

DETERMINANTS OF REPURCHASE INTENTION ON SOCIAL COMMERCE

Oleh:

Eko Yulianan¹

Eko Wahyu Widayat²

Muhammad Aziz Winardi³

^{1,2,3} Sekolah Tinggi Ilmu Ekonomi GICI

Email:

Ejuliawan86@gmail.com¹

ekowahyuwidayat01@gmail.com²

aziz.winardi@gmail.com³

ABSTRACT

This study analyzes the factors influencing purchase intent and repurchase in social commerce. The main goal is to understand the contribution of variables such as ease of use, performance expectations, social Influence, and risk perception to consumer behaviors. The number of research samples was 120 respondents. The analysis method used is a partial least squares structural equation respondent, which allows researchers to measure and validate constructs and explain relationships between variables. The results showed that initial purchase intention significantly positively impacted repeat purchase intent, contributing to 55.8%. The variables of ease of use and performance expectations also influenced purchase intent significantly. While social Influence is insignificant, risk perception is a mediator that reinforces the relationship between initial and repeat purchase intent. The implications of these findings include practical advice for companies in designing marketing strategies, product development, and customer management. The marketing strategy should be focused on communicating ease of use and product performance expectations. Companies must also understand and manage consumer risk perceptions to build trust and increase repeat purchase intent. These implications guide practitioners and researchers in understanding the dynamics of consumer behaviors in a broader context.

Keywords: Intention to Purchase, Intention to Repurchase, Perceived Ease, Perceived Risk, Perceived Usefulness, Performance Expectance, Social Influence

A. INTRODUCTION

The Influence of Psychological and Social Actors Influencing the Intention to Make a Repurchase in the Context of the Online Shopping Experience on Social Commerce Platforms. This phenomenon is becoming increasingly significant along with the development of technology and the shift of consumer behavior to the digital realm. This study focused on five primary factors, namely perceived ease of use, perceived usefulness, social Influence, performance expectancy, and perceived Risk, which are associated with making a buyback (Hu et al., 2019; Zeqiri et al., 2023; Argo & Dahl, 2020; Thuy & Ngoc Quang, 2022).

Perceived ease of use describes the extent consumers perceive using an online shopping platform is easy. The relationship between the level of ease of use and the Intention to make a repeat purchase is the main subject of discussion in this study. In addition, perceived usefulness, which reflects the extent to which consumers perceive using such platforms as beneficial in meeting online shopping needs, was also the focus of the study. As an external factor, Social Influence is essential because recommendations from friends or family often influence online buying decisions. In the digital environment, social interactions are increasingly influencing consumer decisions. Meanwhile, performance expectancy highlights consumer expectations of online shopping platform performance, which is critical in shaping intent to make repeat purchases (Nasrudin et al., 2021; Basuki, 2022; Nasrudin et al., 2023; Hu et al., 2019; Roslan, 2021).

The importance of these factors is even more prominent when faced with perceived Risk as a moderator variable. Perceived Risk includes the uncertainty and concern consumers may feel about online buying. Therefore, understanding how this level of Risk can moderate the relationship between psychological factors and the Intention to make a repurchase becomes crucial (Rouibah, 2021; Wang, 2020).

Several previous studies have provided valuable insights related to factors influencing intent to make repeat purchases in the context of online shopping. According to the study, perceived ease of use and usefulness have a significant positive impact on repeat purchase intent, suggesting that consumers are more likely to return to online shopping if they perceive the ease of use and benefits provided by the platform. On the other hand, research highlights the importance of social influence in shaping repeat purchase intent by showing that recommendations from friends or family strongly influence consumers' decisions to return to online shopping (Pirdayanti & Wiagustini, 2021; Roslan, 2021).

However, there are significant differences between this study and previous studies. The studies focus more on the internal and external factors that influence repeat purchase intent without paying particular attention to how perceived Risk can moderate the relationship between these factors. Recent research, for example, found that the level of Risk perceived by consumers can amplify or weaken the impact of psychological and social factors on intent to make repeat purchases. Therefore, this study makes a unique contribution by exploring how risk perception can be crucial in understanding consumer behavior in the digital age, shaping more targeted and relevant marketing strategies. By focusing on the role of perceived risk moderators, this study is expected to provide a more holistic and contextual understanding of the dynamics of repurchases in online shopping (Loh, 2022).

The research aims to provide deeper insights into consumer behavior in the digital age by detailing the role of each factor influencing intent to make repeat purchases. By involving perceived Risk as a moderator, this study can provide a more holistic and contextual understanding of psychological and social dynamics in online shopping. In addition, the findings of this study are expected to contribute to developing more effective marketing strategies in the realm of e-commerce.

B. LITERATURE REVIEW

Perceived of Ease

The theory of Perceived Ease of Use (PEOU) appears in the Technology Acceptance Model (TAM) framework, which was developed by. PEOU is one of the critical concepts in TAM that aims to explain how individuals assess the ease of use of a technology or system (Davis et al., 1992).

According to this theory, PEOU shapes user attitudes and intentions towards technology acceptance. If users believe using technology is easy, they tend to be more positive towards the technology. Factors contributing to PEOU involve individual perceptions of the level of complexity, the need to study the technology, and clarity and understanding of system functions. The importance of PEOU lies in the belief that ease of use impacts users' adoption and acceptance of the technology. Users who find a system or technology easy to use are likelier to adopt it than those who find it challenging to master (Kargetiet al., 2022).

In the context of practical applications, organizations, and technology developers can use the PEOU concept to design more intuitive and user-friendly user interfaces. Likewise, they can provide clear training or guidance to improve the perceived ease of use. Thus, the PEOU theory in TAM provides a valuable view of the factors influencing technology acceptance from an ease-of-use perspective. The hypothesis proposed is as follows.

H₁: Perceived ease affects Intention to purchase

Perceived of Usefulness

The theory of Perceived Usefulness (PU) is derived from the Technology Acceptance Model (TAM), which was developed by. Within the TAM framework, perceived usefulness is one of the key constructs that help explain the factors influencing individuals' acceptance of technology. PU reflects the extent to which a person believes using a system or technology will improve their performance or productivity (Davis et al., 1992; Pirdayanti & Wiagustini, 2021; Xiao & Goulias, 2022)

According to this theory, if users perceive technology as applicable to their work or activity, they are more likely to accept and adopt it. The Influence of PU can stem from the belief that technology will provide concrete benefits, such as increased efficiency, speed, or quality of work. Factors like ease of integration with daily tasks and relevance to individual goals also contribute to perceived usefulness (Siagian et al., 2022).

Organizations and technology developers can use the concept of PU to design and develop technologies that genuinely add value to users. Providing clear

information about the benefits of technology and demonstrating its relevance to individual goals can improve PU. Thus, PU theory in TAM provides a solid conceptual foundation for understanding the dynamics of technology acceptance through the lens of benefits and perceived value by users. The hypothesis proposed is as follows.

H₂: Perceived usefulness affects the Intention to purchase

Social Influence

The theory of Social Influence in the context of the UTAUT Model (Unified Theory of Acceptance and Use of Technology) highlights the role of social Influence on the acceptance and use of technology. The UTAUT model, developed by Venkatesh et al. in 2003, integrates several technology acceptance theories, including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), and others. According to UTAUT, Social Influence encompasses two main dimensions: "Subjective Norm" and "Voluntariness of Use." Subjective norms reflect how individuals feel social pressure to use technology from others, such as co-workers, superiors, or peers. Voluntariness of Use refers to an individual's degree of freedom or willingness to use technology and the extent to which individuals feel social pressure to use technology voluntarily (Kalinić et al., 2020a, 2020b).

The importance of social Influence in the UTAUT Model suggests that social Influence can act as a driver or hindrance to the acceptance and use of technology. In an organizational context, social norms that favor the use of technology can increase the Intention and behaviors of use. Conversely, if individuals feel high social pressure to use technology without personal desire or freedom, this can be an obstacle. The hypothesis proposed is as follows (Ge et al., 2022).

H₃: Social Influence affects the Intention to purchase

Performance Expectancy

Performance Expectancy (PE) theory in the context of the UTAUT (Unified Theory of Acceptance and Use of Technology) Model emphasizes the importance of individual expectations towards the extent to which the use of technology will improve their performance or results. PE refers to an individual's belief that technology will improve their ability to achieve goals or complete tasks more effectively. In the context of the UTAUT Model, PE reflects users' perceptions of the extent to which the technology will deliver tangible benefits in their work or daily activities. Factors such as ease of use, speed, and anticipated quality of results play an essential role in shaping PE (Sair & Danish, 2018; Anwar & Alviyatun, 2022; Miraz et al., 2022).

PE plays a central role in the UTAUT Model as one of the main predictors of technology use Intention. In other words, the higher the PE level, the more likely individuals are to have the Intention to adopt and use the technology. Therefore, organizations and technology developers need to understand user expectations and expectations regarding the performance of the implemented technology. The hypothesis proposed is as follows (Sewandono et al., 2023).

H4: Performance expectancy affects Intention to purchase

Perceived Risk

Perceived Risk theory is a psychological framework that includes an individual's perception of uncertainty or potential harm in making certain decisions, especially when purchasing or adopting a product or service. This concept has been integrated into various theories of consumer behavior and technology acceptance. Perceived Risk encompasses various dimensions, including financial, functional, social, health, and time risks. This perception of Risk plays a vital role in shaping consumer attitudes and behavior. In the context of technology purchase or adoption, perceived Risk can be a significant obstacle that influences user intentions and decisions. If individuals perceive a high level of Risk, they may become more skeptical and reluctant to adopt or use the technology. Factors such as uncertainty about product performance, data security, and potential financial loss can increase the level of perceived Risk (Wang, 2020; Rouibah, 2021; Loh, 2022).

Organizations and marketers can address perceived Risk by providing transparent information, customer reviews, quality assurance, and product testing. This strategy aims to reduce uncertainty and increase consumer confidence. In addition, understanding the dimensions of Risk that are most relevant to a particular target market can help design more effective marketing campaigns and create a positive user experience. Overall, the theory of perceived Risk provides an important view of the psychological factors influencing consumer decisions and technology acceptance. Understanding and managing perceived Risk can help marketers and technology developers build customer trust and achieve wider product adoption. The hypothesis proposed is as follows (Pirdayanti & Wiagustini, 2021; Lang, 2018)

H5: Perceived Risk moderates the relationship between Intention to purchase and Intention to repurchase

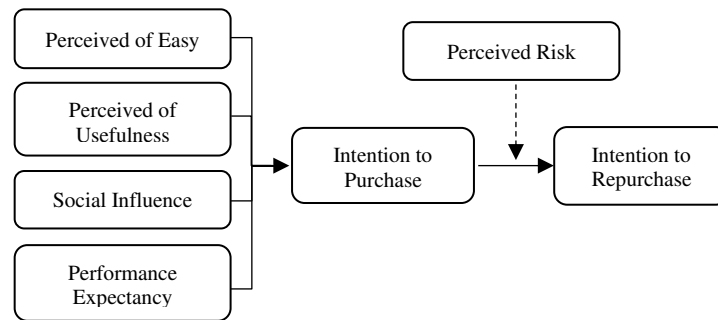
Intention to Purchase

Intention to purchase theory is a framework in the study of consumer behaviors that focuses on an individual's Intention or desire to purchase a product or service. This theory is based on the understanding that purchase intent is an early stage in consumer decision-making and can provide vital clues to buying behavior. The focus of attention in this theory is the understanding of the factors that influence the formation of purchase intent (Chae, 2020; Chandra & Napitupulu, 2020)

Intention to Repurchase theory is a concept in the study of consumer behaviors that explores an individual's tendency to return to buy products or services from a brand or company. In this context, the Intention to repurchase reflects consumers' satisfaction, loyalty, and trust toward a brand or product after a previous purchase experience. This concept reflects an advanced stage in the customer life cycle and becomes an important indicator for the long-term success of a business. The hypothesis proposed is as follows (Peng, 2019; Anh, 2020; Liang, 2018).

H₆: Intention to purchase affects Intention to repurchase

Based on the theory above, the research model can be described as follows.



Source: Author, 2024

Figure 1.
Research Model Developed by the Author

C. METHODS

This study uses the Partial Least Squares (SEM-PLS) analysis method as a statistical analysis framework to explore and understand the relationship between research variables. The SEM-PLS method was chosen because it allows researchers to test models simultaneously and provides flexibility, especially when the data is non-normal or small. The sampling technique uses purposive sampling, where respondents included in the study are consumers who have had shopping experiences through social commerce. The number of participants in this study was 120 respondents, carefully selected to represent the population studied adequately.

The selection of analytical methods and sampling techniques was based on consideration of the advantages of SEM-PLS in handling complex models and small data. In contrast, purposive sampling was chosen to ensure that participating respondents had direct experience in shopping through social commerce. The 120 respondents involved are expected to provide enough diversity of views and experiences to support the validity of the study's findings. With this approach, this research is expected to provide deep and relevant insights related to the factors that influence the Intention to make repurchases through social commerce and provide strategic guidance for business people and researchers in this field.

D. RESULTS & DISCUSSION

Results

Test Validity and Reliability

This study used partial least squares (PLS-SEM) to analyze the proposed research model. We use structural equation modeling (SEM) to evaluate both models, namely the measurement and structural models. Analysis of measurement models provides information regarding construct validity, such as convergent and discriminant validity.

Convergent Validity

To discover convergent validity, we checked the outer loadings and the average variance extracted (AVE) values to determine how close items converge while measuring the same construct (Ramayah et al.,2018; Zeqirietal.,2022).

Table 1.
Construct Outer Loading

Construct	Items	Outer Loading
Intention to Purchase	IU ₁	0,885
	IU ₂	0,800
	IU ₃	0,895
	IU ₄	0,949
	IU ₅	0,916
	IU ₆	0,912
	IU ₇	0,946
Perceived of Ease	PE ₁	0,991
	PE ₂	0,991
	PE ₃	0,992
	PE ₄	0,994
	PE ₅	0,996
	PE ₆	0,983
	PE ₇	0,965
	PE ₈	0,979
Performance Expectancy	PEX ₁	0,895
	PEX ₂	0,711
	PEX ₃	0,887
	PEX ₄	0,908
	PEX ₅	0,903
	PEX ₆	0,909
	PEX ₇	0,898
	PEX ₈	0,909
Perceived Risk	PR ₁	0,933
	PR ₂	0,935
	PR ₃	0,933
	PR ₄	0,747
	PR ₅	0,762
	PR ₆	0,787
	PR ₇	0,781
Perceived of Usefulness	PU ₁₂	0,723
	PU ₁₃	0,787
	PU ₁₄	0,799
	PU ₁₅	0,783

Construct	Items	Outer Loading
	PU ₁₆	0,795
	PU ₂	0,770
	PU ₃	0,799
	PU ₄	0,829
Intention to Repurchase	RI ₃	0,858
	RI ₄	0,853
	RI ₅	0,897
	RI ₆	0,935
	RI ₇	0,878
	RI ₈	0,926
	RI ₉	0,902
Social Influence	SI ₂	0,833
	SI ₃	0,825
	SI ₄	0,836
	SI ₅	0,843
	SI ₆	0,778
	SI ₇	0,826
	SI ₈	0,885
	SI ₉	0,849

Source: Data Processed in Excel

Table 1 shows that the outer loading value for all constructs is $> 0,5$, which means that all indicators are valid when measuring their constructs. Then, it can be concluded that the model has met the requirements of convergent validity.

Discriminant Validity

Conversely to convergent validity, discriminant validity shows the extent to which dimensions are unrelated or different in the construct.

Table 2.
Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Intention to Purchase	0,961	0,968	0,813
Intention to Repurchase	0,957	0,965	0,797
Perceived Risk	0,930	0,945	0,712
Perceived of Ease	0,996	0,997	0,973
Perceived of Usefulness	0,913	0,928	0,618
Performance Expect	0,958	0,965	0,774
Social Influence	0,938	0,948	0,697

Source: Data processing in Excel

Table 2 shows that all variables have a Cronbach's Alpha value of $> 0,7$ and a Composite Reliability value of $> 0,7$, so it can be concluded that all variables or constructs have met the required reliability. Thus, the data can be carried out at the following testing stage: structural model evaluation.

Table 3.
Discriminant Validity

Construct	IP*RI	(1)	(2)	(3)	(4)	(5)	(6)	(7)
IP*RI	1,000							
Intention to Purchase	-0,675	0,902						
Intention to Repurchase	-0,358	0,505	0,893					
Perceived Risk	-0,205	0,386	0,655	0,844				
Perceived of Ease	-0,606	0,601	0,372	0,289	0,986			
Perceived of Usefulness	-0,507	0,650	0,567	0,544	0,569	0,786		
Performance Expect	-0,638	0,876	0,498	0,361	0,559	0,709	0,880	
Social Influence	-0,321	0,427	0,493	0,516	0,334	0,616	0,517	0,835

Description: (1) Intention to Purchase; (2) Intention to Repurchase; (3) Perceived Risk; (4) Perceived to Ease; (5) Perceived Usefulness; (6) Performance Expected; (7) Social Influence

Source: Data Processed in Excel by Author

Based on Table 3, the results of the Fornell Larcker criterion test show that the square root value of each construct is greater than the correlation value between constructs and other constructs in the model. So that the requirements for discriminant validity are met.

Hypotheses Testing

The bootstrapping technique assessed the structural equation model by getting the r - r -square, beta values, and t_{values} to test the hypotheses proposed in this study (Hair et al., (2019). Table 4 provides evidence about hypotheses, and all seven hypotheses were supported based on the results.

Table 4.
Structural Model

Construct	Original Sample	ST.DEV	TStatistics	PValues
IP*RI → Intention to Repurchase	-0,047	0,016	3,025	0,001
Intention to Purchase → Intention to Repurchase	0,235	0,047	4,990	0,000
Perceived of Ease → Intention to Purchase	0,158	0,042	3,740	0,000
Perceived of Usefulness → Intention to Purchase	0,031	0,053	0,579	0,281
Performance Expect → Intention to Purchase	0,795	0,047	16,779	0,000
Social Influence → Intention to Purchase	-0,056	0,043	1,312	0,095

Source: Smart PLS4, Data Processed by Author

Based on Table 4, it can be explained that the variable Intention to purchase has a positive and significant effect on the Intention to repurchase with a p_{value} of $0,000 < 0,005$. The Perceived of Ease variable has a positive and significant effect on the Intention to Purchase with a p_{value} of $0,000 < 0,005$. However, The Perceived Usefulness variable does not significantly affect the Intention to purchase with a p_{value} of $0,281 > 0,005$. Meanwhile, the Performance of the Expectance variable has a positive and significant effect on the Intention to Purchase with a p_{value} of $0,000 < 0,005$. The Social Influence variable does not significantly affect the Intention to Purchase with a p_{value} of $0,095 > 0,005$. The Mediating Effect of Perceived Risk variables in moderating the Relationship between Intention to purchase and Intention to repurchase has a negative and significant effect on Intention to purchase with a p_{value} of $0,001 < 0,005$. This shows that perceived Risk strengthens the relationship between the Intention to purchase and the Intention to repurchase.

Discussion

The results showed that the variable "intention to purchase" had a positive and significant effect on "intention to repurchase" with a p_{value} of $0,000 < 0,005$. This suggests that the desire to make an initial purchase significantly positively impacts the desire to make a repeat purchase. In this context, consumers intending to make the first purchase tend to intend to make a repeat purchase strongly.

The variable "perceived ease of use" was also shown to have a positive and significant effect on "intention to purchase" with a p_{value} of $0,000 < 0,005$. That is, the perception of ease of use of a product or service significantly impacts the desire to purchase. Consumers tend to be more interested in buying products or services that are considered easy to use.

In contrast, the variable "Perceived Usefulness" did not have a significant effect on "Intention to Purchase" with a p_{value} of $0,281 > 0,005$. This suggests that perceptions of the usefulness of a product or service may not be a significant factor in influencing a consumer's decision to make a purchase.

The results showed that the variable "Performance of Expectance" had a positive and significant effect on "Intention to Purchase" with a p_{value} of $0,000 < 0,005$. Therefore, the Performance of Expectations of a product or service significantly impacts the desire to purchase.

The variable "Social Influence" did not have a significant influence on "Intention to Purchase" with a p_{value} of $0,095 > 0,005$. This suggests that social Influence may play a small role in shaping consumer's desire to purchase.

It was found that the mediating effect of perceived risk variables in moderating the relationship between Intention to purchase and Intention to repurchase had a negative and significant effect on "Intention to Purchase" with a p_{value} of $0,001 < 0,005$. This indicates that risk perception may strengthen the relationship between the initial purchase intention and the Intention to make a repeat purchase. Risk perception can be a factor that influences consumers to consider more carefully before making a repeat purchase. These results provide a deep understanding of the factors that influence purchase intent and intent to make repeat purchases, as well as how those variables relate to each other in the context of this study.

E. CONCLUSION

The analysis showed that the Intention to purchase positively and significantly influenced the Intention to repurchase, with a contribution of 55,8%. The perceived ease of use of the product or service also significantly impacts purchase intent. In contrast, the perception of the usefulness of the product or service has no significant influence. The Performance Expectations of a product or service have a significant positive impact on purchase intent, while social Influence is not significant. In addition, it was found that risk perception is a mediator that strengthens the relationship between initial purchase intent and intent to make repeat purchases, suggesting that consumers with risk concerns are more cautious about making repeat purchases. These conclusions provide an in-depth look at the factors influencing consumer decisions regarding purchase intent and repeat purchases.

The findings of this study carry practical implications that can shape strategic measures in the context of marketing and customer management. To increase a product's or service's attractiveness, companies can direct marketing efforts to deliver precise information and simple guidelines for product use. Marketing strategies that emphasize affordability and convenience in use can increase purchase intent. Understanding and responding to performance expectations desired by consumers is critical in designing marketing strategies. Highlighting product features and benefits that meet or exceed consumer expectations can increase purchase intent. Companies need to pay attention to the critical role played by risk perception. Effective risk management strategies, such as providing quality assurance or increased transparency, can help build trust and encourage repeat purchase intent. Although social Influence was not shown to be significant in this study, companies still need to be sensitive to social factors that might influence consumer decisions. Collaborating with influencers or building an online community can be essential considerations. Emphasis on product development that considers ease of use and meets performance expectations can strengthen competitiveness in the market.

Tailoring product strategies to consumer values and needs can positively impact purchase intent. Utilize research results to design more effective loyalty programs and consider training or product usage guidance as part of a customer management strategy. The implementation of these measures can assist companies in improving marketing quality, building customer trust, and designing consumer experiences that strengthen purchase intent and repeat purchases.

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