



## The antecedents of repurchase intention in Indonesian e-commerce marketplace customers during the COVID-19 pandemic with age as a moderating variable: A study on e-commerce marketplace customers in Java



Ayu Savitri Dewi <sup>(a)\*</sup> Fatchur Rohman <sup>(b)</sup> Raditha Dwi Vata Hapsari <sup>(c)</sup>

<sup>(a)</sup> Management Department, Faculty of Economics and Business, University of Brawijaya, Jl. MT. Haryono No.165, Malang, Indonesia

<sup>(b,c)</sup> Ph.D., Management Department, Faculty of Economics and Business, University of Brawijaya, Jl. MT. Haryono No.165, Malang, Indonesia

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### ABSTRACT

*This study aims to examine the factors that affect customers repurchase intention in the e-commerce marketplace during the COVID-19 pandemic on Java Island in Indonesia, using the extended Technology Acceptance Model (TAM) theory and UI/UX Concept. Perceived ease of use, shopping experience, e-trust, and age are variables that are predicted to affect e-commerce marketplace repurchase intention behavior during the COVID-19 pandemic. The data were collected through an online survey from e-commerce marketplace customers in Java who have had at least two experiences of purchasing goods or services through e-commerce in Java. In total, 250 valid responses were analyzed to test hypotheses using structural equation modeling and multi-group analysis. The results show that perceived ease of use, shopping experience, and e-trust are found to significantly affect the repurchase intention in e-commerce marketplace. The study also show that e-trust has a role in mediating the relationship between both perceived ease of use towards repurchases intention and shopping experience towards repurchase intention. However, the multi-group analysis did not find any significant differences between shopping experience and repurchase intention across age groups. Finally, this paper ended with some discussions, implications, limitations, and conclusions.*

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## Introduction

E-commerce is a shopping platform that has gained momentum in the Indonesian market in the past few years. According to a survey conducted by We Are Social in April 2021, 88.1% of Internet users aged 16 to 64 years old in Indonesia use e-commerce services (Kemp, 2021). This makes Indonesia the country with the highest number of e-commerce use in the world as of April 2021. Such an increase in the number of e-commerce users is due in part to the COVID-19 pandemic. It is estimated that an increase of 12 million e-commerce users in 2020 was because of the pandemic (Sircolo, 2020).

The COVID-19 pandemic is one of the biggest challenges faced by businesses and governments in the past century (Hall et al., 2021). Restrictive measures have altered consumers' buying behaviors and consumption patterns (Naeem, 2021). This is supported by Digital Consumers of Tomorrow, Here Today, a report published by Facebook and Bain & Company (2020), which states that the implementation of social distancing has changed the people's spending behaviors, in which they prefer shopping from home to limit physical contacts with the traders. In Indonesia, shopping activities in e-commerce saw a rise of 25-30% during the COVID-19 pandemic (Pink, 2021), which means that the pandemic positively affects the increasing e-shopping behaviors of the consumers, as stated in Hashem's (2020) study.

\* Corresponding author. ORCID ID: 0000-0002-8242-0759

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Being a country with the highest number of e-commerce use in the world, e-commerce marketplace consumers in Indonesia are mostly concentrated in Java. The data published by Katadata Insight Center and Kredivo (2021) show that all provinces in Java are among the list of provinces with the highest number of e-commerce marketplace consumers in Indonesia. They are West Java (37%), DKI Jakarta (29%), Banten (14%), East Java (9%), Central Java (4%), and DI Yogyakarta (1%). Altogether, those provinces make up 94% of the total number of e-commerce consumers in Indonesia. The quality of infrastructure and logistic services in Java that is objectively more adequate than those of other regions renders e-commerce transactions in the island more dynamic (Burhan, 2020), making it a location of central importance in the success of e-commerce marketplace in Indonesia. Such a rationale becomes the researcher's basis to identify the factors that influence the Repurchase Intention in e-commerce marketplace in Java.

Repurchase Intention is a form of customer loyalty through repeated purchases on a certain platform. Essentially, repeat consumers spend more money, ergo the generation of bigger profits than from new consumers (Chiu & Cho, 2019). Additionally, acquiring new customers requires more time and effort compared to maintaining the existing ones (Sullivan & Kim, 2018). Therefore, it is essential to understand the factors that maintain existing customers, that is for them to make a Repurchase Intention in e-commerce. Among the main factors that should be taken into consideration by online-based e-commerce companies are the ease of use of their applications and customers' shopping experience. These factors are closely related to the e-commerce application's user interface (UI) and user experience (UX), the primary aspects that the users firstly notice when interacting with services on the Internet, including e-commerce (Ji et al., 2018). Not only should e-commerce companies provide an interface that works optimally and eases the users in accomplishing their objectives, but they also should deliver a unique shopping experience to encourage the consumers to make repurchases.

The Technology Acceptance Model (TAM) concept developed by Davis (1989) is pivotal in increasing Repurchase Intention in e-commerce. TAM is the most relevant theory that explains technology acceptance in e-commerce (Dachyar & Banjarnahor, 2017). In a study that focuses on the use of UI and UX in e-commerce, a modification of the TAM theory is needed. The current study uses the perceived ease of use variable from the TAM theory to measure user interface (UI) and adds a shopping experience variable to measure user experience (UX).

Past studies have proposed that perceived ease of use and shopping experience influence customer's repurchase intention. However, empirical examinations of this issue revealed inconsistent results. For example, some scholars (Kahar et al., 2019) failed to find evidence that perceived ease of use influences repurchase intention, but other scholars (Olaleye et al., 2020; Trivedi & Yadav, 2020; Purani et al., 2019; Ozturk et al., 2016) found that this factor significantly influences repurchase intention. A similar issue was found in an empirical study on shopping experience, where several researchers (Quan et al., 2020) failed to find evidence that shopping experience influences repurchase intention, but other scholars (Japutra et al., 2021; Cachero-Martínez & Vázquez-Casielles, 2021; Jafarpour et al., 2017; Bilgihan, 2016) found that this factor significantly influences Repurchase Intention.

Such inconsistent results left a research gap that serves as the basis for the researcher to re-examine the relationship of perceived ease of use and shopping experience toward repurchase intention in e-commerce marketplace users in Java during the COVID-19 pandemic. Following the precedents set by previous studies (Molinillo et al., 2020; Olaleye et al., 2020; Kang & Namkung, 2019; Huang, 2017; Polcharoensuk & Yousapornpaiboon, 2017; Bilgihan, 2016; Xiao et al., 2016), e-trust was added as a mediating variable to address the gap from previous studies and amplify the influence of perceived ease of use and shopping experience on repurchase intention.

In the efforts of developing a more comprehensive repurchase intention model, experts have assessed the role of the user's characteristics in loyalty, especially with age as a moderating variable (Khan et al., 2020; Lu et al., 2021; Chang et al., 2020). However, studies on the moderating role of age groups in e-commerce to understand Repurchase Intention decision in e-commerce marketplace during the COVID-19 pandemic are relatively scarce. Consumers who have more shopping experiences are able to make purchase decisions with less information than those who are not as experienced (Fang et al., 2016). Thus, it is important to explore the role of Shopping Experience from varying age groups to create Repurchase Intention.

Based on the research gaps, the current study aims to: (1) identify and analyze the factors that influence Repurchase Intention in e-commerce marketplace during the COVID-19 pandemic in Java, which are perceived ease of use, shopping experience, and e-trust; and (2) identify and analyze the moderating role of different age groups (young and old) in the relationship between shopping experience and repurchase intention.

## **Literature Review**

### **Theoretical and Conceptual Background**

#### **User Interface and User Experience (UI/UX)**

User interface (UI) and user experience (UX) are the first things that internet users interact with when accessing a website or application (Ji et al., 2018). For e-commerce businesses, well-designed UI and UX can help develop their users' trust because positive UI and UX can satisfy the customers' expectations (Al Sokkar & Law, 2013). According to Ji et al., (2018), there are two fundamental aspects in constructing UI and UX, which are Usability and Identity. Usability means that the services used are designed to take the shortest route and consider the users' convenience, whereas Identity refers to whether the components are intuitive, easy to recognize,

and interesting in terms of their appearances. When users can accomplish their objectives through an application that is easy to use, they can gain a good experience, allowing them to use the same service again and recommend it to others (Allabarton, 2021), therefore increasing repurchase intention.

The user interface offered by e-commerce plays an important role as a source of potential information and helps solve the issues and shortcomings of websites (Trivedi & Yadav, 2020). A good interface and effortless use of e-commerce are central in the experience of using e-commerce (Aparicio et al., 2021). This is similar to perceived ease of use, which is one's degree of belief that using a particular system (in this case, online shopping) will be effortless. The easier a system is to use, the higher the probability that it will be accepted by the customers (Davis, 1989).

User experience is one of the most crucial components in e-commerce that function to fulfill the exact needs of the customers (Vavliakis et al., 2019). UX covers all emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors, and achievements before, during, and after using something (Muslim et al., 2019). In this study, UX is measured using the shopping experience variable, which is a conceptualization of sensations, feelings, cognitions, and behavioral responses caused by brand-related stimuli as a part of the design and identity of brand, packaging, communication, and environment (Brakus et al., 2009). Providing a good user experience allows the users to use the same service again.

### **Technology Acceptance Model**

Technology Acceptance Model (TAM) is a theory developed by Davis in 1989 with the objective of predicting user acceptance of a system and their behaviors in using a system. TAM explains that an individual's behaviors when using a system are influenced by perceived ease of use and perceived usefulness (Davis, 1989). Perceived ease of use is used in this study as a factor that influences the customers' willingness to make repurchases in online transactions. Perceived ease of use is one of the main factors in the TAM model that determine the technology adaptation or online loyalty towards a new technology (Purani et al., 2019). Hence, measuring repurchase intention in e-commerce requires the development of TAM's theoretical construct.

### **Perceived Ease of Use**

Perceived ease of use is an indicator used in the TAM theory, which refers to one's perception that technology can be used effortlessly (Davis, 1989). In this case, the users believe that a particular information system they use does not require much effort, such as energy and time. Consumers like and will visit shopping websites with a simple and accessible user interface, which leads to satisfaction and increase in online repurchase intention (Rehman et al., 2019). A previous study has found that a system that is easy to use will be more widely accepted than those that are not (Olaleye et al., 2020).

### **Shopping Experience**

Shopping experience grows from the interactions between the consumers and retailers, which create values and intention to purchase (Molinillo et al., 2020). Shopping experience in e-commerce is a virtual shopping experience, in which the consumers cannot physically touch the products and only rely on other information, such as previous purchase experience, to understand the functions and worthiness of the sold goods. A service that can create an experience can lead to satisfaction and loyalty, or repurchase intention (Brakus et al., 2009).

### **E-Trust**

E-trust is a belief that the trusted parties will act in accordance with the certain expectations of the other trusting party by demonstrating ability, integrity, and benevolence (Olaleye et al., 2020). Trust is much more vital in online business transactions compared to transactions in conventional shops (Bilgihan, 2016). This is due to the nature of the online shopping environment that poses more uncertainties and bigger risks to the decision-making of online purchases. Customers' trust develops over time when their trust in a certain service accumulates (Huang, 2017).

### **Repurchase Intention**

Repurchase intention is a form of customer loyalty. Loyalty in the online context is defined as an attitude from the customer that benefits the electronic business, resulting in repurchase intention behaviors (Olaleye et al., 2020). Repurchase intention is a subjective probability that a customer who has a shopping experience will continue buying products from the same online seller. Repurchase intention from the consumers is of paramount importance for the profitability and sustainable growth of online retail businesses (Zhu et al., 2020). Repurchase intention comes from ordering ease, product information and choice, timely delivery, customer trust, adequate privacy policy, online resources, e-commerce quality, trust, and commitment (Molinillo et al., 2020).

### **Age**

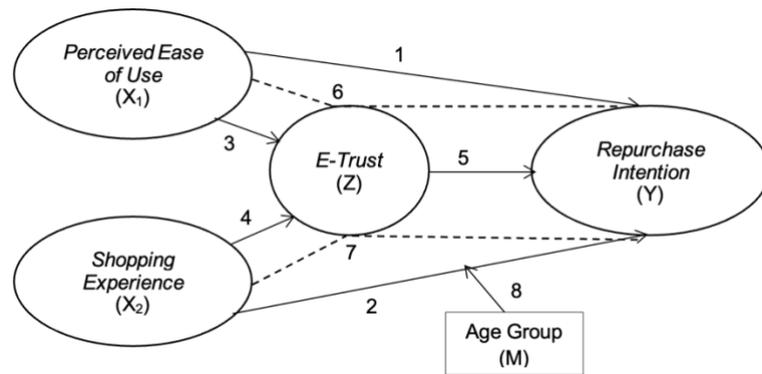
Age has been proven to influence the consumer's readiness to perceive online experiences and make favorable choices to motivate their behaviors (Ye et al., 2019). This study takes into account the moderating role of age, especially that which influences the relationship between shopping experience and repurchase intention. Age can affect the acceptance of new technology as well as a person's preferences in behavior when shopping online (Wiścicka-Fernando, 2021). As opposed to young consumers, older consumers often feel that they are too old to learn or adopt new technologies (Assaker, 2020). In online shopping, younger consumers

have more experiences related to internet interactions and use, whereas older consumers tend to be reluctant to shop online due to their lack of experience with technology (Hernández et al., 2011). On the other hand, older consumers are more experienced in shopping, although younger consumers are more accustomed to using the internet and technology (Herrando et al., 2019).

Most studies have focused on e-commerce use in youths and adolescents. In fact, however, analyses on larger age groups are of no less importance, especially in the digital era. In Indonesia, it is known that the frequency of repurchases made by older consumers are significantly higher than by young consumers (Katadata Insight Center & Kredivo, 2021). As stated by Herrando et al. (2019), every age group can develop behaviors and general beliefs based on their life experiences. Therefore, it is important to understand a particular age group's values and motivations because every age group has a unique and different preference of motivation on the lifestyle that they wish to achieve (Lissitsa & Kol, 2016).

### Conceptual Framework and Hypothesis Development

This study uses four types of variables, consisting of exogenous variables (Perceived Ease of Use and Shopping Experience), endogenous variable (Repurchase Intention), mediating variable (E-Trust), and moderating variable (Age). The conceptual framework of this research is shown in Figure 1.



**Figure 1:** Conceptual Framework and Hypothesis

The hypotheses of this study are as follows:

- H1: Perceived Ease of Use has a significant positive effect on Repurchase Intention
- H2: Shopping Experience has a significant positive effect on Repurchase Intention
- H3: Perceived Ease of Use has a significant positive effect on E-Trust
- H4: Shopping Experience has a significant positive effect on E-Trust
- H5: E-Trust has a significant positive effect on Repurchase Intention
- H6: E-Trust mediates the relationship between Perceived Ease of Use and Repurchase Intention
- H7: E-Trust mediates the relationship between Shopping Experience and Repurchase Intention
- H8: There is a significant difference between young and old age groups in moderating the relationship between Shopping Experience and Repurchase Intention

## Research and Methodology

### Population and Sample

The population in this study comprises e-commerce marketplace users in Java, which are Shopee, Tokopedia, Lazada, Bukalapak, and Blibli. The subjects of this study were categorized into the young age group (<36 years old) and old age group (≥36 years old). The sample size was determined by multiplying the research indicators by minimum 5 times and maximum 10 times (Ferdinand, 2006). Therefore, the 25 research items were multiplied by 10, hence the sample size of 250 respondents. The sample was drawn using the purposive sampling technique, with criteria as follows: aged at least 17 years old, have shopped at least twice on e-commerce marketplace in the past six months, and living in Java during the COVID-19 outbreak.

### Research Instrument

The variables in this study were measured using questionnaires. The measurement for the study variables were adapted from previous studies. Perceived ease of use was measured using 6 items adopted from Davis' (1989) study. Shopping experience was measured using 10 items adopted from Cachero-Martínez and Vázquez-Casielles' (2021) study. E-trust was measured using 4 items adopted from Sullivan and Kim's (2018) study. Repurchase intention was measured using 5 items adopted from Sullivan and Kim's (2018) and Cachero-Martínez and Vázquez-Casielles' (2021) studies. Every item was measured using a 5-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to understand the e-commerce marketplace users' opinions on perceived ease of use, shopping experience, e-trust, and repurchase intention in Java during the COVID-19 pandemic. Pilot tests were conducted to test the

research instrument by applying all or part of the research methods in a small scale. The pilot tests in this research include validity and reliability tests.

### Data Analysis Technique

The data in this study were analyzed using Structural Equation Modeling (SEM), utilizing a software named smartPLS 3.0. The SEM approach used in this study is the Variance Based SEM approach, also known as Partial Least Squares (PLS) (Hussein, 2015). The rationale behind employing SEM-PLS in this study is because the relationships between the variables are linear (recursive). The analyses in PLS were conducted in three stages, namely outer model analysis, inner model analysis, and hypothesis testing. The hypothesis testing was divided into direct relationship testing, mediating relationship testing, and moderating relationship testing. The direct and mediating relationship testing was carried out using a SEM-PLS analysis, whereas the moderating relationship testing was carried out using a multi-group analysis.

## Findings and Discussions

The analysis in this study was initiated by conducting pilot tests on the research instrument to evaluate its validity. The pilot tests consisted of validity and reliability tests operated using SPSS 25. The pilot test results show that all items used in this study are valid and reliable to measure the research variables, and therefore, the study was continued by analyzing the outer model and inner model, as well as testing the hypotheses.

### Demographics of Respondents

Out of all 250 respondents, 155 respondents are classified as young age group (17-35 years old) with a percentage of 62% and 95 respondents are classified as old age group (36-55 years old) with a percentage of 38%. Female respondents are 71%, compared to male respondents at 29%. The majority (68%) of the respondents are Bachelor Graduates/Diploma Graduates, and 57% of them are working. It can be concluded that most of the e-commerce marketplace users are consumers who have their own income, which translates to a good consumer purchasing power. The respondents in this study have fairly represented the e-commerce marketplace consumers in Java, which is shown by the fact that the respondents are from six provinces in the island, with the greatest number of respondents (60%) from East Java. The majority of the respondents (37.6%) have an income ranging between IDR 1,000,001 – IDR 3,000,000. The data show that all respondents are the loyal customers of e-commerce marketplace because they had made repurchases twice or more. The majority of the respondents (29%) had shopped in an e-commerce marketplace more than 15 times in the past six months. This paper uses SPSS 25 to analyse the demographic data as shown in Table 1.

**Table 1:** Respondents Demographics

| Item   | Characters                  | Percentage |
|--|-----------------------------|------------|
| Age  | Young (17 – 35 years old)   | 62%        |
|  | Old (36 – 55 years old)     | 38%        |
| Gender   | Female                      | 71%        |
|  | Male                        | 29%        |
| Education level                                      | Middle School/Equivalent    | 1%         |
|  | High School/Equivalent      | 26%        |
|  | Bachelors/Diploma           | 68%        |
|  | Master                      | 6%         |
| Employment Status                                    | Employed                    | 57%        |
|  | Unemployed                  | 3%         |
|  | Student                     | 40%        |
| Monthly income                                       | < Rp1.000.000               | 17,6%      |
|  | Rp1.000.001 – Rp3.000.000   | 37,6%      |
|  | Rp3.000.001 – Rp5.000.000   | 21,6%      |
|  | Rp5.000.001 – Rp7.500.000   | 10,4%      |
|  | Rp7.500.001 – Rp10.000.000  | 9,6%       |
|  | Rp10.000.001 - Rp15.000.000 | 1,6%       |
| Frequency for using e-commerce for the last 6 months | > Rp15.000.000              | 1,6%       |
|  | 2 times                     | 4%         |
|  | 3 – 5 times                 | 24%        |
|  | 6 – 8 times                 | 22%        |
|  | 9 – 11 times                | 15%        |
|  | 12 – 15 times               | 6%         |
| > 15 times   | 29%                         |            |

**Outer Model Evaluation**

An outer model analysis was conducted to test the validity and reliability of latent constructs. The convergent validity test is seen from the values of the loading factors and average variance extracted (AVE). The expected value for an instrument to be pronounced as valid is to have loading factors > 0.7 and AVE value of above 0.5 (Hussein, 2015). Meanwhile, Hair et al. (2017) state that some researchers in the field of social science studies often found the loading factor of below 0.7. Therefore, the indicator with a loading factor of between 0.4 and 0.7 should be considered before being removed. This is done only when the indicator can increase the composite reliability value or the average AVE value. To obtain the expected AVE value, which is above 0.5, a number of items are eliminated, namely SE2, SE3, SE4, SE5, SE8, and SE9 because they have a loading factor of below 0.6. Thus, all the remaining items can be used for structural model testing. After evaluating the structural model, a validity test was carried out by looking at the values of convergent validity and discriminant validity, which show that all items used to measure the variables are valid and can be used to measure the variables in this study. Moreover, the reliability of all variables was tested, and it was found that all variables had a composite reliability value greater than 0.7. and Cronbach’s alpha value of above 0.6. Therefore, it can be concluded that the construct is reliable and acceptable. The results of the outer model test are shown in Table 2 and Table 3.

**Table 2:** Convergent Validity and Composite Reliability Evaluation Results

| Variable                          | Item  | Loading Factor | AVE   | Composite Reliability | Cronbach's Alpha | Result             |
|-----------------------------------|-------|----------------|-------|-----------------------|------------------|--------------------|
| <i>Perceived Ease of Use (X1)</i> | PEOU1 | 0.670          | 0.534 | 0.873                 | 0.827            | Valid and Reliable |
|                                   | PEOU2 | 0.691          |       |                       |                  | Valid and Reliable |
|                                   | PEOU3 | 0.783          |       |                       |                  | Valid and Reliable |
|                                   | PEOU4 | 0.690          |       |                       |                  | Valid and Reliable |
|                                   | PEOU5 | 0.805          |       |                       |                  | Valid and Reliable |
|                                   | PEOU6 | 0.736          |       |                       |                  | Valid and Reliable |
| <i>Shopping Experience (X2)</i>   | SE1   | 0.633          | 0.552 | 0.83                  | 0.725            | Valid and Reliable |
|                                   | SE6   | 0.831          |       |                       |                  | Valid and Reliable |
|                                   | SE7   | 0.784          |       |                       |                  | Valid and Reliable |
|                                   | SE10  | 0.709          |       |                       |                  | Valid and Reliable |
| <i>E-Trust (Z)</i>                | ET1   | 0.762          | 0.637 | 0.875                 | 0.812            | Valid and Reliable |
|                                   | ET2   | 0.780          |       |                       |                  | Valid and Reliable |
|                                   | ET3   | 0.819          |       |                       |                  | Valid and Reliable |
|                                   | ET4   | 0.830          |       |                       |                  | Valid and Reliable |
| <i>Repurchase Intention (Y)</i>   | RI1   | 0.841          | 0.642 | 0.899                 | 0.858            | Valid and Reliable |
|                                   | RI2   | 0.835          |       |                       |                  | Valid and Reliable |
|                                   | RI3   | 0.855          |       |                       |                  | Valid and Reliable |
|                                   | RI4   | 0.675          |       |                       |                  | Valid and Reliable |
|                                   | RI5   | 0.788          |       |                       |                  | Valid and Reliable |

**Table 3:** Discriminant Validity Evaluation Results

| Indicator | Perceived Ease of Use (X1) | Shopping Experience (X2) | E-Trust (Z)  | Repurchase Intention (Y) | Result |
|-----------|----------------------------|--------------------------|--------------|--------------------------|--------|
| PEOU1     | <b>0.670</b>               | 0.278                    | 0.185        | 0.318                    | Valid  |
| PEOU2     | <b>0.691</b>               | 0.381                    | 0.143        | 0.318                    | Valid  |
| PEOU3     | <b>0.783</b>               | 0.376                    | 0.194        | 0.381                    | Valid  |
| PEOU4     | <b>0.690</b>               | 0.315                    | 0.337        | 0.384                    | Valid  |
| PEOU5     | <b>0.805</b>               | 0.339                    | 0.373        | 0.481                    | Valid  |
| PEOU6     | <b>0.736</b>               | 0.276                    | 0.213        | 0.433                    | Valid  |
| SE1       | 0.318                      | <b>0.633</b>             | 0.329        | 0.362                    | Valid  |
| SE6       | 0.315                      | <b>0.831</b>             | 0.224        | 0.507                    | Valid  |
| SE7       | 0.333                      | <b>0.784</b>             | 0.199        | 0.402                    | Valid  |
| SE10      | 0.348                      | <b>0.709</b>             | 0.247        | 0.530                    | Valid  |
| ET1       | 0.262                      | 0.228                    | <b>0.762</b> | 0.316                    | Valid  |
| ET2       | 0.227                      | 0.230                    | <b>0.780</b> | 0.278                    | Valid  |
| ET3       | 0.258                      | 0.282                    | <b>0.819</b> | 0.339                    | Valid  |
| ET4       | 0.342                      | 0.317                    | <b>0.830</b> | 0.451                    | Valid  |
| RI1       | 0.458                      | 0.493                    | 0.387        | <b>0.841</b>             | Valid  |
| RI2       | 0.432                      | 0.447                    | 0.322        | <b>0.835</b>             | Valid  |
| RI3       | 0.493                      | 0.502                    | 0.367        | <b>0.855</b>             | Valid  |
| RI4       | 0.303                      | 0.486                    | 0.323        | <b>0.675</b>             | Valid  |
| RI5       | 0.454                      | 0.540                    | 0.378        | <b>0.788</b>             | Valid  |

**Inner Model Evaluation**

The inner model analysis or structural model evaluation aims to ensure whether the structural model built is robust and accurate (Hussein, 2015). There are several approaches taken to test the inner model in this study, namely the coefficient of determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ), and Goodness of Fit Index (GoF). Based on the results of the coefficient of determination, it is known that the  $R^2$  values of the E-Trust and Repurchase Intention variables are 0.163 and 0.504, respectively. Furthermore, the Predictive Relevance ( $Q^2$ ) value is 0.585. This shows that the diversity of the Repurchase Intention variables can be explained by the overall model by 58.5 percent, with contributions from the perceived ease of use, shopping experience, and e-trust variables. This value indicates that the research model can be categorized into the strong model category because its value is more than 0.35. Additionally, the GoF value is 0.439, indicating that the level of accuracy shown by the model is 43.9 percent. This value suggests that the GoF value of this research model is in the large GoF category because it has a GoF value of above 0.36. From the values of the coefficient of determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ), and GoF, it can be concluded that the developed model is robust, so the hypothesis testing can be carried out.

**Hypothesis Testing Result**

**Structural Equation Modeling**

Based on the data shown in Table 4, it is known that H1 to H7 are accepted because they meet the statistical requirements with a t-statistic value  $\geq 1.96$  and p-values  $\leq 0.05$ .

**Table 4.** Hypothesis Testing Result

| Hypothesis         | Path Coefficient | T-Statistic | P-Values | Result    |
|--------------------|------------------|-------------|----------|-----------|
| H1: PEOU → RI      | 0.279            | 3.954       | 0        | Supported |
| H2: SE → RI        | 0.424            | 7.086       | 0        | Supported |
| H3: PEOU → ET      | 0.247            | 3.657       | 0        | Supported |
| H4: SE → ET        | 0.227            | 3.056       | 0.002    | Supported |
| H5: ET → RI        | 0.205            | 4.122       | 0        | Supported |
| H6: PEOU → ET → RI | 0.051            | 2.594       | 0.010    | Supported |
| H7: SE → ET → RI   | 0.047            | 2.674       | 0.008    | Supported |

Perceived ease of use was found to have a positive and significant effect on repurchase intention with a t-statistic value greater than t-table ( $3.954 > 1.96$ ) and p-values below 0.05; therefore, **H1 is accepted**. These results support the studies conducted by Olaleye et al. (2020), Trivedi and Yadav (2020), Purani et al. (2019), and Ozturk et al. (2016), who found that perceived ease of use has a significant effect on repurchase intention or loyalty. The easier it is to use a system or platform, the higher the probability that the system or platform can be accepted and reused by consumers.

Shopping experience was found to have a positive and significant effect on repurchase intention with a t-statistic value greater than t-table ( $7.086 > 1.96$ ) and p-values below 0.05; therefore, **H2 is accepted**. These results support the studies conducted by Japutra et al. (2021), Cachero-Martínez and Vázquez-Casielles (2021), Jafarpour et al. (2017), and Bilgihan (2016), who found that shopping experience has a significant effect on repurchase intention or loyalty. Several different experiences in e-commerce shopping can be categorized as visual experiences, social experiences, emotional experiences, and pragmatic experiences. It is very important to identify the types of experience that the consumers want and value, so that the right experience is provided, and their loyalty can be gained.

Perceived ease of use was found to have a positive and significant effect on e-trust with a t-statistic value greater than t-table ( $3.657 > 1.96$ ) and p-values below 0.05; therefore, **H3 is accepted**. These results support the studies conducted by Ramli et al. (2021), Kang and Namkung (2019), Yudiarti and Puspaningrum (2018), Polcharoensuk and Yousapornpaiboon (2017), and Dachyar and Banjarnahor (2017), who found that perceived ease of use has a significant effect on e-trust. Kang and Namkung (2019) state that when consumers experience difficulties in using a technological system, they tend to lose confidence in using the technology.

Shopping experience was found to have a positive and significant effect on e-trust with a t-statistic value greater than t-table ( $3.056 > 1.96$ ) and p-values below 0.05; therefore, **H4 is accepted**. These results support the studies conducted by Molinillo et al. (2020), Huang (2017), and Bilgihan (2016), who found that shopping experience had a significant effect on e-trust. Bilgihan (2016), through the results of his research, found that flow experience in e-commerce can increase e-trust. The experiences gained by consumers when shopping in e-commerce is a virtual experience. Thus, shopping experience plays a vital role because a direct contact between the company that offers their products and the consumers is unavailable.

E-trust was found to have a positive and significant effect on repurchase intention with a t-statistic value greater than t-table ( $4.122 > 1.96$ ) and p-values below 0.05; therefore, **H5 is accepted**. These results support the studies conducted by Olaleye et al. (2020), Molinillo et al. (2020), Trivedi and Yadav (2020), Kang and Namkung (2019), Polcharoensuk and Yousapornpaiboon (2017), Huang (2017), Bilgihan (2016), and Xiao et al. (2016), who found that e-trust has a positive and significant effect on repurchase intention. Bilgihan (2016) states that consumers who do not trust e-commerce applications would not be loyal and make repurchase, even though they may feel satisfied with the products or services provided.

Testing the mediating effect can be seen using the t-statistical value, where the hypothesis can be said to be significant if the t-statistic value is  $\geq 1.96$  or p-values  $\leq 0.05$ . Based on Table 4, it is known that e-trust is a variable that mediates the effect of perceived ease of use on repurchase intention with the t-statistic value of greater than t-table ( $2.594 > 1.96$ ) and p-value of below 0.05; therefore, **H6 is accepted**. These results support the studies conducted by Kang and Namkung (2019) and Polcharoensuk and Yousapornpaiboon (2017), which found that perceived ease of use has a positive and significant effect on repurchase intention through e-trust mediation. E-trust partially mediates the relationship between perceived ease of use and repurchase intention. This means that e-trust can bridge the relationship between perceived ease of use and repurchase intention. However, without the role of e-trust, perceived ease of use is still able to increase repurchase intention in e-commerce marketplace.

In addition, e-trust is also a variable that mediates the effect of shopping experience on repurchase intention with a t-statistic value greater than t-table ( $2.674 > 1.96$ ) and p-values of below 0.05; therefore, **H7 is accepted**. These results support the studies conducted by Molinillo et al. (2020), Huang (2017), Bilgihan (2016), and Xiao et al. (2016), who found that shopping experience has a positive

and significant effect on repurchase intention through e-trust mediation. E-trust partially mediates the relationship between shopping experience and repurchase intention. This means that e-trust can bridge the relationship between shopping experience and repurchase intention. However, without e-trust, shopping experience is still able to increase repurchase intention in e-commerce marketplace.

**Multi-group Analysis**

Testing the effect of moderation was carried out to answer the hypothesis 8 on whether there is a significant difference between the individual group models being compared. A multi-group analysis was conducted by comparing the young age group, which ranges between 17-35 years (n=155) and the older age group, which ranges between 36-55 years (n=95). Based on the data shown in Table 5, it is found that age group does not have a significant difference in moderating the relationship between shopping experience and repurchase intention; therefore, **H8 is rejected**. It is known that the p-values comparison between the young and old age groups are 0.268 (> 0.05). This shows that there is no significant difference between the young and old age groups in moderating the relationship between shopping experience and repurchase intention, because the existing p-values exceed 0.05.

It was known that the path coefficient value of the young age group is 0.39, whereas for the old age group, it is 0.464. Both path coefficient values show positive results for each age group’s role in moderating the relationship between shopping experience and repurchase intention. This result is in line with the studies conducted by Lu et al. (2021) and Khan et al. (2020), which found that there is no significant difference in the role of age groups (young and old) in moderating the effect of experience on loyalty, which in this case is repurchase intention. This shows that the role of shopping experience as the main predictor of repurchase intention behavior is not limited by the age of the consumer.

**Table 5.** Multi-group Analysis Result

| Hypothesis  | Age Group |       | Path Coefficient Difference (Young - Old) | P-Value 1-tailed (Young VS Old) | Original P-Value (Young VS Old) | P-Value New (Young VS Old) | Result   |
|-------------|-----------|-------|---|---------------------------------|---------------------------------|----------------------------|----------|
|             | Young     | Old   |   |                                 |                                 |                            |          |
| H8: SE → RI | 0.39      | 0.464 | -0.073                                    | 0.732                           | 0.268                           |                            | Rejected |

**Conclusions**

This study’s main goal is to understand the factors that affect customers repurchase intention in the e-commerce marketplace during the COVID-19 pandemic in Java Island in Indonesia. The findings of this research offer important implications for the theory and practice of e-commerce.

This study makes several contributions to the previous literature on the antecedents of customer’s repurchase intention in the e-commerce marketplace. First, the results from the PLS-SEM analysis confirm the positive and significant support for the TAM-related construct, perceived ease of use, on repurchase intention of e-commerce marketplace customers (Olaleye et al., 2020; Ozturk et al., 2016; Purani et al., 2019; Trivedi & Yadav, 2020). The results of the present study also show that perceived ease of use significantly affects repurchase intention either directly or indirectly through the mediation of e-trust, which supported previous research (Kang & Namkung, 2019; Polcharoensuk & Yousapornpaiboon, 2017).

Second, previous studies have evaluated the shopping experience of customer in online shopping context, including visual experience, social experience, emotional experience, and pragmatic experience (Cachero-Martínez & Vázquez-Casielles, 2021). The result of the present study shows that shopping experience has positive and significant effect on repurchase intention, which consistent with earlier research (Bilgihan, 2016; Cachero-Martínez & Vázquez-Casielles, 2021; Jafarpour et al., 2017; Japutra et al., 2021). The results of the present study also show that shopping experience significantly affects repurchase intention either directly or indirectly through the mediation of e-trust, which supported previous research (Bilgihan, 2016; Huang, 2017; Molinillo et al., 2020; Xiao et al., 2016).

Third, the present study shows that perceived ease of use and shopping experience have positive and significant effects on e-trust. These findings support previous research on the relationship between perceived ease of use and e-trust (Dachyar & Banjarnahor, 2017; Kang & Namkung, 2019; Polcharoensuk & Yousapornpaiboon, 2017; Ramli et al., 2021; Yudiarti & Puspaningrum, 2018) and previous research on the relationship between shopping experience and e-trust (Bilgihan, 2016; Huang, 2017; Molinillo et al., 2020).

Fourth, the results from this study confirm that e-trust was found to have a positive and significant effect on repurchase intention. This result makes a significant contribution to previous research (Bilgihan, 2016; Huang, 2017; Kang & Namkung, 2019; Molinillo et al., 2020; Olaleye et al., 2020; Polcharoensuk & Yousapornpaiboon, 2017; Trivedi & Yadav, 2020; Xiao et al., 2016).

Fifth, the results of mediation hypothesis testing reveal that e-trust contribute to measure the effect of perceived ease of use on repurchase intention and the effect of shopping experience on repurchase intention. These findings consistent with previous research that evaluated e-trust as mediating variable on the relationship between perceived ease of use and repurchase intention (Kang &

Namkung, 2019; Polcharoensuk & Yousapornpaiboon, 2017) and also the relationship between shopping experience and repurchase intention (Bilgihan, 2016; Huang, 2017; Molinillo et al., 2020; Xiao et al., 2016).

Finally, this study contributes to the ongoing debate about the moderating role of age group differences in affecting the relationship between shopping experience and repurchase intention. However, the results did not find the effect of shopping experience on repurchase intention significantly differ across younger and older customers. This finding in line with previous research (Khan et al., 2020; Lu et al., 2021) that found there was no significant difference between the effect of age groups (old and young) when moderating the effect of customer experience on loyalty. This result is an important contribution that suggesting shopping experience role as a key predictor of consumer repurchase intention behavior regardless of their age.

### *Managerial Implications*

This study offers managerial solutions to maintain customer repurchase intention, particularly in the e-commerce marketplace industry. First, the results of the present study show that perceived ease of use becomes one of the fundamental factors that determine consumer technology adoption in online shopping. The easy to learn aspect was revealed to be the main indicator of perceived ease of use to increase repurchase intention. When the application is easy to use and learn, it makes it easier for consumers to use and accept the application system.

Second, the user-friendly design plays an important role in the success of an e-commerce application. The UI and UX system provided by the e-commerce application should be able to increase the functionality of the application, therefore customers can maximize the use of e-commerce marketplace applications for shopping. Marketers should ensure that shopping using e-commerce is more effortless and easier than other methods, such as shopping conventionally in store. According to Kang and Namkung (2019), an online shopping application should provide the core functionality and create an uncomplicated consumer experience.

Third, it is very important to ensure that customers have a pleasant shopping experience, because repurchase intention also depends on customer shopping experience. The pragmatic experience aspect was revealed to be the main indicator of shopping experience to increase repurchase intention. In this study, most customers who do online shopping activities admit that there are price differences between shopping online through an e-commerce marketplace compared to other shopping platforms. Promotions that e-commerce marketplaces offer (such as discounts, vouchers, and cashback) encourage customers to increase their repurchase intentions in the e-commerce marketplace. Therefore, marketers need to improve the pragmatic experience by providing better promotions or offering better value for money such as free shipping, exclusive discounts on the e-commerce marketplace, and so on. Fourth, marketers also need to pay attention to improving e-trust, such as providing reliable product information, maintaining the quality, and increasing the credibility of the e-commerce marketplace as the main platform for online shopping.

According to Chang et al. (2020), the level of loyalty influenced by experience tends to differ based on age characteristics. However, this study reveals that there is no significant difference in the relationship between shopping experience and repurchase intention that is moderated by age. Finally, this study suggesting the e-commerce marketplace to develop a friendly and easy-to-use e-commerce application system that is suitable for wide-range age groups, including the young and old age. Therefore, the shopping experience gained from online shopping in an e-commerce marketplace will increase the customer's intention to repurchase from the same platform, regardless of their age.

### *Limitations and Further Research*

Although this study has several theoretical and managerial contributions, the current work has some limitations. First, the sample used in this study came from e-commerce marketplace customers in Java Island, Indonesia, therefore the results obtained might not be generalizable to customers in other countries or regions. Thus, a cross-cultural study is needed to establish the generalizability of the findings. Second, the number of samples between old and young customers used in this study is still not equal due to the limited distribution of questionnaires due to social restrictions due to the Covid-19 pandemic. Therefore, a balanced sample size between each age group should also be considered in future research. Finally, the data collected is based on e-commerce marketplace customers, therefore the research results can only be generalized to e-commerce marketplace applications. Thus, future studies might replicate and revalidate this research for other industries of e-commerce (e.g. travel agents, social commerce) will contribute to enriching better understanding of customer repurchase intentions.

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