

What Effects Repurchase Intention of Online Shopping

Lily Suhaily¹, Yasintha Soelasih¹

¹Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

Correspondence: Lily Suhaily, Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia.

Received: September 20, 2017

Accepted: October 16, 2017

Online Published: October 31, 2017

doi:10.5539/ibr.v10n12p113

URL: <https://doi.org/10.5539/ibr.v10n12p113>

Abstracts

The development of the internet raises opportunities for the marketing of a product and bring new forms for retail transactions, one of which is online shopping. Furthermore with the Internet, online consumers more easily gain access to information and they offered a wide variety of products and services that can be selected at competitive prices. The purpose of this study is to determine whether there is influence of E-Service Quality, Price Perception and Experiential Marketing to Repurchase Intention which mediated by Customer Satisfaction in On-line Shopping. The amount of samples is 180 respondents. Questionnaires were distributed to respondents who have shopped using online shopping with random sampling method. This study uses data analysis of Structural Equation Modeling by using Lisrel software. The result showed that there is the influence of e-service quality to customer satisfaction and to repurchase intention, while repurchase intention has negative influence occurs. Furthermore, price has no influence to customer satisfaction but has an influence to repurchase intention. Experiential marketing has no influence to customer satisfaction and repurchase intention. Customer satisfaction has positive effect on repurchase intention. The effect of e-service quality and experiential marketing through customer satisfaction as mediation variable has no influence to repurchase intention, while price perception influence to repurchase intention.

Keywords: e-service quality, price perception, experiential marketing, customer satisfaction, repurchase intention

1. Introduction

The development of the internet raises opportunities for the marketing of a product and bring new forms for retail transactions, one of which is online shopping (Bulut, 2015). Furthermore with the Internet, online consumers more easily gain access to information and they offered a wide variety of products and services that can be selected at competitive prices (Park & Kim, 2003). This phenomenon anticipated by retailer in Indonesia as an opportunity to market their products by using online shopping. In addition to major retailer, small-scale retailer and the public can also market their products by using online shopping. This is seen in the number of online shopping such as: Lazada, Elevenia, Zalora, bukalapak, OLX, Tokopedia and others. These conditions will tighten competition between online shopping (Yang et al., 2003).

One benefit for companies in marketing their products through the online shopping is cheap cost, but the company should also pay attention to the quality of services to customers. E- service quality is the difference between consumer expectations of the performance and the services provided by the company according to consumer perceptions of services received. In addition, the company markets its products through online shopping, it should also pay attention to customer satisfaction and repurchase intention. Consumers are satisfied with the performance of online shopping has positive influence on their repurchase intention (L.D. Pleessis, 2010). Furthermore, price perception also affects customer satisfaction. Worthy price is one of the marketing mix that influence customer satisfaction and repeat purchase towards online shopping (Ha, et al, 2010). Based on the above phenomenon, the author will conduct research of the topic: what effects repurchase intention on oline shopping

2. Literature Review

2.1 E Service Quality (ESQ)

Definition of E-Service Quality: the extent to which a Web site facilitates efficient and effective shopping, purchasing, and delivery (Zeithaml, et.al, 2000). Swaid & Wigand (2009), said the information provided by the company has a positive impact on e-service quality. In addition, according to Zeithaml, et.al, (2000), there are 11 dimensions of e-Service Quality, namely: reliability, responsiveness, access, flexibility, ease of navigation,

efficiency, assurance/trust, security/privacy, price knowledge, site aesthetics and customization/personalization. The works of Yang & Tsai (2007), and Jain & Kumar (2011) utilizing E-SERQUAL in measuring quality of B2C websites indicated that the instrument is highly reliable in predicting how online shoppers evaluate quality of retailers' websites.

2.2 E-Service Quality Influence Customer Satisfaction

E-SQ literature focuses on the influence of E-SQ on a number of variables, and positive and significant links have been found between E-SQ and variables satisfaction (Zeglat, Shrafat & Al-Smadi, 2016), Than & Grandon (2002), Wolfenbarger & Gilly (2003). According to Wang & Lo, 2002; Kim et al., 2004; Turel & Serenko, 2006; Wang & Liao, 2007; Shin & Kim, 2008; Kuo et al., 2009; Lai et al., 2009), there is e-service quality influences customer satisfaction.

H1: There is the influences of E-Service Quality to Customer Satisfaction

2.3 Price Perception (PP)

Chih (2012) suggests that perception of the price of products at online shopping, are: consumers trust the quality of products offered in accordance with the price offered, the manufacturer gives discounts for products marketed when compared with competitor prices, the prices charged by manufacturers reasonable, overall consumers are satisfied with the price of the product, consumers will consider information from experts of the price of the product to be purchased. In addition, according to Feick & Lind (1987), attributes the perception of prices in online shopping is: in general the price of an expensive product reflects the high quality of products, buying products with brands that most expensive price, making consumers feel classy. Marketing literature described price perception as an important factor for customer satisfaction because customers always refer to price when assessing product and service value (Fornell, et.al.1992).

2.4 Price Perception Influence Customer Satisfaction

Peatti & Peters (1997) stating that the match price perception by online consumers will influence them to make a repeat purchase. Furthermore, the perception of price is also affected customer satisfaction. Worthy price is one of the marketing mix that influence customer satisfaction and repurchase intention towards online shopping (Ha, et al, 2010).

H2: There is the influences of Price Perception to Customer Satisfaction

2.5 Experiential Marketing (EM)

Experiential marketing is an extension of traditional marketing that integrates a variety of methods, concepts and media used for marketing campaigns which appeals consumers to engage the value products offered by manufacturers. Maghnati et al. (2012) states that experiential marketing is not only seen from the functions of products and services, but can affect people's emotions and stimuli. According to Schmith (1999), experiential marketing consists of: sense, feel, think, act and relate. Barrett, Mesquita, Ochsner & Cross (2007) argued that the subject can experience the object in a variety of ways, including sensorially, emotionally, intellectually, imaginatively, physically, socially, and spiritually

2.6 Experiential Marketing Influence Customer Satisfaction

Indrawati & Fatharani (2016) states Experiential Marketing has a simultaneous significant effect towards Customer Satisfaction. The experiential process is the act of experiencing the object by the subject. Lee Ming-Sing, et.al. (2010) said that experiential marketing has significantly positive effect on customer satisfaction.

H3: There is the influences of Experiential Marketing to Customer Satisfaction

2.7 Customer Satisfaction (CS)

According to Kotler & Keller (2012), satisfaction is derived from a comparison of product or services performance perceived by customer and the customers' expectation on the product or services. Tianxiang & Chunlin Liu Sheng (2010), indicate consumer satisfaction indicators such as consumers: are satisfied with the online shopping experience, feel wise use online shopping, satisfied that the use of online shopping can satisfy their request, in general consumers think that the decision to make a purchase through online shopping is right. Kotler (2010) suggest, consumers are satisfied: they will make repeat purchases, increasing the desire to make purchases online (L.D. Pleessis, 2010). Consumers are satisfied with decisions they make a purchase through online shopping, and consumers are happy to make a purchase at online shopping.

2.8 Customer Satisfaction Influence Repurchase Intention

According to Ibsan, E., et. al. (2016), there is a positive relationship between customer satisfaction and

repurchase intention. Consumers who are satisfied with the performance of online shopping has positive influence on their repurchase intention (L.D. Pleessis, 2010). Customer satisfaction has an important effect to increase the repurchase purchase intention (Santoso & Aprianingsih, 2017).

H4: There is the influences of Customer Satisfaction to Repurchase Intention

2.9 Repurchase Intention (RI)

Repurchase intention is a positive attitude of consumers towards e-retailer that will generate repeat purchases (repeat buying behavior). Zhou et.al. (2009) & Kim et al, (2012), repurchase intention is that consumers are interested in making a purchase by using online shopping, consumer online shopping will be revisited in the future and consumers are interested in to recommend online shopping because they also use online shopping.

2.10 E-Service Quality Influence Repurchase Intention

Kim et al. (2012) stating that e-service quality significantly affects customer repurchase intention.

H5: There is the influence of E-Service Quality to Repurchase Intention

2.11 Price Perception Influence Repurchase Intention

Thus, price fairness research suggests a positive relationship between perceived price and repurchase intentions (Garbarino & Maxwell 2010; Grewaletal.2004; Xia & Monroe 2010)

H6: There is the influences of Price Perception to Repurchase Intention

2.12 Experiential Marketing Influence Repurchase Intention

Experiential marketing had impacts on repurchase intention (Razi & Lajevardi, 2016)

H7: There is the influences of Experiential Marketing to Repurchase Intention

H8: There are the influence of E-Service Quality, Price Perception and Experiential Marketing to Repurchase Intention mediated by Customer Satisfaction

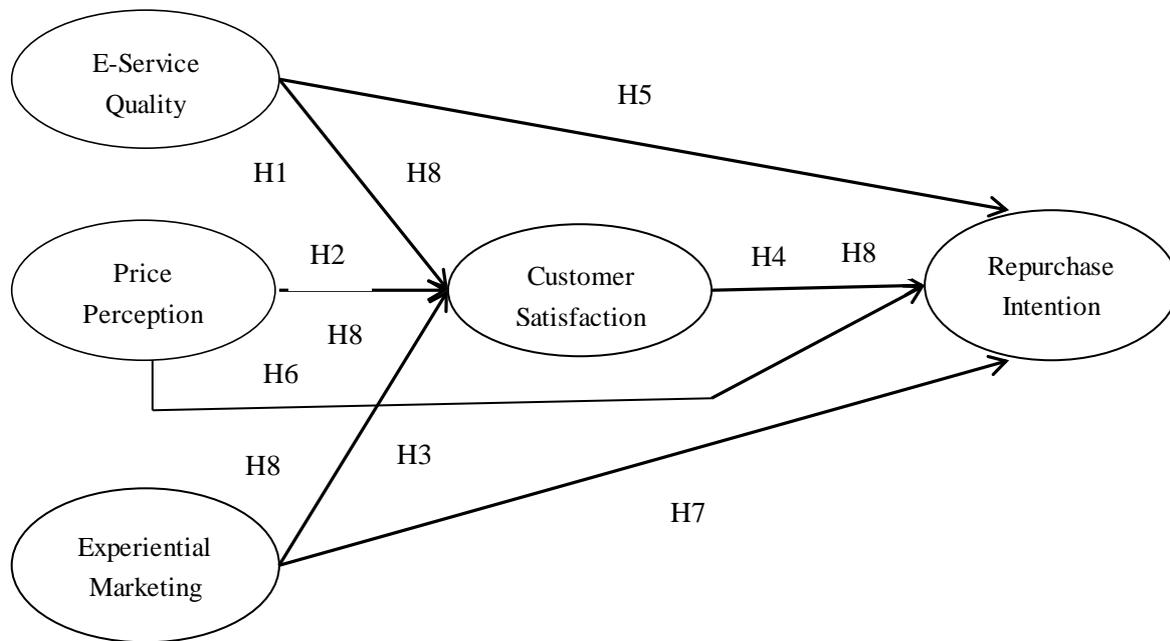


Figure 1. Research model

3. Methodology

In the data collection, the population in this study is unknown, therefore the number of samples used can be calculated from the variables or indicators used. Hair, et al. (2006, 373) gives information that in unknown population in calculating the sample can be based on the indicators studied multiplied at least 5 and maximum 10. Therefore in this study the number of samples used as many as 180 respondents. Questionnaires were distributed to respondents who have shopped using online shopping, with random sampling method. This study uses data analysis of Serqual Equation Modeling by using Lisrel software to see the effect of E-Service Quality, Price Perception, Experiential Marketing to Repurchase Intention mediated by Customer Satisfaction on On-line

Shopping.

To test the instrument then tested the validity and reliability. After that to test the validity and reliability use structural equation modeling. The validity test results are shown in table 1.

Table 1. Test results validity

Indicators	E Service Quality	Price Perception	Experiential Marketing	Customer Satisfaction	Repurchase Intention
ESQ1	0.544				
ESQ2	0.706				
ESQ3	0.723				
ESQ4	0.639				
ESQ5	0.527				
ESQ6	0.535				
ESQ7	0.759				
ESQ8	0.684				
ESQ9	0.791				
ESQ10	0.742				
ESQ11	0.579				
ESQ12	0.687				
ESQ13	0.585				
ESQ14	0.683				
PP1		0.645			
PP2		0.808			
PP3		0.610			
PP4		0.649			
EM1			0.780		
EM2			0.789		
EM3			0.552		
EM4			0.787		
EM5			0.851		
EM6			0.690		
CS1				0.686	
CS2				0.668	
CS3				0.778	
CS4				0.769	
CS5				0.751	
CS6				0.721	
CS7				0.761	
RI1					0.870
RI2					0.857
RI3					0.609

Table 1 shows that the value of each indicator in the form of a variable above 0.5, meaning that these indicators can form a variable. In the variable E service quality, the largest indicator value is ESQ 9, it means that clear information is needed by consumers in buying products online. For the largest variable price perception is PP2, it means that the whole consumers are satisfied with the price set on the online shop. In experiential marketing variables, the largest indicator is EM5, meaning that it needs to bring up positive consumer behavior towards the website so that they will make an online purchase.

Variable customer satisfaction is formed by indicator CS3 which has the greatest value, meaning that in general consumers think that the decision to make purchases through online shopping is appropriate. On the variable experiential marketing the biggest indicator is EM5, meaning that it needs to bring up positive consumer behavior towards the website therefore they will make an online purchase. Variable customer satisfaction is formed by indicator CS3 which has the greatest value, meaning that in general consumers think that the decision to make purchases through online shopping is appropriate. In variable repurchase intention, indicator that has the biggest value is RI1, meaning consumers are interested to make another purchase by using online shopping. In test reliability then used construct reliability. Seen at table 2.

Table 2. Reliability Test Results

Variable	Reliability
E- service quality	0.915
Price perception	0.731
Experiential marketing	0.848
Customer satisfaction	0.848
Repurchase intention	0.766

The cut-off rate of construct reliability 0.6 is quite good (Bagozzi; Yi, 1988). Construct reliability test results show that all variables have values above 0.6 means that each indicator can form variables.

After tested the validity and reliability then tested the model. The model test results are shown in table3.

Table 3. Model test results

Fit Measure	Good Fit	Acceptable Fit	Estimated
χ^2 (Chi-square)	$0 \leq \chi^2 \leq 2df$	$2df \leq \chi^2 \leq 3df$	$\chi^2 = 1320.87$
p value	$0,05 < p < 1,00$	$0,01 \leq p \leq 0,05$	p-value = 0.00
χ^2/df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 3$	2.37
RMSEA	$0 \leq RMSEA \leq 0,05$	$0,05 \leq RMSEA \leq 0,08$	0.08
SRMR	$0 \leq SRMR \leq 0,05$	$0,05 \leq SRMR \leq 0,10$	0.06
NFI	$0,95 \leq NFI \leq 1,00$	$0,90 \leq NFI \leq 0,95$	0.94
NNFI	$0,97 \leq NNFI \leq 1,00$	$0,95 \leq NNFI \leq 0,97$	0.96
CFI	$0,97 \leq CFI \leq 1,00$	$0,95 \leq CFI \leq 0,97$	0.96
GFI	$0,95 \leq GFI \leq 1,00$	$0,90 \leq GFI \leq 0,95$	0.70
AGFI	$0,90 \leq AGFI \leq 1,00$ close to GFI	$0,85 \leq AGFI \leq 0,90$ close to GFI	0.65

Source: Engel, Moosbrugger, Muller (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures and estimated

The model test results show that χ^2/df , RMSEA, SRMR, NFI, NNFI and CFI at acceptable fit level, meaning that the model can be used in this study.

4. Analysis and Result

The data obtained as many as 180 respondents. The results of the data are made characteristic respondent as follows:

Table 4. Characteristics of Respondents

Characteristics of Respondents	Frequency	Percentage
Gender		
Male	86	47.8
Female	94	52.2
Total	180	100
Age		
18	6	3.3
19	32	17.8
20	40	22.2
21	43	23.9
22	31	17.2
23	13	7.2
24	5	2.8
25	6	3.3
28	1	.6
33	2	1.1
38	1	.6
Total	180	100
Education		
SMA	66	36.7
Diploma	10	5.6
S1	104	57.8
Total	180	100

The result of characteristic respondent shows that respondents both women and men prefer to shop online. Seen at the age of 19, 20, 21 and 22 years where they are millennial generation. This is seen at the level of education S1. Therefore shopping using online will they choose, because according to its characteristics.

Table 5. Hypothesis test results

No.	Hypothesis	Path Coefficient	Value - t	t-table	Results	Conclusion
H1	Effect e service quality to customer satisfaction	0.37	3.20	1.96	significant	H1 accepted, there is influences between e service quality to customer satisfaction
H2	Effect price perception to customer satisfaction	0.34	1.60	1.96	No significant	H2 rejected, there is no influences between price perception to customer satisfaction
H3	Effect experiential marketing to customer satisfaction	0.23	1.30	1.96	No significant	H3 rejected, there is no influences between experiential marketing to customer satisfaction
H4	Effect customer satisfaction to repurchase intention	0.74	4.17	1.96	significant	H4 accepted, there is influences between customer satisfaction to repurchase intention
H5	Effect e service quality to repurchase intention	-0.35	-2.31	1.96	significant	H5 accepted, meaning there is influence between e service quality to repurchase intention but have negative effect
H6	Effect price perception to repurchase intention	0.63	2.23	1.96	significant	H6 accepted, there is the influence between Price perception to repurchase intention
H7	Effect experiential marketing to repurchase intention	-0.15	-0.68	1.96	No significant	H7 rejected, there is no influences experiential marketing to repurchase intention

On hypothesis test H1 and H5 hypothesis test shows that e-service quality has a positive influence to customer satisfaction and repurchase intention, while repurchase intention has negative influence occurs. The results of this study support to Wang & Lo, 2002; Kim et al., 2004; Turel & Serenko, 2006; Wang & Liao, 2007; Shin and Kim, 2008; Kuo et al., 2009; Lai et al., 2009) that suggest there is e-service quality influences customer satisfaction. Also support to Kim et al. (2012) stating that e-service quality significantly influences customer repurchase intention.

In the test of price perception hypothesis both H2 and H6, indicates that the price has no influence on customer satisfaction but has an influence on repurchase intention. This means that the price responding to the purchased product will lead to buy back to the consumer, but the price does not lead to customer satisfaction because satisfaction arising from e service quality.

In experiential marketing hypothesis test both H3 and H7, show that experiential marketing has no effect on customer satisfaction and repurchase intention. Consumers in making online purchases do not need any experiential marketing.

In the hypothesis test customer satisfaction (H4) show that customer satisfaction has positive effect on repurchase intention, indicating that when consumers are satisfied it will make repeat purchase. Therefore, the satisfaction becomes the basis for consumers to make repeat purchases and satisfaction needs to be a concern for online shopping.

In the test of hypothesis 8, bring up the equation:

$$\text{Repurchase intention} = -0.067 \text{ ESQ} + 0.88 \text{ PP} + 0.02 \text{ EM} + 0.28 \text{ CS}$$

(0.12)	(0.31)	(0.25)	(0.18)
-0.43	2.83	0.09	2.39

The result of hypothesis test 8 shows that the effect of e-service quality (ESQ) and experiential marketing (EM) through customer satisfaction (CS) as mediation variable has no effect on repurchase intention, while price perception (PP) has an effect on repurchase intention through customer satisfaction. These results are seen in Figure 2.

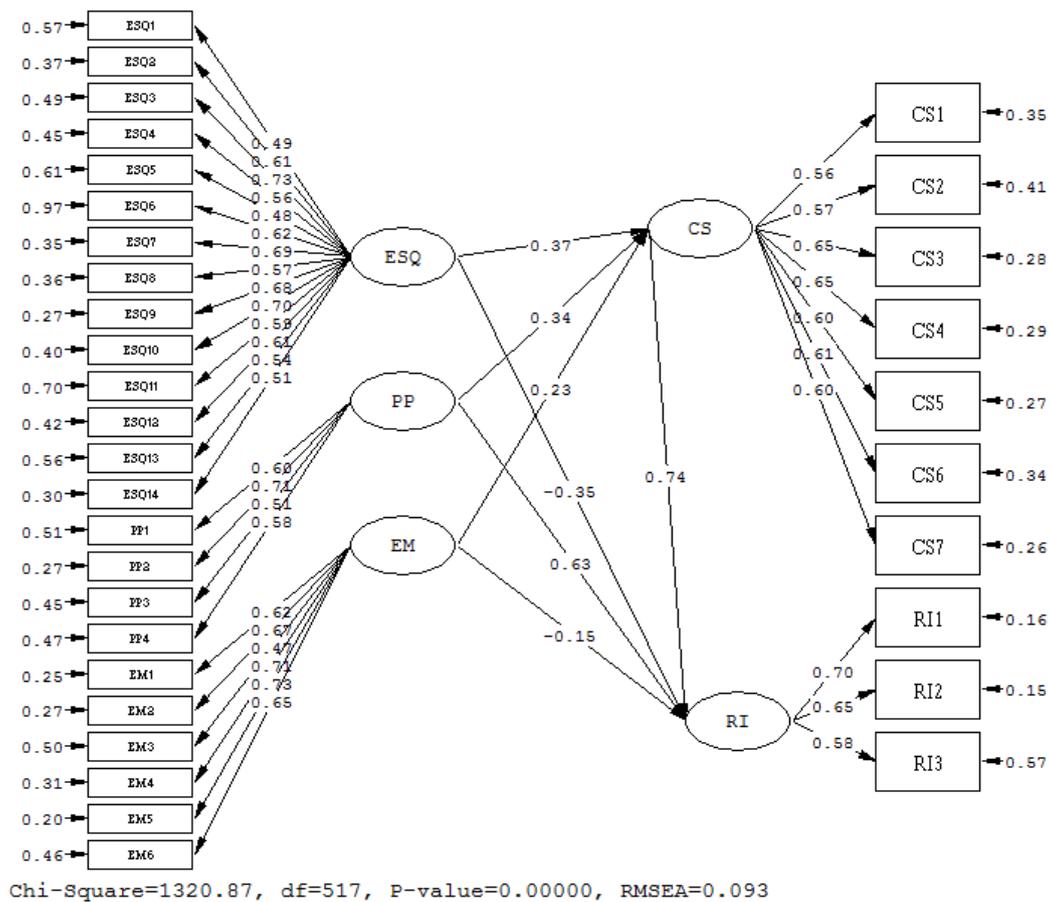


Figure 2. Output Lisrel

5. Discussion

The result of researched by authors showed that e-service quality has a positive influence to customer satisfaction and repurchase intention, while repurchase intention has negative influence occurs. These findings show that while e-service quality has an influence on repurchase intention, it shows the opposite direction, meaning that higher e-service quality causes lower repurchase intention, and vice versa.

It may be based that online purchasing e-service quality is not a major influence to repurchase intention, but there is other things that cause negative repurchase intention. Therefore, online sales service providers are not too concerned with e-service quality for repurchase intention. The results of this study appropriate to Wang & Lo, 2002; Kim et al., 2004; Turel & Serenko, 2006; Wang & Liao, 2007; Shin & Kim, 2008; Kuo et al., 2009; Lai et al., 2009) that suggest there is e-service quality influences customer satisfaction.

In addition, the results showed that the price perception has no influence to customer satisfaction but has an influence to repurchase intention. This means that the price responding to the purchased product will lead to repeat purchase, but the price does not lead to customer satisfaction because satisfaction arising from e-service quality. The result of this study appropriate to Garbarino & Maxwell (2010); Grewaletal (2004); Xia & Monroe (2010) that said, price fairness research suggests a positive influence of perceived price to repurchase intentions.

Hence, the results showed that experiential marketing has no effect on customer satisfaction and repurchase intention, because consumers in making online purchases do not need any experiential marketing. The result of this study not appropriate to Lee, Ming-Sing; Hsiou, Huey-Der; Yang, Ming-Fen (2010) that argue experiential marketing has significantly positive effect on customer satisfaction. Also the result of this study not appropriate to Razi & Lajevardi (2016) that stated experiential marketing had impacts on repurchase intention.

Next, the results showed that customer satisfaction has positive effect on repurchase intention, indicating that when consumers are satisfied it will make a repeat purchase. Therefore, the satisfaction becomes the basis for consumers to make repeat purchases and satisfaction needs to be a concern for online shopping. The result of this

study appropriate to (L.D. Pleessis, 2010) that said consumers who are satisfied with the performance of online shopping has positive influence to their repurchase intention.

The result showed that the effect of e-service quality and experiential marketing through customer satisfaction as mediation variable has no effect to repurchase intention, while price perception has an effect to repurchase intention through customer satisfaction.

6. Conclusion

There is the impact of e-service quality to customer satisfaction and repurchase intention, while repurchase intention has negative influence occurs. Hence the price perception has no influence to customer satisfaction but has an influence to repurchase intention. Besides, experiential marketing has no effect on customer satisfaction and repurchase intention. In addition, customer satisfaction has positive effect on repurchase intention. The effect of e-service quality and experiential marketing through customer satisfaction as mediation variable has no effect to repurchase intention, while price perception has an effect to repurchase intention through customer satisfaction.

The implications of the results of this study indicate that consumers tend not to pay attention to e-service quality to improve satisfaction and repurchase, but more emphasis on the price of the product. Therefore for companies that sell through online can pay attention to prices compared to existing e-service quality.

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