



Factors Affecting Repurchase Intention Interest in Fashion E-Commerce in Batam City

Suyono Saputra¹, Micel Thai²

¹ Faculty of Business and Economics, Universitas Internasional Batam, Indonesia

² Faculty of Business and Economics, Universitas Internasional Batam, Indonesia

ARTICLE INFO

Article history:

Received Okt 14, 2022

Revised Okt 21, 2022

Accepted Nov 11, 2022

Keywords:

Brand Awareness

Innovativeness

Repurchase Intention

Satisfaction

Trust

ABSTRACT

Fashion is a style that is used daily by someone, where they can show their ideals and personalities. Therefore, nowadays, many customers buy back clothes online. This research was carried out to know the relationship between quality, value, innovativeness, brand awareness, trust in satisfaction and repurchase intention, satisfaction with repurchase intention, and brand awareness of repurchase intention through satisfaction. Likewise, the sample from this research is the Millennial/Y/Z generation in Batam City, which has obtained 252 data. Then, processing this sample data will use the SmartPLS version 26 software. The test data results in this study show that brand awareness, trust, and satisfaction with repurchase intentions have a significant positive effect, while quality, value, and innovativeness do not. Meanwhile, it shows that brand awareness, innovation, trust, and satisfaction value have a significant positive effect, while quality does not. Furthermore, the variable of brand awareness on repurchase intention through satisfaction is insignificant.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Micel Thai,

Faculty of Business and Economics,

Universitas Internasional Batam,

Baloi-Sei Ladi, Jl. Gajah Mada, Tiban Indah, Kec.Sekupang, Kota Batam, Kepulauan Riau, 29426, Indonesia.

Email: thaimicel17@gmail.com

INTRODUCTION

Fashion is a style that is used daily by someone, where they can show their ideals and personalities. Fashion is also a product that can build a quite developed and profitable business to make the world market continue to overgrow, especially in today's era where technology can make its development wider. Utilizing technology can advance or expand a business to be more effective. It can also increase the capacity to compete with other competitors and keep consumers in the future still able to buy goods continuously. So with the existence of technology, digital developments in this globalization era have changed how consumers behave. Where today's technology is full of technology, such as buying the desired goods or products, you only need to go through the internet using websites, social media, and e-commerce. *E-commerce* is a system that can sell and buy via the internet using electronic media. Therefore, consumers can transact using only a computer or gadget and the internet – without going to a store to buy the desired material. E-commerce can also be

helpful for a company engaged in business, where there is an interaction between traders and consumers widely without any boundaries of space and time. Therefore, with the growth of technology, it is more accessible and sophisticated to master. Trading companies also have an interest in E-commerce.

Based on figure 1, the use of e-commerce in Indonesia every year is increasing rapidly. Zalora. Co.id, Lazada. Co.id, Shopee.co.id, Brandclozet.com, Cottonink-shop.com, and Berrybenka.com have always been the top e-commerce in Indonesia. However, Lazada.co.id and Shopee.co.id experienced a decline in 2021, which Zalora subsequently replaced.co.id and Berrybenka.com. The repurchase intention can be determined based on the table above, where Zalora.Co has always been in the top rank in the last three years, and Berrybenka.com has been at the top in the last two years. To buy products that have been purchased before. So based on previous research, it was found that several factors can influence repurchase intentions.

According (Zaid, 2020) states that consumer satisfaction has a significant influence on repurchase intentions because now there is an increase in the number of applications and online shopping sites, so these sites are more often used as a transaction medium that can provide consumers with convenience in shopping so that consumers also have an interest. Repurchase intention is not only obtained from consumer satisfaction but can be obtained through other factors, for example, value, brand awareness, quality, innovation, and trust. Based on the background and problems described above, this research takes the title "Analysis of the influence of Quality, Value, Innovativeness, Brand Awareness, Trust on Repurchase Intention in Fashion E-Commerce in Batam City." This research is supported by various previous researchers who have researched this topic (Saputra, 2022; Saputra & Zai, 2022; Tinggi et al., 2022)

RESEARCH METHOD

Research is a picture that concerns study in order to obtain a solution or answer to a problem that is currently happening. (Sugiyono, 2017) assumes that research is a design that tests a particular population or sample and influences the independent variable to the dependent variable. This research is classified as a type of comparative causal research (Causal-Comparative Research), which means it is an effort to identify the causality of the independent variable and dependent variables' causality (Kmaheshwari, 2018). The research shows independent variables, such as trust, value, innovativeness, quality, and brand awareness, and the dependent variables, such as repurchase intention and satisfaction, as mediating variables. (See Figure 2).



Figure 1. Research Model

Through the research carried out, the object of research can be referred to as what or who is used to make an observation to obtain data. In this study, the object is used as consumers who intend

to repurchase in e-commerce fashion in Batam. Therefore, the method in this study was carried out by collecting respondent data using questionnaires. Regarding the data on the use of fashion e-commerce in Batam City, the researchers still need to get it. Therefore, the researchers used the method (Jr et al., 2018) Hair et al. (2018) sampling method with 1: 10 data from ten respondents representing one variable statement. There are 23 questions in the questionnaire, so the minimum sampling is $21 \times 10 = 210$ respondents. In order to avoid errors, the researcher will take 254 respondent data.

In collecting data, the author uses primary data with a survey approach. The survey is an effort to research by collecting data that makes a questionnaire in the form of a google form an instrument carried out online. The questionnaire that has been distributed has two parts: the first part is in the form of personal data of the respondent, and the second is several questions related to the variables in the study. Therefore, the survey results must be in a condition where the research cannot manipulate data (Priyono, 2016). Articles that support this research are (Chiu & Cho, 2019). The method used by the author is Partial Least Squares (SmartPLS) to determine whether the research model results are valid or not and test the hypotheses used in the study. This method helps test the inner and outer models. The outer model tests the reliability and validity of the model, while the inner model tests between variables. (Ghozali & Latan, 2016)

RESULTS AND DISCUSSIONS

3.1 Demographic Analysis of Respondents

The author has distributed and distributed questionnaires to 308 respondents. The percentage of questionnaire returns is 81%. This shows that only 252 data will be analyzed or processed. The following is a table of the percentage distribution of questionnaires conducted online.

Table 1. Questionnaire Statistics

Description	Quantity
Questionnaire spread	308
The questionnaire does not meet the criteria	56
Analyzed Questionnaire	252

3.2 Characteristics of Respondents

Table 2. Respondent's Results by Gender

Gender	Frequency	Percent
Male	105	41,7%
Female	147	58,3%
Total	252	100,0%

Based on the table 2, it can be seen that the percentage of male respondents is 41.7%, and female respondents are 58.3%. The data shows that the majority of respondents in this study are women.

Table 3. Respondent's Results by Age

Gender	Frequency	Percent
17 - 23 years	213	84,5%
24 - 30 years	30	11,9%
> 30 years	9	3,6%
Total	252	100,0%

Based on the table 3, it can be seen that the majority of respondents came from the age group of 17-23 years, as many as 213 respondents or 84.5%, and minority respondents or slightly from the age group of more than 30 years were nine respondents or 3.6%.

3.3 Outer Model Test Results

Table 4. Outer Loading Test Results

Variable	Outer Loading	Description
Brand Awareness 1	0.820	Valid
Brand Awareness 2	0.812	Valid
Brand Awareness 3	0.819	Valid
Innovativeness 1	0.775	Valid
Innovativeness 2	0.807	Valid
Innovativeness 3	0.689	Valid
Quality 1	0.857	Valid
Quality 2	0.767	Valid
Quality 3	0.806	Valid
Repurchase Intention 1	0.801	Valid
Repurchase Intention 2	0.812	Valid
Repurchase Intention 3	0.769	Valid
Satisfaction 1	0.810	Valid
Satisfaction 2	0.801	Valid
Satisfaction 3	0.782	Valid
Trust 1	0.837	Valid
Trust 2	0.746	Valid
Trust 3	0.815	Valid
Trust 4	0.742	Valid
Value 1	0.792	Valid
Value 2	0.780	Valid
Value 3	0.731	Valid

The validity of a question can be seen from the outer loading value test; if the data has an outer loading value > 0.6 , then the research questionnaire question is valid (Meidy et al., 2020). The following are the results of the outer loading data test. Based on the results of the data above, it shows that all the questions' outer loading values have met the conditions >0.6 . Therefore, all questions in the indicator can be declared valid.

3.4 Average Variance Extracted Test Results

Table 5. Average Variance Extracted Test Results

Variable	AVE	Description
Brand Awareness	0.667	Valid
Innovativeness	0.575	Valid
Quality	0.658	Valid
Repurchase Intention	0.631	Valid
Satisfaction	0.637	Valid
Trust	0.618	Valid

To analyze the validity of the data, the author also uses the Average Variance Extracted (AVE) test. This test stipulation value that the data must have an AVE value > 0.5 to be declared that the data is valid (Meidy et al., 2020). The data in the AVE test table above shows that brand awareness has an AVE value of 0.667, innovativeness of 0.575; quality of 0.658; repurchase intention of 0.631; Satisfaction of 0.637; trust of 0.618; and value of 0.590. All AVE values in the test are greater than 0.5 (> 0.5) so that all variables can be declared valid.

3.5 Discriminant Validity Test Results

Table 6. Discriminant Validity Test Results

Variable	AVE	Description
Brand Awareness	0.817	Valid
Innovativeness	0.758	Valid

Quality	0.811	Valid
Repurchase Intention	0.794	Valid
Satisfaction	0.798	Valid
Trust	0.786	Valid
Value	0.768	Valid

The data table 6 shows that the value of all statements has a value of > 0.70 ; as a result, it can be said that the value of the provisions is declared valid. The highest score that reaches a value > 0.7 is brand awareness of 0.817, and the lowest is innovativeness of 0.758. It is proven that all variable indicators are valid. Through each stage that has been tested on convergent and discriminant validity, it can be said that every condition has been fulfilled; as a result, this data can be continued to the next test.

3.6 Data Reliability Test Results

Table 8. Data Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Brand Awareness	0.751	0.857	Reliable
Innovativeness	0.633	0.802	Reliable
Quality	0.742	0.852	Reliable
Repurchase Intention	0.708	0.837	Reliable
Satisfaction	0.715	0.840	Reliable
Trust	0.792	0.866	Reliable
Value	0.655	0.812	Reliable

The reliability test is the second test requirement before further analysis is carried out. In this case, (Ghozali & Latan, 2016) mention running this test so that the measurement of variables can be proven to be accurate. The data can be said to be reliable after passing Cronbach's alpha test, which is > 0.60 , and composite reliability, which is > 0.60 . Table 8 shows that the values of all the variable statements have met the provisions of Cronbach's alpha, namely > 0.60 and composite reliability > 0.60 ; as a result, it can be said that the value of the provisions is declared reliable.

3.7 Direct Effects (Test Structural Model without Mediation)

The results of this test are used to prove the existence of a direct relationship or influence between the independent variables on the dependent. This research has five independent variables and one dependent variable. The author uses the Path Coefficient to see the relationship or direct influence between variables in this research model. A variable can be stated to significantly affect other variables if it meets the conditions, namely having a t-statistic value greater than (> 1.96) and p-values < 0.05 (Hair, Joseph F; C.Black,William;Babin,Barry J;Anderson, 2014).

Table 9. Direct Effect Test Results

Effect	Sample Mean	P-Values	Conclusion
Brand Awareness -> Repurchase Intention	0.126	0.040	Significant Positive
Brand Awareness -> Satisfaction	0.115	0.041	Significant Positive
Innovativeness -> Repurchase Intention	0.099	0.094	Not Significant
Innovativeness -> Satisfaction	0.123	0.012	Significant Positive
Quality -> Repurchase Intention	0.010	0.870	Not Significant
Quality -> Satisfaction	0.049	0.389	Not Significant
Satisfaction -> Repurchase Intention	0.304	0.000	Significant Positive
Trust -> Repurchase Intention	0.323	0.000	Significant Positive
Trust -> Satisfaction	0.520	0.000	Significant Positive
Value -> Repurchase Intention	0.041	0.438	Not Significant
Value -> Satisfaction	0.182	0.000	Significant Positive

Based on Table 9, the hypotheses that can be concluded are as follows:

H1: Quality has no significant impact on Repurchase Intention

The effect of quality on repurchase intention is not significant because the T-statistic is 0.164 and the P-value is 0.870, which does not meet the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. And does not have a positive effect because the sample mean is 0.010, which does not meet the requirements of more than 0.05. The results of this study contradict the research articles conducted by (Bello et al., 2021; Srivastava & Sharma, 2013; Tandon et al., 2017)

H1^a: Quality has no significant impact on Satisfaction

The effect of quality on satisfaction is not significant because the T-statistic is 0.389 and the P-value is 0.861, which does not meet the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. But it has a positive effect because the sample mean is 0.049, which meets the requirements of more than 0.05. The results of this study contradict the research articles conducted by (Bello et al., 2021; El-Adly, 2019; Khoo, 2022)

H2: Value has no significant effect on Repurchase Intention

The effect of quality on satisfaction is not significant because the T-statistic is 0.775 and the P value is 0.438, which does not meet the significance requirements, namely P values more than 0.05 while T-statistics are more than 1.96. But it has a positive effect because the sample mean is 0.041, which meets the requirements of more than 0.05. The results of this study contradict the research articles conducted by (A. Ali & Bhasin, 2019; Pham et al., 2018; Syifa Johan et al., 2020)

H2^a: Value has a significant impact on Satisfaction

The effect of value on satisfaction has a significant effect because the T-statistic is 3.839 and P-value is 0.000, which fulfills the significance requirements, namely P-value is more than 0.05 while the T-statistic is more than 1.96. And has a positive effect because the sample means 0.182, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Omoregie et al., 2019; Susilo et al., 2020; Wai Lai, 2019)

H3: Innovativeness has no significant impact on Repurchase Intention

The effect of innovativeness on repurchase intention is not significant because the T-statistic is 1.677 and the P-value is 0.094, which does not meet the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. And does not have a positive effect because the sample mean is 0.099, which does not meet the requirements of more than 0.05. The results of this study contradict the research articles conducted by (Al-Jundi et al., 2019; Amoroso & Lim, 2015; Fikriando & Syafrizal, 2020)

H3^a: Innovativeness has a significant impact on Satisfaction

The effect of innovativeness on satisfaction has a significant effect because the T-statistic is 2.510 and the P-value is 0.012, which fulfills the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. And has a positive effect because the sample means 0.123, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Bhuanaputra & Giantari, 2020; Chiu & Cho, 2019; San-Martin & López-Catalán, 2013)

H4: Brand awareness has a significant impact on Repurchase Intention

The effect of brand awareness on repurchase intention has a significant effect because the T-statistic is 2.057 and the P-value is 0.393, which fulfills the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. Furthermore, it has a positive effect because

the sample mean is 0.126, which meets the requirements of more than 0.05. The results of this study following research conducted by (H. Ali, 2019; Ilyas et al., 2020; IZZUDIN & NOVANDARI, 2018)

H4^a: Brand awareness has a significant impact on Satisfaction

The effect of brand awareness on Satisfaction has a significant effect because the T-statistic is 2.044 and the P-value is 0.041, which fulfills the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. Furthermore, it has a positive effect because the sample mean is 0.115, which meets the requirements of more than 0.05. The results of this study follow research conducted by (Ilyas et al., 2020; Quan et al., 2020; Widayati, 2020)

H5: Trust has a significant impact on Repurchase Intention

The effect of trust on repurchase intention has a significant effect because the T-statistic is 4,400 and the P values are 0.000, which fulfills the significance requirements, namely the P-value is more than 0.05 while the T-statistic is more than 1.96. And has a positive effect because the sample means 0.323, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Firmansyah & Ali, 2019; Mendoza, 2021; Punuindoong et al., 2020)

H5^a: Trust has a significant impact on Satisfaction

The influence of trust on satisfaction has a significant effect because the T-statistics are 8,424 and P values are 0.000, which fulfill the significance requirements, namely P values more than 0.05 while T-statistics are more than 1.96. And has a positive effect because the sample means 0.520, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Attar et al., 2021; Kataria & Saini, 2020; Marinkovic & Kalinic, 2017)

H6: Satisfaction has a significant impact on Repurchase Intention

The effect of satisfaction on repurchase intention has a significant effect because the T-statistic is 3.976 and P-value is 0.000, which fulfills the significance requirements, namely P-value is more than 0.05 while T-statistic is more than 1.96. And has a positive effect because the sample means 0.304, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Elbeltagi & Agag, 2016; Goh et al., 2016; Zaid, 2020)

3.8 Indirect Effects (Test Structural Model with Mediation)

Table 10. Indirect Effects Test Results

Variable	Sample Mean	P-Values	Description
Brand Awareness -> Satisfaction - > Repurchase Intention	0.035	0.081	Not Significant

Indirect effects in this study indicate that there is no indirect effect, namely the brand awareness variable on satisfaction and on repurchase intention, because the T-statistic is 1.743 and P-value is 0.081, which does not meet the significance requirements, namely P values more than 0.05 while T-statistics more than 1.96 but this effect is positive because the sample means 0.035, which meets the requirements of more than 0.05. The results of this study are in accordance with research conducted by (Gultom et al., 2021; Ilyas et al., 2020)

3.9 Ajusted R Square Test Results

Table 11. Ajusted R Square Test Results

Variable	Ajusted R Square
Repurchase Intention	0.589
Satisfaction	0.654

The Adjusted R Square test results aim to analyze how significant the relationship between each variable in the research model is. If the adjusted R square value is getting bigger, then the explanatory power of the regression equation and the dependence or relationship between variables is getting stronger (Hair, Joseph F; C.Black,William;Babin,Barry J;Anderson, 2014). R square shows the percentage of model fit. The data above shows that the relationship between quality, value, innovativeness, brand awareness, and trust in repurchase intention has an R square adjusted value of 58.9%. In comparison, the remaining 41.1% is influenced by other variables or factors not included in the model. While the relationship between quality, value, innovativeness, brand awareness, and trust affects satisfaction by 65.4%, and the remaining 34.6% is influenced by other variables not included in the research model.

3.9 Standardized Root Mean Square Residual (SRMR) Test Results

Table 12. SRMR Test Results

	Sample Mean (M)	Keterangan
Saturated Model	0.052	Moderate
Estimated Model	0.052	Moderate

Based on the table above, it is evident that this value reaches 0.052 on the Saturated Model and 0.052 on the Estimated Model of the SRMR, and the requirement to be declared fit in this SRMR test is that the result value must be below 0.1. Therefore these results show that the model produced in this study is declared fit.

3.10 Quality Index Test Results

This test is carried out to assess the overall research model, and this calculation can be calculated with the following formula. Based on the data from the research above, it can be calculated that the average AVE is 0.625 and the average R square adjusted is 0.621, so it can be calculated as follows:

$$\text{GoF} = \sqrt{0,625 \times 0,621}$$

$$\text{GoF} = 0,6229$$

So this shows that the GoF value of the data can be categorized into GoF strong, which is > 0.36 .

CONCLUSION

The author conducted this study to detect and analyze the factors influencing repurchase interest in fashion e-commerce in Batam City. This study analyzes the independent variable's effect on the dependent variable: quality, value, innovativeness, brand awareness, trust on satisfaction and repurchase intention, satisfaction on repurchase intention, and brand awareness on repurchase intention through satisfaction. Based on the observations, data processing, and analysis carried out in the chapter above, the following conclusions are obtained; The variables of brand awareness, trust, and satisfaction on repurchase intention have a significant favorable influence, while quality, value, and innovativeness do not. Meanwhile, it shows that brand awareness, innovativeness, trust, and value on satisfaction have a significant favorable influence, while quality does not. Furthermore, the brand awareness variable on repurchase intention through satisfaction results shows that it is insignificant. Before distributing the questionnaire, it would be better to explain the topics and the technicalities of filling out the questionnaire so that the resulting data can be more valid and take a little time to process the data. Furthermore, the author hopes that the next author can expand the population's reach in researching the same topic of this research to other areas in Indonesia, or if it is in Batam City, it must be to every sub-district point in Batam City. The research carried out cannot be separated from limitations, including. The first limitation of the research carried out is that it is limited to the author's reach, namely in Batam City, so that repurchase intention in e-commerce fashion is less able to be reflected or described to the people of other cities in Indonesia. The second

limitation is that the author only does the questionnaire that the author distributes to respondents. It can lead to uneven questionnaire distribution in all Batam City areas.

References

- Al-Jundi, S. A., Shuhaiber, A., & Augustine, R. (2019). Effect of consumer innovativeness on new product purchase intentions through learning process and perceived value. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1698849>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Amoroso, D. L., & Lim, R. A. (2015). Exploring the Personal Innovativeness Construct: The Roles of Ease of Use, Satisfaction and Attitudes. *Asia Pacific Journal of Information Systems*, 25(4), 662–685. <https://doi.org/10.14329/apjis.2015.25.4.662>
- Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3), 849–868. <https://doi.org/10.1108/BFJ-08-2020-0755>
- Bello, K. B., Jusoh, A., & Md Nor, K. (2021). Relationships and impacts of perceived CSR, service quality, customer satisfaction and consumer rights awareness. *Social Responsibility Journal*, 17(8), 1116–1130. <https://doi.org/10.1108/SRJ-01-2020-0010>
- Bhuanaputra, K. W., & Giantari, I. G. A. K. (2020). the Effect of Perceived Brand Leadership Towards Consumer Satisfaction and Repurchase Intention on E-Commerce Website. *Russian Journal of Agricultural and Socio-Economic Sciences*, 97(1), 66–73. <https://doi.org/10.18551/rjoas.2020-01.08>
- Chiu, W., & Cho, H. (2019). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339–1362. <https://doi.org/10.1108/APJML-10-2018-0403>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(xxxx), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research*, 26(1), 288–310. <https://doi.org/10.1108/IntR-10-2014-0244>
- Fikriando, E., & Syafrizal. (2020). Pengaruh Store Atmosphere, Consumer Innovativeness, Dan Brand Image Terhadap Consumer Repurchase Intention Pada McDonald's Ahmad Yani Padang. *Menara Ilmu*, XIV(02), 39–54. <http://jurnal.umsb.ac.id/index.php/menarailmu/article/view/1880>
- Firmansyah, N., & Ali, H. (2019). Consumer Trust Model : The Impact of Satisfaction and E-Service Quality toward Repurchase Intention in E-Commerce. *Saudi Journal of Humanities and Social Sciences*, 4(8), 552–559. <https://doi.org/10.21276/sjhss.2019.4.8.4>
- Ghozali, I., & Latan, H. (2016). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2 (2nd ed.)*. Universitas Diponegoro Semarang.
- Goh, S. K., Jiang, N., Hak, M. F. A., & Tee, P. L. (2016). Determinants of smartphone repeat purchase intention among Malaysians: A moderation role of social influence and a mediating effect of consumer satisfaction. *International Review of Management and Marketing*, 6(4), 993–1004.
- Gultom, J. S., Chairunnisa, T. L. T., & Tamba, M. (2021). Pengaruh Brand Awareness Dan Perceived Quality Terhadap Repurchase Intention Melalui Customer Satisfaction Pada Produk Dbd Powder Medan. *Value*, 2(2), 26–42. <https://doi.org/10.36490/value.v2i2.212>
- Hair, Joseph F; C.Black,William;Babin,Barry J;Anderson, R. . (2014). *Multivariate Data Analysis (Seventh Ed)*. Pearson Education Limited.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- IZZUDIN, M. S., & NOVANDARI, W. (2018). The Effect Of Perceived Quality, Brand Image On Customer Satisfaction And Brand Awareness Toward Repurchase Intention. *Journal of Research in Management*, 1(3).

- <https://doi.org/10.32424/jorim.v1i3.44>
- Jr, J. F. H., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62-87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Khoo, K. L. (2022). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *PSU Research Review*, 6(2), 105-119. <https://doi.org/10.1108/PRR-08-2019-0029>
- Kmaheshwari, V. . (2018). *Causal-comparative Research*. Dr. V.K. Maheshwari, Ph.D.
- Marinkovic, V., & Kalinic, Z. (2017). Antecedents of customer satisfaction in mobile commerce: Exploring the moderating effect of customization. *Online Information Review*, 41(2), 138-154. <https://doi.org/10.1108/OIR-11-2015-0364>
- Meidy, R. F., Suhartanto, D., & Senalasar, W. (2020). Keterlibatan Pemasaran Elektronik Mulut ke Mulut Melalui Media Sosial Instagram : Bukti Empiris dari E-commerce Hijup. *Prosiding Industrial Research Workshop and National Seminar*, 26-27.
- Mendoza, E. C. (2021). a Study of Online Customers Repurchase Intention Using the 4Rs of Marketing Framework. *International Review of Management and Marketing*, 11(2), 1-10. <https://doi.org/10.32479/irmm.11009>
- Omorieg, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*, 37(3), 798-820. <https://doi.org/10.1108/IJBM-04-2018-0099>
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliunas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability (Switzerland)*, 10(1). <https://doi.org/10.3390/su10010156>
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra (ed.); Revisi 201). Zifatama Publishing.
- Punuindoong, Syah, & Anindita. (2020). Affecting Factors over Repurchase Shop Intention at E-Commerce Industry. *Journal of Multidisciplinary Academic*, 04(02), 2-6.
- Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63-76. <https://doi.org/10.5267/j.msl.2019.8.015>
- San-Martin, S., & López-Catalán, B. (2013). How can a mobile vendor get satisfied customers? *Industrial Management & Data Systems*, 113(2), 156-170. <https://doi.org/10.1108/02635571311303514>
- Saputra, S. (2022). E - ISSN : 2654-5837 , Hal 133 - 140 TERHADAP MINAT BELANJA KONSUMEN E-COMMERCE. *Jurnal Ekonomi Dan Bisnis*, 10(1), 133-140.
- Saputra, S., & Zai, K. Y. (2022). Pengaruh Kepuasan Pelanggan Terhadap Niat Beli Kembali, pada pengguna E-commerce di Kota Batam. *SEIKO : Journal of Management & Business*, 5(2), 129-140. <https://www.journal.stieamkop.ac.id/index.php/seiko/article/view/2144>
- Srivastava, K., & Sharma, N. K. (2013). Service Quality, Corporate Brand Image, and Switching Behavior: The Mediating Role of Customer Satisfaction and Repurchase Intention. *Services Marketing Quarterly*, 34(4), 274-291. <https://doi.org/10.1080/15332969.2013.827020>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Susilo, R., Bernarto, I., & Purwanto, A. (2020). Effect of trust, value and atmosphere towards patient satisfaction (Case study on preama clay of wae laku, indonesia). *International Journal of Advanced Science and Technology*, 29(3), 6716-6723.
- Syifa Johan, I., Indriyani, R., & Vincēviča-Gaile, Z. (2020). Measuring Repurchase Intention on Fashion Online Shopping. *SHS Web of Conferences*, 76, 01015. <https://doi.org/10.1051/shsconf/20207601015>
- Tandon, U., Kiran, R., & Sah, A. N. (2017). Customer Satisfaction as mediator between website service quality and repurchase intention: An emerging economy case. *Service Science*, 9(2), 106-120. <https://doi.org/10.1287/serv.2016.0159>
- Tinggi, S., Ekonomi, I., Maju, M., Indonesia, C., & Indonesia, J. C. (2022). YUME : Journal of Management Pengaruh Kualitas Layanan terhadap Kepercayaan dimediasi Tingkat Kepuasan Konsumen pada PT. Japfa Comfeed Indonesia , TBK Cabang Makassar. 5(2), 385-405. <https://doi.org/10.37531/yume.vvix.345>
- Wai Lai, I. K. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management*, 38(December 2018), 111-121. <https://doi.org/10.1016/j.jhtm.2019.01.003>

- Widayati, C. C. (2020). The Influence of Brand Awareness, Brand Image, and Service Quality Inflight Catering on Saudi Consumer Satisfaction Arabian Airlines. *Journal of Marketing and Consumer Research*, 71, 1-11. <https://doi.org/10.7176/jmcr/71-01>
- Zaid, S. (2020). The Role of Familiarity in Increasing Repurchase Intentions in Online Shopping. *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 12-18. <https://doi.org/10.14414/jebav.v23i1.2132>