shopee app can help identify the best delivery service for online shopping, fostering loyalty and satisfaction among customers. Overall, enhancing customer satisfaction through technology and mobile applications can lead to increased customer loyalty.

This research focuses on Shopee users, with a sample of 179 valid respondents. Future research should consider other e-commerce platforms and use a qualitative method to obtain more specific results through in-depth interviews. The study aims to expand the sample size and explore Repurchase Intention in e-commerce.

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