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Analysis of the Relationship Between Online Shopping Experience, Service Quality and Online Shopping Satisfaction on Repurchase Intention in Tokopedia

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Abstract

Online shopping is in great demand by consumers. This makes understanding consumer repurchase intent important, but research on consumer repurchase intent in Indonesia is still limited. Referring to this, this study examines the relationship between online shopping experience, service quality and online shopping satisfaction with repurchase intentions on Tokopedia. The survey was conducted to test the relationship between these variables. The type of research used is quantitative research. The sampling technique used was purposive sampling. Data collection was carried out using a survey method via a Google form which was filled in by respondents. The research sample used was 150 respondents who had shopped at Tokopedia. In this research, the test used in statistical analysis is hypothesis testing with Smart PLS software. Based on the processing results, (1) online shopping experience has a significant effect on online shopping satisfaction; (2) service quality has a significant effect on online shopping satisfaction: and (3) online shopping satisfaction has a significant effect on repurchase intention.

Keywords: Online Shopping Experience; Online Shopping Satisfaction; Repurchase Intention; Service Quality

Abstrak

Belanja online banyak diminati konsumen. Hal ini menjadikan pemahaman tentang niat pembelian kembali konsumen menjadi penting, namun penelitian tentang niat pembelian kembali pada konsumen di Indonesia masih terbatas. Mengacu dalam hal terebut maka penelitian ini mengkaji hubungan antara pengalaman belanja online, kualitas layanan dan kepuasan belanja online terhadap niat pembelian kembali pada Tokopedia. Survei dilakukan untuk menguji hubungan antar variabel tersebut. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Pengumpulan data dilakukan dengan metode e-survey melalui google form yang diisi oleh responden. Sampel penelitian yang digunakan adalah 150 responden yang pernah berbelanja di Tokopedia. Pada penelitian ini pengujian yang digunakan dalam analisis statistik adalah pengujian hipotesis dengan software Smart PLS. Berdasarkan hasil pengolahan, dihasilkan, (1) pengalaman belanja online berpengaruh signifikan terhadap kepuasan belanja online; (2) kualitas layanan berpengaruh signifikan terhadap kepuasan belanja online: dan (3) kepuasan belanja online berpengaruh signifikan terhadap niat pembelian kembali.

Kata Kunci: Kepuasan Belanja; Kualitas Layanan; Niat Pembelian Kembali; Pengalaman Belanja Online.

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1. INTRODUCTION

The internet has grown rapidly in Indonesia. A number of research state that the internet's ability to process information related to online commerce is its main advantage (Bansal et al., 2015; Yin & Xu, 2021). The phenomenon of online shopping is expected to attract more entrepreneurs, especially in Indonesia, to start developing innovative businesses through online media (Wang et al., 2020). Online shopping activities are a new way of buying and selling transactions. Buying and selling products online, especially in Indonesia, can be done through e-commerce. The large number of e-commerce users is a huge potential for online customers who encourage sellers to market their products online.

Tokopedia is an electronic commerce company or often referred to as e-commerce. Tokopedia is an alternative to online shopping that consumers can do to communicate intensely with sellers because the buying process is quite easy and practical. The phenomenon related to this, Nariswari (2022) stated that Tokopedia has become a trusted online shopping platform based on the results of a survey of 1,200 users in Indonesia. Overall, Tokopedia is the e-commerce platform with the highest user satisfaction index (89.68 percent), followed by Shopee (87.77 percent), and Lazada (81.61 percent).

Indonesian people are very consumptive, making them the best potential customers for online shopping. In making product purchase decisions, customers are influenced by marketing stimuli. Marketing stimuli customers who make online transactions are not only concerned with price but also expect good product and service quality to make customers satisfied. Service quality is the gap between customer expectations of the company in meeting their needs and desires and customer perceptions (Abror et al., 2020). Research Yulisetiarini et al. (2017) proves that service quality has a positive effect on online shopping satisfaction, which means that the higher the service quality, the higher the customer satisfaction.

What is interesting about this research is the role of online shopping experience, which refers to the number of purchases consumers have made in the past. Nguyen (2020) identified the importance of online shopping experience and suggested that it is interesting to examine the influence of different levels of experience that affect online shopping behavior. For example, a factor identified from previous research is online shopping satisfaction. Customers who are satisfied with the seller will shop again (Omoregie et al., 2019). For example, the factor identified from previous research is online shopping satisfaction, which makes online shopping satisfaction not only a key factor influencing customers' online purchasing behavior but also an important factor of customer loyalty. Mohtasham et al. (2017) state that online shopping satisfaction is a post-purchase evaluation and the selected product alternatives at least equal or exceed their expectations while dissatisfaction arises when the performance of the product or service does not meet their expectations.

This study aims to examine the variables that influence repurchase intentions. Specifically, this study examines the effect of online shopping experience and service quality on online shopping satisfaction. This study further examines the effect of online shopping satisfaction on repurchase intentions. This test is important to do because (Moodley, 2021) states that online shopping experience and service quality are important indicators for increasing sales in e-commerce. Researchers are interested in taking the title "Analysis of the Relationship Between Online Shopping Experience, Service Quality and Online Shopping Satisfaction on Repurchase Intention on Tokopedia".

2. LITERATURE REVIEW

2.1. Online Shopping Experience

It is important for marketers to understand the consumer online shopping experience. Yin & Xu (2021) define customer experience as the internal and subjective responses of customers having direct or indirect contact with the company. Kranzbühler et al. (2018) also found that customer experience is a multidimensional construct that is associated with the customer's purchase journey or the process by which the customer goes through all stages and contacts of shopping. Online shopping has changed the retail landscape in recent years and offers several benefits to consumers, but consumers still have many concerns, especially in developing countries where online shopping research is limited (Nguyen, 2020a). Previous research shows that the more satisfied consumers are with the online shopping experience, the greater the likelihood of higher purchases and repeat purchases (Cuong, 2022). A satisfying online shopping experience can improve consumers' perceptions of the perceived risks and benefits associated with online shopping (Gulfraz et al., 2022). If consumers perceive their online shopping experience to be good, there is a greater likelihood that they will develop a positive attitude towards the shopping medium and use it in the future (Yin & Xu, 2021).

2.2. Service Quality

Service quality is important for marketers to understand. Mohtasham et al. (2017) defines service quality as a dynamic condition that affects products, services, people, processes, and environments that equal or exceed expectations. Thus, service quality can be interpreted as an effort to fulfill consumer needs and desires in meeting consumer expectations. Ofori et al. (2018) argues that service quality is a driver of customer satisfaction, which then creates customer loyalty. Service quality is dynamic and can change according to customer demands (Omoregie et al., 2019). Service quality can be determined by comparing consumer perceptions of actual service with the service they expect for the services of a company or service provider (Yulisetiarini et al., 2017).

2.3. Online Shopping Satisfaction

Marketers need to optimize consumer satisfaction in online shopping. Yulisetiarini et al. (2017) defines that customer satisfaction is a person's feeling of pleasure or disappointment that comes from comparing his impression of the performance (or results) of the product with his expectations. Nguyen (2020) define customer satisfaction in shopping is one of the most important contributions to business success. Online shopping satisfaction refers to how the shopping experience they feel is better compared to their expectations about the experience (Wang et al., 2020). Consumers' online shopping experience can be an important driver for online shopping satisfaction, hence the impact on shopping satisfaction with consumer shopping behavior, reactance and intention to shop online in the future (Mohtasham et al., 2017). Many features require an engaging online shopping experience and increased online shopping satisfaction (Omoregie et al., 2019). Therefore, companies, marketers, and advertisers need to strive for their consumers' online shopping satisfaction, especially in an online environment.

2.4. Repurchase Intention

Consumer attitudes can influence consumer shopping intentions. Yulisetiarini et al. (2017) defining repurchase intention is the desire or desire that arises in consumers to buy products and

services that have been purchased based on the results of evaluating the suitability of product and service performance with consumer expectations. Lee et al. (2021) also defines repurchase as a positive result of the shopping experience, customers who are satisfied and create a strong emotional connection with the company or brand become engaged customers. Repurchase intentions occur after consumers make a purchase so that they intend to repurchase the same product or service. The decision to make a purchase made by consumers becomes an activity that provides value to the company in the form of achieving company performance in terms of achieving sales revenue for products and services from the company (Kurniasari & Burhanudin, 2022).

It is important for marketers to understand the effect of online shopping experience on online shopping satisfaction in the Indonesian context. Online shopping experience affects online shopping satisfaction based on what has been purchased, by having experience, shopping satisfaction will be guaranteed and reliable. Previous research conducted by Moodley (2021) showed results that online shopping experience has a positive influence on online shopping satisfaction in South Africa. The influence of online shopping experience on online shopping satisfaction is still limited to the Indonesian context, although the number of consumers in Indonesia is the largest in Southeast Asia. Referring to this, it is important for this study to examine the effect of online shopping experience on online shopping satisfaction. Referring to Molinillo et al. (2020), the online shopping experience is thought to affect online shopping satisfaction in the Indonesian context.

H1: the effect of online shopping experience on online shopping satisfaction.

Understanding more deeply about consumer online shopping satisfaction is important. This can be seen from the quality of service that can quickly produce a sense of satisfaction in shopping, and what consumers want in accordance with expectations also makes consumers feel satisfied in doing online shopping. Yulisetiarini et al. (2017) found that service quality has a positive effect on online shopping satisfaction in East Java. The findings of this study are also consistent with previous research by Meesala & Paul (2018) which stated that service quality has a significant effect on online shopping satisfaction in online shopping. Referring to this, it is important for this study to examine the effect of service quality on online shopping satisfaction in the context of e-commerce to test the consistency of the results. This is also in line with the theory put forward by Omoregie et al. (2019) which states that there is a positive relationship between online shopping satisfaction and customer satisfaction. Online service providers must satisfy their customers by providing maximum quality of service (Hsu et al., 2013).

H2: the effect of service quality on online shopping satisfaction.

The sheer volume of sellers on social media demands a further understanding of the relationship between online shopping satisfaction and repurchase intent. In the context of online shopping, a customer tends to intend to return to a particular store if he is satisfied with a previous purchase from that store (Cuong, 2022). The satisfaction of online shopping is not only satisfied with the appropriate goods, but with the service, response and security of the goods until they reach the hands of consumers safely will also make customers will make repurchase intentions because the online shop visited is trusted. An unpleasant buying experience easily causes dissatisfaction and makes consumers reluctant to come back (Permadi & Silalahi, 2021).There is ample empirical evidence from the marketing literature that online shopping satisfaction is positively associated with repurchase intention (Gao & Bai, 2014; Permadi & Silalahi, 2021; Santoso & Farida, 2020).

Research on this subject is important because sellers in Indonesia use e-commerce to increase sales of their products (Liu et al., 2016).

H3: the effect of online shopping satisfaction on repurchase intention



Figure 1. Research Framework
Source: data processed, 2023

3. RESEARCH METHODS

3.1. Type of Research

This study used a quantitative approach by processing data in the form of numbers obtained from the distribution of questionnaires. This study also used an online survey method through a Google Form questionnaire in collecting data disseminated to respondents with certain criteria with purposive sampling techniques. According to Sugiyono (2019), primary data sources come from direct respondents' answers.

3.2. Location and Time of Research

This study carried out in the city of Surabaya, in the month September 2023 to with Desember 2023.

3.3. Population and sample

The sample is respondents aged at least 19 years who have purchased at least once in the last three months on Tokopedia. This research data was collected by distributing questionnaires to consumers who met the criteria for having shopped at Tokopedia. Those who are willing to become respondents are then given a link that leads to a questionnaire to be filled out online. This provides comfort to respondents because they can fill it in their spare time. The study collected responses from 150 respondents.

3.4. Data collection techniques

Data collection in this study was carried out using questionnaires. The study questionnaire was measured on a Likert scale using a five-weighted score for each questionnaire statement. Each assessment ranges from strongly disagree for a score of 1 to strongly agree for a score of 5. Data is processed using Structural Equation Modeling with SmartPLS software version 4 which includes evaluation of outer model and inner model (Hair et al., 2017). Outer model is a measurement model between indicators and constructs. The outer model evaluation evaluates the validity and reliability of questionnaire items. Validity verifies whether the research instrument used actually measures what it wants to measure. The validity test results can be based on the loading factor (LF) value

where LF>0.7; cross-loading factor or Average variance extracted (AVE) > 0.5. The reliability test reveals the consistency and stability of the results of measuring respondents' perceptions. A survey is considered reliable if respondents' responses to the statements in the questionnaire are consistent between respondents. The reliability test results are based on the composit reliability (CR) value where CR> 0.7; convergent validity > 0.5 and Cronbach Alpha > 0.7 (Ghozali & Latan, 2015).

A research instrument that measures the construct of the online shopping experience was developed by referencing items used in Nguyen (2020) study; while the service quality construct was developed from items used in the research of Yulisetiarini et al. (2017); the construct of online shopping satisfaction was developed from items used in Nguyen (2020) research; and the repurchase intention construct was developed from items used in the study of Novitasari et al. (2022). Here are the items that have been developed to measure the constructs in this study.

Table 1. Variable Research and Measurement Items.

Variable	Code	Function	Reference
Online Shopping Experience (PBO)	PBO01	I am satisfied purcashed product in Tokopedia (of any type of product).	Nguyen (2020)
	PBO02	I care about safety and attractive packaging of Tokopedia product.	
	PBO03	I care about attractive packaging of Tokopedia product.	
	PBO04	I care about brand reputation of Tokopedia.	
	PBO05	I was recommended to purchase Tokopedia products by other customers.	
Service Quality (KL)	KL01	There is Tokopedia product convenient return or replacement process.	Yulisetiarini et al. (2017)
	KL02	Tokopedia has no difficulties with making a payment online	
	KL03	Tokopedia is a fast delivery.	
	KL04	Tokopedia has a fast response to questions made buy customers.	
	KL05	The Tokopedia product was not damaged during delivery.	
Online Shopping Satisfaction (KBO)	KBO01	The overall quality of Tokopedia product is excellent.	Nguyen (2020)
	KBO02	Tokopedia always meets my need.	
	KBO03	Overall, if problems arise, one can expect to be treated fairly by Tokopedia.	
	KBO04	Overall, I recommend Tokopedia to anyone who seeks my advice.	
	KBO05	I will make more purchase for Tokopedia product in the future	
Repurchase Intention (NPK)	NPK01	If I can, I want to continue to use this Tokopedia to buy products.	Novitasari et al. (2022)
	NPK02	I will likely continue to purchase products from Tokopedia in the future.	
	NPK03	I intend to continue buying products from Tokopedia.	

Source: (Nguyen, 2020a; Novitasari et al., 2022; Yulisetiarini et al., 2017)

3.5. Data analysis

This study used structural equation models in analyzing the data. The structural equation model is used because this research model is categorized as tiered, namely online shopping experience and service quality affects online shopping satisfaction, to further level affect repurchase intention.

Researchers can choose covariance-based structural equation modeling (CB-SEM) or partial least square structural equation modeling (PLS-SEM) in using the structural equation model approach. Referring to the focus of this study on predicting the effect of online shopping experience and service quality affects online shopping satisfaction, and repurchase intention, this study uses PLS-SEM. This selection is based on the recommendation of Hair et al. (2019) that PLS-SEM is appropriate for predictive research. This study used SmartPLS version 4 statistical software in data analysis with PLS-SEM (Ringle et al., 2015). Referring to Hair et al. (2019), data analysis is carried out in two steps, namely first, evaluating the measurement model to test the feasibility of research instruments, and second, evaluating the structural model to test the hypothesis

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

Research subjects are respondents who participate in research (Sekaran & Bougie, 2016). The description of the research subjects in this researcher consists of gender, age, occupation, and shopping frequency. Below presents the characteristics of the research sample.

Table 2. Characteristics Respondents

Item	Category	F	%
Type Sex	Male	47	31%
	Female	103	69%
	Total	**150**	**100%**
Age	19 – 23 years old	71	47%
	24 – 28 years old	53	35%
	29 – 33 years old	18	12%
	34 – 38 years old	5	3%
	>39 years old	3	2%
	Total	**150**	**100%**
Occupation Education	Student	69	46%
	Self-employed	20	13%
	Housewife	9	6%
	PNS	5	3%
	Private Employee	44	29%
	Police	0	0.0%
	TNI	1	0.7%
	And others	2	1%
	Total	**150**	**100%**
Shopping Frequency	Once	3	2%
	Between 2-5 times	85	57%
	Between 6-10 times	42	28%
	>10 times	20	13%
	Total	150	100%

Source: Data processed (2023)

Based on Table 2, it can be concluded that respondents with female gender were 103 respondents with a percentage of 68.7 percent, while respondents with male gender were 47 respondents with a percentage of 31.3 percent. The results of this study indicate that the average Tokopedia consumer

is predominantly female. The majority of respondents were aged more than 19-23 years, 71 respondents with a percentage of 47.3 percent compared to other age groups in the following order: 24-28 years old by 53 respondents with a percentage of 35.3 percent, 29-33 years old by 18 respondents with a percentage of 12 percent, 34-38 years old by 5 respondents with a percentage of 3 percent, and finally more than 39 years old by 3 respondents with a percentage of 2 percent. The results of this study indicate that the average Tokopedia consumer based on the age of the respondent is mostly aged more than 19-23 years. As many as 69 respondents with a percentage of 46 percent were dominated by students compared to other groups of workers in the following order: Private employees amounting to 44 respondents with a percentage of 29.3 percent, self-employed 20 respondents with a percentage of 13.3 percent, housewives 9 respondents with a percentage of 6 percent, and civil servants have 5 respondents with a percentage of 3 percent, and others amounting to 2 respondents with a percentage of 1 percent, TNI amounting to 1 respondent with a percentage of 0.7 percent, and finally the police 0 respondents with a percentage of 0 percent. The results of this study indicate that the average Tokopedia consumer based on occupation is mostly students and private employees. Most respondents have shopped at Tokopedia between two to five times amounting to 85 respondents with a presentation of 56.7 percent more dominant than the other shopping frequency groups in the following order: between six to 10 times by 42 respondents with a percentage of 28 percent, more than ten times by 20 respondents with a percentage of 13.3 percent, once by 3 respondents with a percentage of 2 percent. These characteristics are in line with the Indonesian population, which is dominated by young people with the majority of high school education or equivalent.

Table 3. Measurement Model Result (Outer Model)

Variables	item	Loading Factor	AVE	P-Values	Composite Reliability	Cronbach's Alpha
Online Shopping Experience (PBO)	PBO1	(0.867)	0.597	<0.001	0.845	0.831
	PBO2	(0.742)		<0.001		
	PBO3	(0.744)		<0.001		
	PBO4	(0.770)		<0.001		
	PBO5	(0.731)		<0.001		
Service Quality (KL)	KL1	(0.737)	0.561	<0.001	0.813	0.806
	KL2	(0.705)		<0.001		
	KL3	(0.811)		<0.001		
	KL4	(0.717)		<0.001		
	KL5	(0.771)		<0.001		
Online Shopping Satisfaction (KBO)	KBO1	(0.715)	0.561	<0.001	0.805	0.804
	KBO2	(0.766)		<0.001		
	KBO3	(0.760)		<0.001		
	KBO4	(0.771)		<0.001		
	KBO5	(0.729)		<0.001		
Repurchase Intention (NPK)	NPK1	(0.838)	0.714	<0.001	0.801	0.800
	NPK2	(0.843)		<0.001		
	NPK3	(0.853)		<0.001		

Source: Authors, 2023

The validity test is divided into two, namely: convergent validity test and discriminant validity test. The convergent validity test looks at whether each research instrument converges according to the criteria and can be seen with an AVE value ≥ 0.5 and the loading factor value must be more than 0.7 (Ghozali, 2016). The results of testing variable items are constant or remain the same and can be declared valid. According to the results of Table 3, the results of the statement item test can be continued for the next statistical analysis process. A research instrument is said to be reliable if it shows Cronbach Alpha> 0.7 and Composite Reliability> 0.7 (Hair et al., 2019). Reliability testing has been carried out for a large sample for statement items of all variables found to show results according to the criteria and said to be reliable.

4.2. Inner Model Test Results

The inner model evaluation in this study tests the results of the coefficient of determination (R2) and predictive relevance (Q2). The (R2) test can be classified into three groups, namely 0.75, 0.50 and 0.25 which are classified into substantial, moderate, and weak and if the R-Square value is above 0.90 then it is said to be indicative of overfit (Hair et al., 2019). For other values seen is the value (Q2). The value that indicates a good Q-square test is if the value> 0 and the value above 0, 0.25, and 0.50 with the meaning of small, medium, and large (Hair et al., 2019). Furthermore, the multicollinearity test can be seen from the VIF value criteria. The VIF value is ideal if it is less than 3 and the maximum value is 5 (Hair et al., 2019.

Table 4. Measurement Model Result (Inner Model)

Variables	Code	VIF Value	R^2	Q^2
Online Shopping Experience	PBO	2.612	-	-
Service Quality	KL	2.612	-	-
Online Shopping Satisfaction	KBO	1.000	0.637	0.577
Repurchase Intention	NPK	1.000	0.383	0.421

Source: Autors, 2023

4.3. Hypothesis Test Results

The results of this study were tested with SmartPLS version 4. This software is used as a measuring tool to predict model constructs in research using various factors. The next stage is to measure the significance of the structural model testing prediction model, which can be seen from the hypothesis test between endogenous variables and exogenous variables. Ali Memon et al. (2021) in the *path coefficient* table contained in the SmartPLS version 4 output.

Table 5. Test Result Hypothesis Effect Direct

Hypothesis	Path coefficient	p-value	Conclusion
Online Shopping Experience → Online Shopping Satisfaction	0.470	<0.003	Accepted
Service Quality → Online Shopping Satisfaction	0.374	<0.009	Accepted
Online Shopping Satisfaction → Repurchase Intention	0.619	<0.000	Accepted

Source: Authors, 2023

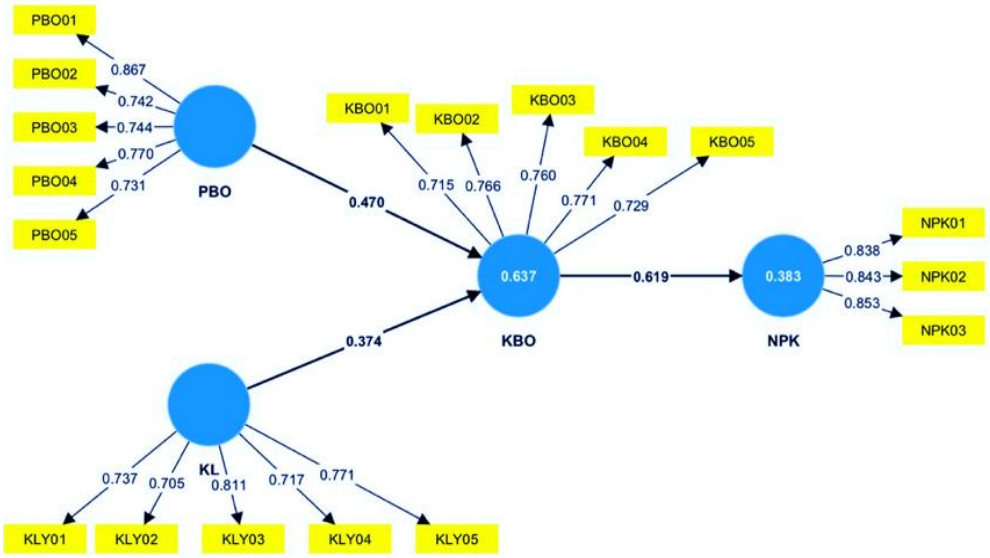


Figure 2. Running Model Result
Source: Autors, 2023

Table 5 shows that the Path Coefficient value indicates that the level of significance in hypothesis testing (Ali Memon et al., 2021). Based on the test results of the data processed in Table 5, the following hypothesis testing results were obtained:

The test results for hypothesis 1 (H1) show that the coefficient value (β) of *online* shopping experience on *online* shopping satisfaction has a value of 0.470 with a p-value of 0.003. So it can be concluded that *online* shopping experience has a significant effect on *online* shopping satisfaction stated by ($\beta = 0.470$, $p < 0.001$) which means it supports hypothesis 1 (H1).

The results of hypothesis 2 (H2) test show that the coefficient value (β) of service quality on *online* shopping satisfaction has a value of 0.374 with a p-value of 0.009. So it can be concluded that *online* shopping experience has a significant effect on *online* shopping satisfaction stated with ($\beta = 0.374$, $p < 0.001$) which means it supports hypothesis 2 (H2).

The results of hypothesis 3 (H3) test show that the coefficient value (β) of *online* shopping satisfaction on repurchase intention has a value of 0.619 with a p-value of 0.000. So it can be concluded that *online* shopping satisfaction has a significant effect on repurchase intentions stated with ($\beta = 0.619$, $p < 0.001$) which means it supports hypothesis 3 (H3).

4.4. DISCUSSION

H1: *Online* shopping experience has a significant effect on *online* shopping satisfaction

This shows that *Online* Shopping Experience has a significant effect on *Online* Shopping Satisfaction. The results of this study in the Indonesian context have a path coefficient of 0.470. *Online* shopping experience significantly affects *online* shopping satisfaction. The results of this study are consistent with research (Moodley, 2021). The results of the *structural equation modeling* test reflect that the lowest indicator value of the online shopping experience is related to getting shopping recommendations from others (PBO05) with an indicator value of 0.731. The implication is that Tokopedia needs to improve its service quality, so that consumers always have the satisfaction of shopping at Tokopedia without advice from others. This can increase consumer satisfaction.

H2: Service quality has a significant effect on *online* shopping satisfaction

This shows that Service Quality has a significant effect on *Online* Shopping Satisfaction. The results of this study in the Indonesian context have a path coefficient of 0.374. Good service quality is an important component to win in the competition of shopping platforms in *e-commerce*. This finding is important because it shows an indication of the consistency of the effect of service quality in increasing *online* shopping satisfaction. The *structural equation modeling* test results reflect that the lowest indicator value for service quality in (KL2) is 0.705. The implication is that Tokopedia is advised to improve the features of payment methods that are clearer and easier for consumers to understand, so that consumers do not experience difficulties in making *online* payments through the features on Tokopedia. This can increase consumer satisfaction in shopping in *e-commerce*.

H3: Online shopping satisfaction has a significant effect on repurchase intention

This shows that *Online* Shopping Satisfaction has a significant effect on Repurchase Intention. In the Indonesian context, this study has a path coefficient of 0.619. The characteristics of the respondents in this study are dominated by consumers who shopped at Tokopedia under six times, emphasizing the importance of improving *online* shopping satisfaction (e.g. improving service quality, providing photo or video content that matches the original product) that is easily understood by new consumers. The results of the *structural equation modeling* test reflect that the lowest indicator value of online shopping satisfaction is related to the quality of the products sold (KBO1) with an indicator value of 0.715. The implication is that marketers need to improve the products offered (such as providing video content that matches the product) and other implications, marketers need to deliver goods that are safe and in accordance with the photos and descriptions of the products sold so that consumers can see the appropriate product quality. This can increase repurchase intentions in *e-commerce*.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the unidirectional relationship between latent variables, it can be concluded that all research hypotheses are acceptable. The results showed that online shopping experience and service quality have a significant positive influence on online shopping satisfaction. The same results are also shown by online shopping satisfaction has a significant positive effect on repurchase intention. The conclusion shows that online shopping satisfaction requires a pleasant online shopping experience and good service quality in order to increase online shopping satisfaction. This flow further encourages consumer intent to repurchase intention. The consistency of the results with previous research reinforces the importance of these conclusions in understanding consumer shopping behavior in e-commerce (Mohtasham et al., 2017; Nguyen, 2020b; Novitasari et al., 2022).

5.2. Limitation and Suggestion

The limitation of this study is that data collection was carried out through online surveys. This makes this study does not delve into their experience of shopping on social media and can lead to inaccurate answers from respondents. Based on the results of the research and discussion, it is recommended for Tokopedia to improve service quality, improve clearer payment method features that are easier for consumers to understand, so that consumers do not experience difficulties in carrying out *online* shopping activities on Tokopedia, and need to improve the products offered (such as providing video content that matches the product) and need to improve the delivery of goods that are safe and in accordance with the photos and descriptions of the products being sold. so that

consumers can see the appropriate product quality. For future researchers who are interested in continuing this research, it is hoped that they will develop it by using other variables that affect repurchase intentions and it is necessary to increase the number of samples taken so that this research can be further developed.

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