The Effect Of Consumer Decision Making Style On Consumer Satisfaction And Repurchase Intention In Buying Sneakers Products Online In Indonesia

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ARTICLE INFO	ABSTRACT
Keywords: Consumer Decision Making Style Consumer Style Inventory Consumer Satisfaction Repurchase Intention.	The technology development and the growth of internet users are running very fast. The increase in internet users affects the shopping behavior of Indonesian consumers where everything is done digitally, such as online shopping for the fashion sector, specifically sneakers, so many online shops have emerged that sell sneakers. This study aims to analyze the effect of consumer decision-making style on consumer satisfaction and repurchase intention in purchasing sneakers online in Indonesia. In analyzing consumer decision-making style, a measurement instrument is used, namely consumer style inventory which has 8 variables and is used as an independent variable. Consumer satisfaction is used as the intervening variable and repurchase intention is the dependent variable. This study uses quantitative research methods with PLS-SEM data analysis. Respondents were collected by the accidental sampling of people on the big islands of Indonesia who had shopped for sneakers online. 196 respondents met the requirements using a questionnaire with a Linkert scale. The results show that habitual style, novelty style, recreational style, and perfectionist style positively influence consumer satisfaction. Brand consciousness style, price-conscious style, impulsiveness style, and confused by over choice style have no positive effect on consumer satisfaction. Meanwhile, consumer satisfaction has a dominant positive effect on repurchase intention.
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1. Introduction

The development of technology is currently running very fast and in line with the growth of internet users. The internet is a worldwide connected network that allows users to share information interactively (Badan Pusat Statistik (BPS), 2020). According to data obtained from the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia in 2020 in the 2nd quarter were 196.71 million people, which means 73.7% of the total population of Indonesian people have used the internet. Where the growth of internet users is 8.9% or 25,537,353.5 users (APJII, 2020).

There are various uses of the internet, where from the data obtained from APJII it is shown that the largest is for online shopping. This means that the phenomenon of online buying in Indonesia is increasing and shows that, where the internet has a tremendous impact on every user. According to the Central Statistics Agency (2020) the total population of Indonesia is 269,603.4 thousand people and this certainly further proves that the opportunity to make online transactions is getting bigger in Indonesia. The increase in internet users has an impact on consumer spending behavior patterns throughout the world, including Indonesia (Santoso & Triwijayati, 2018). Where now everything is done digitally and online. One of the main things is doing online shopping for the fashion sector. From the data obtained about the growth of e-commerce by category, the results show that the fashion category increased by +50.7% and was ranked third compared to other categories, namely traveling by -45.8%, electronic and physical media by +38.9%, food and personal care +61.3%, furniture and appliances +47.8%, toys and hobbies +51.1%, digital music +35.1% and video games +31.1% (Hootsuite, 2021).

Sneakers are one of the fashion accessories that are very popular among various groups. Various types and brands of sneakers are traded. Currently, the fashion world offers a lot of fashion products in the form of accessories, bags, clothes, and shoes. Sneakers have become a very popular product among the people of Indonesia. So that more and more online shops have sprung up that start selling sneakers (Philip, 2019). So that in making online purchases, people must make the right decisions. One of the important understandings of consumers is their activities in shopping (shopping), in this activity will reflect a consumer decision making style (Helmi, Arifianti, & Nugraeni, 2018).

Decision making is one of the most complex mechanisms in the human thought process. The style of making a purchasing decision involves between two or more products or services to be selected. In measuring style for decision making, there is a measuring tool, namely consumer style inventory (CSI) (Santoso & Triwijayati, 2018). The decision-making style becomes increasingly complex for consumers to choose where to shop and then become satisfied with the intention and purchase. Several studies have investigated the structural relationship between the decision-making style aimed at consumers during shopping, satisfaction level, and purchase intention (Alavi, Rezaei, Valaei, Kharuzzaman, & Ismail, 2015). The more choices they face and the more places to make purchases, consumers tend to be more selective in making a buying decision and take mental patterns, cognitive orientations in shopping and making purchases, which will constantly dominate consumer choices. These traits are always there, predictable, the central movers in purchasing decisions or referred to as decision making styles (Helmi, Arifianti, & Nugraeni, 2018).

Consumer decision making style is a pattern, mental, cognitive orientation in shopping and buying activities that always dominates consumer choices when making decisions to buy (Santoso & Triwijayati, 2018). To conduct research on consumer decision making style, a measuring instrument is used, namely consumer style inventory (CSI). Consumer style inventory (CSI) is an instrument for measuring decision-making style that has a number of eight consumer mental characteristics and will produce a pattern, mental, and cognitive orientation towards a shopping activity (Santoso & Triwijayati, 2018). There are eight characteristics of CSI, namely habitual style, brand consciousness style, novelty style, recreational style, price conscious style, impulsiveness style, confused by over choice style, and perfectionist style. (Alavi, Rezaei, Valaei, Kharuzzaman, & Ismail, 2015). Consumer decision making style by using the right consumer style inventory (CSI) measurement tool will be able to measure consumer satisfaction. Where later consumer satisfaction will affect repurchase intention.

Consumer satisfaction is a person's feeling of pleasure or disappointment as a result of comparing the perceived performance of a product with previously expected expectations (Hanny & Fahrizal, 2021). Satisfaction or satisfaction is an effect that can be captured as a positive feeling (satisfied), indifferent, or negative feeling (dissatisfied) (Tsang-Hsiang, Chen, & Hariguna, 2021). According to Banjarnahor (2017) Consumer satisfaction can be interpreted by consumer responses after comparing a service or product performance between expectations and existing conditions. If the results of service or product performance are below expectations, consumers will be disappointed, but on the contrary if the service or product performance matches expectations, consumers will be satisfied.

Banjarnahor (2017) states that there is an influence of consumer satisfaction on repurchase intention. Repurchase intention is the desire or intention of consumers to return to buy products or services from the same company in the future (Wilson & Keni, 2018). Bernardo, Wilson, and Suryawan (2019) stated that repurchase intention is the personal intention of a customer to want to repurchase a product or service from a company.

Most of the research on consumer decision making style in purchasing involves adult consumers in offline retail stores (Santoso & Triwijayati, 2018). This study was conducted to determine the phenomenon of consumer decision making style specifically in online shops that sell fashion products, namely sneakers in Indonesia and their relationship to consumer satisfaction and repurchase intention. This research is very useful and helps in determining targets and can be used as input for implementing an effective online marketing strategy targeting the Indonesian people. This research is also expected to produce a consumer decision making style label for Indonesian people in purchasing sneakers online.

2.   **Method**
a.   Research Object
     This study uses a management science approach, especially sales promotion on consumer satisfaction and the desire to buy. The object of research as an independent variable is consumer decision making style with a costomer style inventory (CSI) measuring instrument consisting of eight sub-variables, namely habitual style, brand consciousness style, novelty style, recreational style, price conscious style, impulsiveness style, confused by over choice style, dan perfectionist style. With the object of research which is the intervening variable is consumer satisfaction or customer satisfaction. While the object of research which is the dependent variable (independent variable) is repurchase intention or the desire to buy. From the three research objects above, what is analyzed depends on the formulation of the problem. The first is how the consumer decision making style of the Indonesian people towards buying sneakers online. Second, how is the relationship between Indonesian people's decision-making style towards purchasing sneakers online with customer satisfaction. Third, how is the relationship between consumer satisfaction buying sneakers online and repurchase intention?
b.   Unit of Analysis
     The influence of consumer decision making style on consumer satisfaction and repurchase intention in buying sneakers products solo in Indonesia uses a group analysis unit. Where the unit of group analysis used is the Indonesian people who use the internet and have bought sneakers online.
c.   Research Type
d.   This study of the influence of consumer decision making style on satisfaction and purchase intention in buying sneakers products online in Indonesia uses the type of hypothesis testing research (testing hypotheses). This research also used survey method.
e.   Operationalization of Research Variables
     This research was conducted by testing ten variables. Where are eight sub-variables from consumer decision making style that use consumer style inventory (CSI) as a measuring tool. The eight variables are the first, habitual style, where there is a tendency to like and buy the same brand over and over again. The second brand consciousness style is the style of consumers who like well-known brands. The three novelty styles are consumers who like and are looking for fun new things. These four recreational styles are recognized by consumers who are oriented to buying the brand with the most expensive price. The fifth is the price conscious style where this style usually looks for lower prices and compares it with other products until it finds the cheapest, the sixth is the impulsiveness style which is defined as an individual orientation style to buy immediately and quickly., the seventh is confused by over choice style, which is a style that shows that consumers who are flooded with information make purchases they may regret. And the eighth is the perfectionist style where the perfectionist decision-making style is recognized through consumers who prioritize high quality and want something perfect.
f.   Population and Sample
     The population of this research is Indonesian internet users who have bought sneakers online. . The sample used will represent the research population, namely the Indonesian people who are internet users
g.   Data collection technique
     1) The primary data sources in this study are Indonesian internet users who intend or have purchased sneakers online, hereinafter referred to as respondents.
     2) In this study, the secondary data source is a collection of articles, journals, literature, and books related to the research topic.
h.   Data analysis method
     The analysis carried out is a quantitative analysis so that it uses the multivariate analysis method which simultaneously will be able to analyze more than one variable that influences each other at the same time. The multivariate data analysis method can be operated and calculated using structural equation modeling (SEM) modeling which can test if there are mediating and moderating variables simultaneously. In the research conducted, the smartPLS 3.2.9 . software was used

The research began on October 14, 2021 and ended on November 1, 2021. The questionnaire used was in the form of a google form which was distributed online to all people at random who live on the big island of Indonesia. The number of respondents who were successfully obtained in the research conducted was 231 people, but there were 35 respondents who never shopped for sneakers online so they could not be used in the study. Therefore, the number of respondents who were screened were 196 people who had shopped for sneakers online and could be used in research.
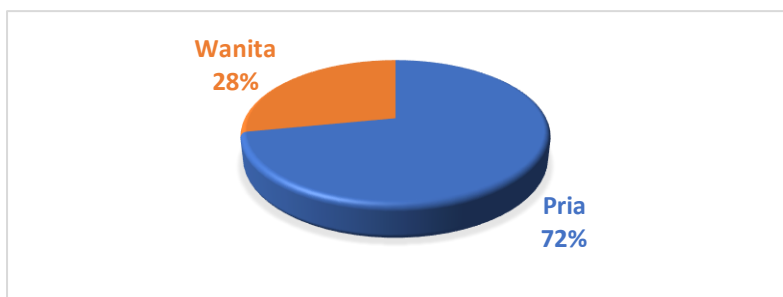
a.   Respondent Demographic Profile

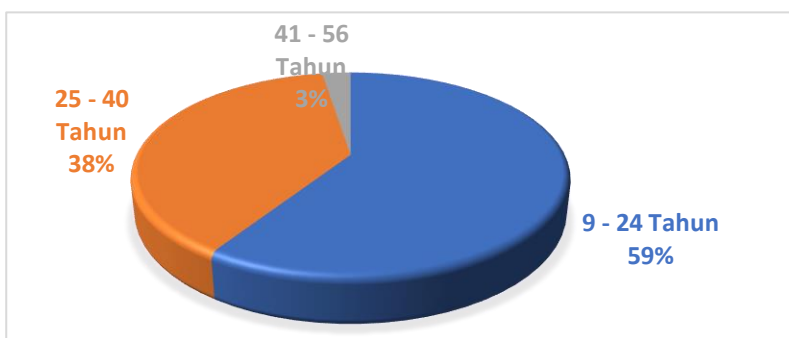Figure 1. Respondent's Domicile Gender

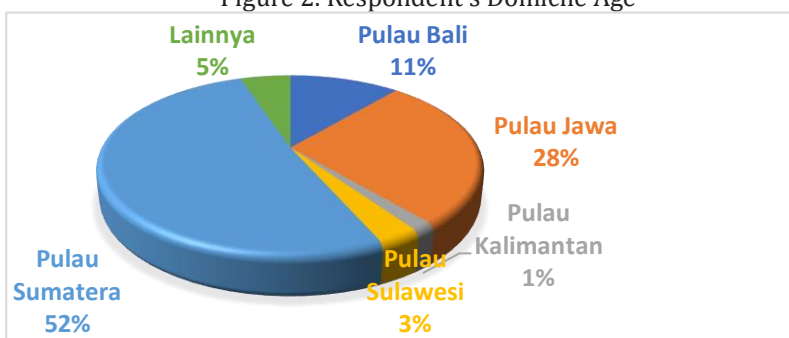

Figure 2. Respondent's Domicile Age
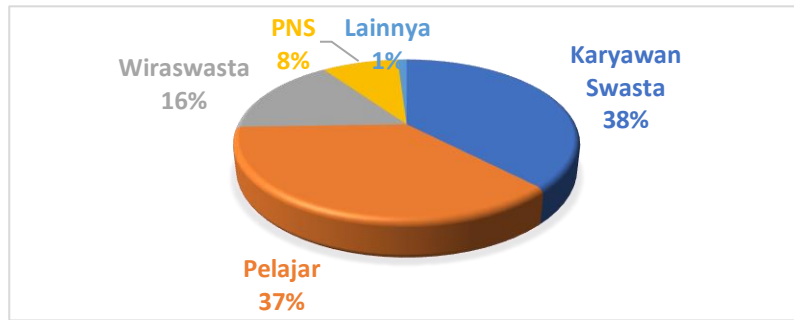
Figure 3. Respondent's Domicile City

Figure 4. Respondents' Occupations Job

b.   Respondent Behavior Profile

The data in Table 4.1 shows that the behavior of the Indonesian people in shopping for sneakers online within a period of 6 months is the largest average of 2 times in 6 months with a percentage of 53%, more than 3 times in 6 months at 24%, shopping 1 time in a month. 6 months at 12%, and shopping for sneakers online 3 times in 6 months at 11%. Thus, it can be concluded that the probability of respondents buying back sneakers online is still quite high with a value of 88% of respondents buying sneakers more than 2 times in 6 months.

Table 1.

Respondents Spending Frequency

Frequency of Shopping	Total	Precentage
1 time in 6 months 23 12%	23	12%
2 times in 6 months 104 53%	104	53%
3 times in 6 months 22 11%	22	11%
More than 3 times in 6 months 47 24%	47	24%
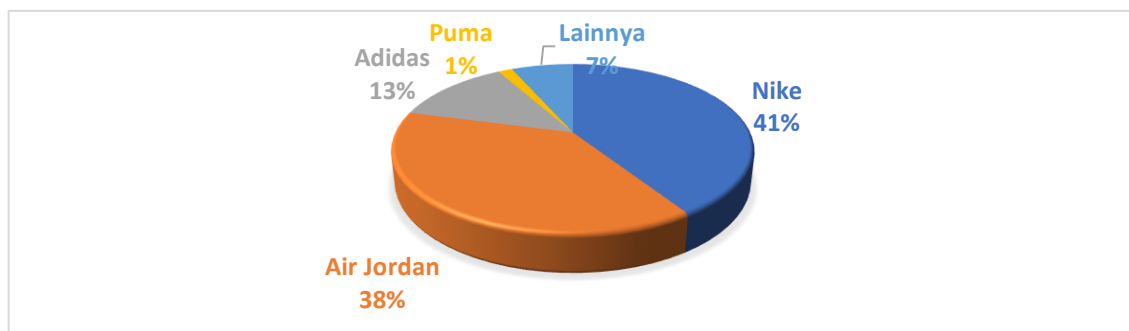
Figure 5. Respondents' Favorite Brands

c.   Descriptive Statistical Analysis

In this study the questionnaire used was a Likert Scale of 6 in the selection of answers to the questionnaire. Where number 1 represents "strongly disagree, number 2 represents "disagree", number 3 represents "tends to disagree", number 4 represents "tends to agree", number 5 represents "agree", and number 6 represents "strongly agree". Where the calculation is as follows:

   1.   Maximum Value = 6

2. Minimum Value = 1
3. Interval value = (Maximum Value – Minimum Value) / Points Scale \ = (6-1) / 6 = 0.833

The following are the categories of answers to research questionnaires conducted based on the overall average score:

Table 2.

Categories of Answers

Mark	Category
1,00 - 1,83	Strongly Disagree
1,84 - 2,67	Do not agree
2,68 - 3,51	Tend to disagree
3,52 - 4,35	Tend to agree
4,36 - 5,19	agree
5,20 - 6,00	Strongly agree

The results of descriptive statistical analysis regarding habitual style are shown in Table 4.3. In this variable, the average response from respondents to the habitual style is quite high with an overall mean value of 4.94 which means agree so that it can be said that the consumer decision making style, namely Habitual style, is one of the styles owned by people in Indonesia in buy sneakers products online.

Table 3.

Descriptive Statistical Analysis of Habitual Style

No	Indicator	Min	Max	Mean	Standard Deviation	Category
1	Repurchase sneakers with favorite brands at the same online shop	1,00	6,00	4,97	1,09	Agree
2	Consistent to buy the same favorite brand / brand of sneakers	1,00	6,00	4,66	1,17	Agree
3	Consistently buy sneakers at a trusted subscription online shop	2,00	6,00	5,18	0,93	Agree
Overal Mean				**4,94**		**Agree**

In this second variable, the average respondent's response to brand conscousness (price equals quality style) is quite high with an overall mean value of 4.78, which means agree. In this third variable the average overall answer is 4.51 which means agree, the fourth variable is recreational style which is one of the consumer style inventory (CSI) measurement instruments used to measure consumer decision making style of Indonesian people when shopping for sneakers online. . Recreational (shopping conscious style) is a style that seeks pleasure and also shopping entertainment such as looking for deals and bargains for goods. In this variable, the average overall answer is 4.58, which means agree, so that recreational (shopping conscious style) can be said to influence the consumer decision making style of people in buying sneakers online.

3.   Result and discussion

In the research conducted, a discussion of the measurement model (outer model) and structural model (inner model) will be carried out resulting from the actual research. The evaluation was carried out using a reliability test and a validity test consisting of six parts, namely outer loading using Average variance Extracted (AVE), Composite reliability, and Haterotrait-Monotrait (HTMT). As for the inner loading, it uses the variance inflation factor (VIF), R-squared, and F-squared.
a. Outer Model

In the outer model stage, the reliability test is carried out by looking at the value of loading factor, composite reliability and AVE, while the validity test is carried out by looking at the value of discriminant validity based on the Heteroitrait-Monotrait (HTMT) criteria. The results of data analysis from all 37 items used resulted in an AVE of 36 items above 0.5 while one item, namely PV2 from the previous results, was below 0.5 so it was deleted.
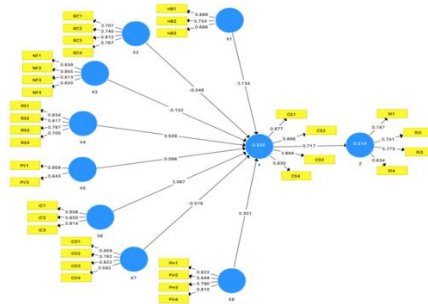

Figure 6. Outer Results of the Research Model

The factor loading value of each final item in this study can be seen in Table 4.13 although there are five (5) items from the price conscious/value for the money style, novelty and fashion conscious style, confused by over choice style, and habitual/brand variables. loyal has a loading factor below 0.708 (HB3, NF4, CO1, CO4, and PV2), but one of the five (5) items, namely PV2 is deleted and other items are maintained as long as the value of Average Variance Extracted (AVE) and composite reliability has met the criteria . In addition to items HB3, NF4, CO1, and CO4, all research items have values above 0.708.

Table 4.
Research Loading Factor Values

Item	Habitual Style	Brand Consciousness Style	Novelty Style	Recreational Style	Price conscious style
HB1	0.889				
HB2	0.733				
HB3	0.686				
BC1		0.707			
BC2		0.740			
RS1				0.834	
RS2				0.817	
RS3				0.797	
RS4				0.700	
PV1					0.832
PV3					0.817

b.   Composite Reliability Value

Where in Table 4 shows the composite reliability value of each variable used with values ranging from 0.766 to 0.924. which refers to a variable that has a composite reliability value below 0.95, so it is still fairly good. So in other words, when viewed from the composite reliability value, all items in the research instrument are reliable.

Table 5. Composite Reliability Values of Research Variables

Construck	Composite Reliability	Results
Habitual Style	0.816	Reliable
Brand Consciousness Style	0.843	Reliable
Novelty Style	0.866	Reliable
Recreational Style	0.868	Reliable
Price Conscious Style	0.840	Reliable

Impulsiveness Style	0.921	Reliable
Confused by Over Choice Style	0.807	Reliable
Perfectionist Style	0.890	Reliable
Consumer Satisfaction	0.924	Reliable
Repurchase Intention	0.857	Reliable

c.   Value of Average Variance Extracted

The value of Average Variance Extracted (AVE) for each variable that has been studied can be seen in Table 4.15 which provides the minimum requirement that the value (AVE) is at 0.5, so that a research instrument can be used and valid. Based on the provisions that have been determined, the AVE value obtained from each variable is in the range of 0.515 – 0.796, then all research instruments on each variable are categorized as valid and can be used.

Tabel 6. Nilai Average Variance Extracted Variabel Penelitian

Construck	Average Variance Extracted (AVE)	Result
Habitual Style	0.599	Valid
Brand Consciousness Style	0.573	Valid
Novelty Style	0.620	Valid
Recreational Style	0.622	Valid
Price Conscious Style	0.533	Valid
Impulsiveness Style	0.796	Valid
Confused by Over Choice Style	0.515	Valid
Perfectionist Style	0.669	Valid
Consumer Satisfaction	0.752	Valid
Repurchase Intention	0.600	Valid

d.   Heterotrite-Monotrait Discriminant Validation Value

Table 7 shows the discriminant validation value of each variable that has met the heterotrait-monotrait (HTMT) criteria.

Table 7. Value of Discriminant Haterotrait-Monotrait Validation of Research Variables

	X1	X2	X3	X4	X5	X6	X7	X8	Y	Z
X1										
X2	0,608									
X3	0,497	0,785								
X4	0,455	0,544	0,636							
X5	0,457	0,451	0,559	0,623						
X6	0,211	0,307	0,512	0,412	0,419					
X7	0,236	0,530	0,550	0,458	0,519	0,540				
X8	0,664	0,567	0,464	0,494	0,607	0.096	0,451			
Y	0,512	0,348	0,342	0,757	0,577	0,160	0,301	0,596		
Z	0,718	0,539	0,617	0,0776	0,580	0,258	0,344	0,723	0,854	

e.   Inner Model

In the inner model analysis, one tailed hypothesis was tested using the bootstrapping method using the SmartPLS software. The bootstrapping is a non-parametric procedure that uses a re-sampling technique

to test the significance and coefficients. The inner model analysis test aims to obtain the value of the relationship between each latent variable in a research model. Before testing the hypothesis, the output of the inner model test must also be seen from the proposed research model for empirical testing. The parameters used for model quality in the inner model are variance inflation factor (VIF), R-square and F-square. After that, a significance test is carried out to determine whether the hypothesis can be supported and to see the path analysis carried out. Below is an image of the inner model from the PLS-SEM bootstapping menu accompanied by a description:
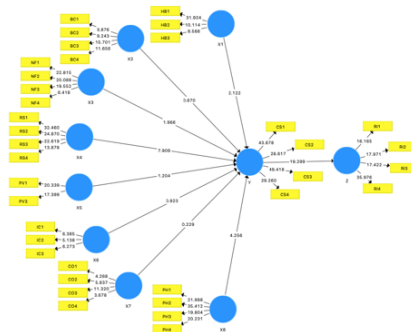

Figure 7. Results of the Inner Research Model

The output of bootstrapping with the inner model image above can show the research model with one dependent variable, eight independent variables, and one intervening variable. In the image of the inner model, it can be seen that the T-statistical values of the 9 paths in the research model were carried out.

1) Multicollinearity

Structural model testing begins with the first step, namely the correlation test by determining the VIF value. The value of the inner variance inflation factor (VIF) to perform the ideal multicollinearity test is that no problems are found if the value obtained is less than three (3). The results of the VIF test are shown in table 8 and table 9. Where the value of the inner and outer VIF from the test results in a value of less than 3 so that it shows that there is no collerality between variables and it can be said that the research is acceptable in terms of multicollinearity. After there are no problems in collinearity, the test can be continued.

Table 8. Inner VIF Research Results

	Consumer satisfaction	Repurchase intention	**Results**
Habitual Style	1.509		Acceptable
Brand Consciousness Style	1.841		Acceptable
Novelty Style	2.035		Acceptable
Recreational Style	1.698		Acceptable
Price Conscious Style	1.429		Acceptable
Impulsiveness Style	1.467		Acceptable
Confused by Over Choice Style	1.662		Acceptable
Perfectionist Style	2.021		Acceptable
Consumer Satisfaction		1.000	Acceptable

Table 9. Outer Colinearity VIF Research Results

ITEMS	QUESTION	VIF	RESULTS
HB1	Repurchase sneakers with favorite brands at the same online shop	1.426	Acceptable

ITEMS	QUESTION	VIF	RESULTS
HB2	Shop online Consistently buy your favorite sneaker brand	1.679	Acceptable
HB3	Consistently buy sneakers at a trusted subscription online shop	1.387	Acceptable
BC1	Prefer to buy sneakers that are best selling brands	1.478	Acceptable
BC2	The more expensive the sneakers, the better the quality.	2.422	Acceptable
BC3	A good and specialist online shop offers the best sneakers	2.776	Acceptable
BC4	The most advertised sneakers are the best sneakers	1.160	Acceptable
NF1	Always intend to buy sneakers with the latest models	1.549	Acceptable
NF2	Always keep your sneaker collection up-to-date with changes to existing models	2.553	Acceptable
IC1	Impulsively shop for sneakers	1.921	Acceptable
IC2	Often careless when shopping online so be careful when buying onsering sneakers carelessly when shopping online so be careful when buying sneakers online.	2.197	Acceptable
IC3	No matter the amount of cost when buying sneakers online	1.632	Acceptable
CO1	Confusion with many sneaker brands	1.262	Acceptable
CO2	Different information on the election	1.985	Acceptable
CO3	Want the certainty of sneakers and onlineshop trust	1.784	Acceptable
CO4	Confused in choosing a took to buy sneakers	1.790	Acceptable
PH1	Getting the highest quality sneakers is a very important thing.	1.784	Acceptable
PH2	When shopping online try to get the best sneakers from a variety of options	1.276	Acceptable
PH3	Make the best effort to get the best quality.	1.073	Acceptable
PH4	In general, try to get the best quality sneakers in all fields.	1.276	Acceptable
CS1	Satisfied with the decision to buy sneakers online	1.654	Acceptable
CS2	Doing the right thing when buying sneakers online	1.588	Acceptable
CS3	Doing the right thing when buying sneakers online It's nice to buy sneakers online.	1.729	Acceptable
CS4	No regrets about my decision to buy sneakers online	1.889	Acceptable
RI1	Planning to buy back sneakers	1.754	Acceptable
RI2	Recommend sneakers and online storeshops against others	1.793	Acceptable
RI3	Making onlineshop the top choice in buying sneakers	1.578	Acceptable
RI4	Planning to buys back snekaers at onlineshop	1.415	Acceptable

2) Koefisien Determinan R-Squared

The next step is the second step where in the stage of analysis of the inner model is to assess the quality of the research model as seen from the value of R-squared. From Table 4.19 shows that the R-squared value for variable consumer satisfaction is 0.532 thus it can be said that this variable goes into the moderate category. Thus it means that this variable consumer satisfaction in research can explain 53.2% by independent variables while the remaining 46.8% can be explained by other variables outside the research conducted. The R-squared value of the variable repurchase intention is 0.514 which means that this variable is categorized moderate to strong so that this variable in the study can explain 51.4% by its independent variable while the other 48.6% is explained by other variables outside the study. So it can be interpreted that variables from consumer decision making style to variable consumer satisfaction can predict moderately variable dependent in the research model in addition to variable consumer satisfaction to variable repurchase intention can also predict moderately so that this research can be used.

Table 4. 10 R-Squared Research Values

VARIABLE	R²	RESULTS
Consumer Satisfaction	0,532	Moderate
Repurchase Intention	0,514	Moderate

3)   F-Squared

The next analysis is to go through the F-squared test used to find out the effect size is the magnitude of the influence of a construct if there is a change in value in F-squared on a construct target where there is a certain construct as a predictor that is eliminated from a research model. In the results of Table 4.20, it was found that variable independent recreational and shopping conscious style has a significant effect size with a value of more than 0.15. Variable recreational and shopping conscious style is categorized as having a moderate effect size to affect variable consumer satisfaction with a value of 0.320. Variable consumer satisfaction has a moderate effect size to significantly affect variable repurchase intention with a value of 1,059. Thus variable consumer satisfaction has a large effect size and has a substantial impact on repurchase intention so that the variable is important.

Table 11. F-Squared Research Values

Path	F²
Habitual style > Consumer satisfaction	0.025
Brand consciousness style > Consumer satisfaction	0.002
Novelty conscious style > Consumer satisfaction	0.024
Recreational style > Consumer satisfaction	**0.336**
Price conscious style > Consumer satisfaction	0.013
Impulsiveness style > Consumer satisfaction	0.006
Confused by over choice style > Consumer satisfaction	0.000
Perfectionist style > Consumer satisfaction	0.094
Consumer satisfaction > Repurcase Intention	**1.059**

4)   Hypothesis Testing

The next stage is to test the significance of the nine path paths in the research model. This test is done by bootstrapping method i.e. re-sampling with smartPLS. The results of this hypothesis test are assessed by looking at two empirical data, namely the value of significance and coefficients whose direction must match the direction of the proposed hypothesis (one-tailed). Where if the value of T-statistics is greater than the T-table value of 1,652 obtained from the distribution table then it can be said that the relationship between variables is significant. This analysis was conducted using a one-tailed hypothesis test using a significance level of 0.05 so that the P-value should not be more than 0.05. Next seen from the large coefficient (standardized coefficient) in each path path. If it meets both conditions then the hypothesis studied is said to be supported.

Table 12. Results of The Research Hypothesis Test

No	Path	Standardized Coefficient	T-statistics	P-Value	Result
H1	Habitual style > Consumer satisfaction	0.133	2.118	0.024	Hypothesis supported
H2	Brand consciousness style> Consumer satisfaction	-0.046	0.668	0.256	Hypothesis supported
H3	Novelty style > Consumer satisfaction	-0.149	1.900	0.032	Hypothesis supported
H4	Recreational style > Consumer satisfaction	0.504	7.670	0.000	Hypothesis supported

H5	Price conscious style > Consumer satisfaction	0.095	1.163	0.117	Hypothesis not supported	
H6	Impulsiveness style > Consumer satisfaction	0.056	0.802	0.209	Hypothesis not supported	
H7	Confused by over choice style > Consumer satisfaction	-0.016	0.229	0.411	Hypothesis not supported	
H8	Perfectionist style > Consumer satisfaction	0.310	4.006	0.000	Hypothesis supported	
H9	Consumer satisfaction > Repurcase Intention	0.717	20.709	0.000	Hypothesis supported	

5)   Discussion

This model is modified by changing variable purchase intentions to repurchase intentions. With variable repurchase intention replacement that was not in the research of Alavi, Rezaei, Valaei, Kharuzzaman, and Ismail (2015) before. The new criteria that appear in this study are in testing the relationship of consumer satisfaction with repurchase intention according to Wiradarma, Respati, & Nyoman (2020); Tan & Karina (2019); Oktarini & Wardana (2018); Rahmawati, Prihastuty, & Azis (2018) said there is a close influence and relationship between consumer satisfaction and repurchase intention. In addition, previous research has been conducted in various countries so that research conducted is currently conducted in Indonesia with respondents of Indonesian people domiciled on large islands who have or have bought sneakers online at least once in six months so as to open the possibility for repurchased. This research also aims to find out the consumer decision making style of Indonesian people in shopping sneakers online with measurement instruments from consumer style inventory (CSI) amounting to 8 variables.

Descriptive results obtained using indicators in each variable and see the overall mean result then variable habitual style has a mean value of 4.94 which means agreed by the respondents, brand consciousness style has a mean value of 4.78 which means agree, novelty style has a mean value of 4.51 which can be interpreted as agreeing, recreational style has a result of 4.58 which means agree, Price conscious style is 4.58 which means agree, impulsiveness style has a mean result of 3.20 which means tend to disagree, confused by over choice style of 4.58 which means agree, perfectionist style produces a mean of 5.32 which means strongly agree, consumer satisfaction has a mean of 4.53 which means agree, and repurchase intention has a mean value of 5.00 which means agree, so that all variables can be used in research and the best results are perfectionist style variables. From the descriptive results, the most important thing that must be considered is perfectionist style that has the results of strongly agreeing this proves that the people of Indonesia in buying sneakers online are very eager and prioritize high quality and perfect while variable impulsiveness style tends to be less approved by respondents because most Indonesians make purchases and online defenders carefully and not blindly. (Impulsiveness). The results of the data analysis of the entire 37 items used resulted in an AVE value of 36 items above 0.5 while one item that is PV2 from the previous result is below 0.5 so that it is abolished.

From the outer model research where the reliability test is conducted by looking at the composite reliability value where in this study all items produce a value below 0.95 which indicates all items on the research instrument including reliable with a range of values obtained that are 0.766 - 0.924 and AVE values obtained result in all research instruments in each variable categorized as valid because it has a value above 0.5, namely with a value range of 0.515 - 0. 796 and can be used. While the validity test by looking at Heteroitrait-Monotrai (HTMT) produces each item of variables used in research has good discriminant validity because it has a value above 0.5 with a value range of 0.515 - 0.796 so that from the results of the outer model test that has been done, all items can be used in research. In the inner analysis of the model produces a variance inflation factor (VIF) value of less than 3 so that it shows that there is no colonelship between variables and it can be said that the research has been acceptable, R-square from consumer decision making style to variable consumer satisfaction can predict moderately variable dependent in the research model in addition to variable consumer satisfaction towards variable

repurchase intention can also predict moderately so that This research can be used and the F-square produced is large enough to have a substantial impact where variable recreational and shopping conscious style is categorized as having a medium effect size and consumer satisfaction variables also have a moderate effect size to significantly affect variable repurchase intention.

Based on the results of this study it was found that of the nine (9) hypotheses submitted there were 4 hypotheses rejected and 5 hypotheses accepted. The 4 rejected hypotheses are variable brand consciousness style, price conscious style, impulsiveness style, and confused by over choice style against variable consumer satisfaction. These four hypotheses were rejected because they do not describe the decision making style of Indonesian people when buying sneakers online that will affect consumer satisfaction.

4.   Conclusion

Habitual style has been shown to have a significant influence on consumer satisfaction. Brand consciousness style has been shown to have no significant effect on consumer satisfaction. Novelty style has been shown to have a significant influence on consumer satisfaction. Recreational style has been shown to have a significant influence on consumer satisfaction. Price conscious style proved to have no significant influence on consumer satisfaction. Impulsiveness style has shown no significant effect on consumer satisfaction. Confused by over choice style proved to have no significant effect on consumer satisfaction. Perfectionist style has been shown to have a significant influence on consumer satisfaction. Consumer satisfaction has been shown to have a significant effect on repurchase intentions.

5.   References

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