Effect of E-Satisfaction on Repurchase Intention in Shopee User Students

by Saut Maruli Tua Pandiangan

EFFECT OF E-SATISFACTION ON REPURCHASE INTENTION IN SHOPEE USER STUDENTS

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Abstract:

People's shopping style is now traditional again, which usually comes to the market to buy an item, but now people can shop online just by pressing their smartphone screen while sitting relaxed at home. This study aims to determine and analyze the effect of the e-satisfaction variable on the repurchase intention variable at shopee at the students of Politeknik IT&B Medan. This type of research is quantitative research with causality research design. The population in this study were all Politeknik IT&B Medan, majoring in Business Administration Management, semester 2 and 4, who had shopped at least twice using the Shopee e-commerce application. The sample in this study were 47 people. The data analysis method used was simple linear regression with partial test (t), and the coefficient of determination (R^2). The results showed that the e-satisfaction variable had a positive and significant effect on the repurchase intention variable. The e-satisfaction variable can explain the repurchase intention variable by 64.6% and the remaining 35.4% is explained by other variables not examined in this study.

Keywords: E-satisfaction, Repurchase Intention, Shopee

INTRODUCTION

The development of smartphones has been able to change people's lives today. The emergence of various diverse and innovative applications on smartphones has been successful in changing people's behavior in various ways, ranging from economic, social, lifestyle, and even people's shopping style (Ni and Hutagalung, 2021). People's shopping style is now traditional again, which usually comes to the market to buy an item, but now people can shop online just by pressing their smartphone screen while sitting relaxed at home.

Seeing such behavior, now many application development companies are creating applications based on electronic commerce (e-commerce) in smartphone devices to be offered to people around the world. The increasing number of e-commerce applications that exist today, making the competition map to win the hearts of consumers increasingly tight, in the play store alone there are many e-commerce applications that can be downloaded and used for free by consumers (Nisak and Yasa, 2021). E-commerce applications that are able to win the hearts of consumers and are growing rapidly are marked by the large

number of purchases that occur in these applications, as well as generating interest to repurchase in the future.

Repurchase intention or repurchase interest is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2014:43). In e-commerce applications, customer repurchase interest will appear after making a purchase accompanied by a feeling of satisfaction in shopping using the application. Satisfaction in using e-commerce applications is called electronic satisfaction or e-satisfaction.

Four e-commerce application development companies in Indonesia have status as unicorns. The companies are Tokopedia, Bukalapak, Shopee (SEA Group), and Lazada. Some examples of other e-commerce application development companies that compete in Indonesia are Blibli, JD.id, Elevania, Bhinneka, Zalora, Mataharimall, Sale Stock, and others. The following is a list of the top 10 e-commerce applications in Indonesia based on the highest average monthly visits in 2020. Shopee is in fourth place with the highest average monthly visits in 2020. While the top positions are Tokopedia, Bukalapak, and Lazada.

It can be seen from the name Shopee, an e-commerce application which is a product in the form of buying and selling services. Most consumers complain about the satisfaction that e-commerce gives to one another, especially to Shopee who gets a lot of negative comments about its services. Even so, users of the Shopee e-commerce application service are still busy, especially by Politeknik IT&B Medan students. This study aims to determine and analyze the effect of the e-satisfaction variable on the repurchase intention variable at shopee at the students of Politeknik IT&B Medan.

LITERATURE REVIEW
E-satisfaction

Providing the best service to customers provides many advantages for the company, if the company provides great customer service, customers will be satisfied and will return to the company, and other benefits customers will tell the people around them and so on (Richard et al., 2021). This is a free promotion tool for companies and makes them more confident because they get a positive response from customers.

According to Laksana (2008:97), satisfaction and dissatisfaction is a comparison between customer expectations and the reality of service quality perceived by customers which is the company's goal.

According to Tjiptono and Chandra (2016:204), consumer satisfaction is the consumer's response to the evaluation of perceptions of the difference between initial expectations (certain performance standards) and the actual performance of the product as perceived after product consumption.

According to Suhendry et al. (2021), e-satisfaction can be seen from 4 perspectives including:

1.Convenience

A well-designed and simple site is important to steal the attention of consumers who want to make a purchase or will repurchase, convenience also helps consumers to find information easily. Thus, convenience is the main factor in achieving consumer satisfaction.

2.Customization

A good site must be able to adjust to what consumers want, with the addition of provisions, as well as the addition of "you may also like" in the form of suggestions based on what prospective consumers or consumers are most looking for.

3.Security/Privacy

This concerns consumer security in conducting transactions, such as transaction security and personal data, if consumers do not feel safe then consumer satisfaction will be disrupted.

4.Web Appereance

Aesthetics in e-retailing is an important element. A site with a good design will increase consumer satisfaction and increase consumer desire to buy.

Repurchase Intention

According to Hellier et al. (2003:1764) repurchase intention is defined as an individual's assessment of the repurchase of services or services from the same company by considering the current situation and the good atmosphere of the individual.

Repurchase intention is customer satisfaction which is measured behaviorally by asking whether the customer will shop or use the company's services again (Tjiptono, 2014:43).

Kotler and Keller (2009:244) argue that after consumers buy the product, consumers can be satisfied or dissatisfied and engage in post-purchase behavior. Satisfied customers will return to buy the product, praise the product that bought it in front of others, draw little attention to competing brands and advertisements and buy other products from the same company.

Based on the above definition, it can be concluded that repurchase interest is a purchase activity carried out by consumers after they make the first purchase of a product or service that is carried out repeatedly for a certain period of time and actively likes and has a positive attitude towards a product or service, based on on past experiences (Sihombing et al., 2021).

Repurchase intention itself occurs after consumers make purchases of goods/services. After the consumer uses the goods/services, the desire to repurchase will be formed. Online repurchase intention is the reuse of a website to buy an item (Waruwu and Sianipar, 2021). Repurchase intention is an individual's decision about buying another service from the same company, taking into account his current situation and possible circumstances.

With the rapid development of online retailing, repeat purchases are very important in marketing research. The definition of online repurchase intention is the desire of consumers who have bought at an online shop at least once, to buy back at the store. Repurchase intention itself is based on consumers' positive reactions to goods and services from a store. According to Wahdatul et al. (2021) there are several indicators that can represent online repurchase intention, including:

1.Consumers will shop again on the same site.
2.Consumers will visit this site again.
3.Consumers will recommend this site to people around me.

RESEARCH METHODS

Types of Research

This type of research is quantitative research with causality research design. According to Sanusi (2016:14), causality research design is a research design that is structured to examine the possibility of causality between variables. Descriptive research is a type of research that aims to make a systematic, factual and accurate description of the facts and characteristics of the population of a particular area (Pandiangan, 2015). Library research of reference sources is a form of research that uses library facilities by examining theoretical discussions from various books, articles, and scientific works related to writing (Pandiangan, 2018).

Research Location and Time

This research was conducted on Politeknik IT&B Medan students using e-commerce applications in the Politeknik IT&B Medan campus. The time of the study was carried out in June 2020 until it was completed.

Population and Sample

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2009:61). The population in this study were all Politeknik IT&B Medan, majoring in Business Administration Management, semester 2 and 4, who had shopped at least twice using the Shopee e-commerce application. The e-commerce application that will be examined in this research is Shopee. According Pandiangan et al. (2018) in Sugiyono, purposive sampling is the selection of samples based on certain characteristics that are considered to have relevance to the characteristics of the population that have been known previously. Because this study uses a saturated sampling technique, the sample in this study is the sample in this study were 47 people or students of Politeknik IT&B Medan, Department of Business Administration Management, semesters 2 and 4.

Data Analysis Model

The data analysis model in this study uses simple linear regression. Simple linear regression analysis to find out how much influence an independent variable with the dependent variable (Tobing et al., 2018). The data analysis method used was simple linear regression with partial test (t), and the coefficient of determination (R^2).

RESULT

Hypothesis testing in this study used multiple linear regression using the statistical package for social sciences (SPSS) program. Hypothesis testing was carried out with a significance test at=0.05 for the partial test (t), and the coefficient of determination (R^2).

Partial Test (t)

Partial test (t) to see how much influence the independent variable partially has on the dependent variable.

Table 1. Partial Test (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.819	2.144		1.315	.195
	E_Satisfaction	1.063	.117	.804	9.064	.000

a. Dependent Variable: Repurchase_Intention

Source: Research Results (2020)

Based on Table 1, it shows that e-satisfaction (X) has a positive and significant effect (sig. 0.000 < 0.05, or t_{count} 9.064 > t_{table}1.677) on repurchase intention (Y) with a beta unstandardized coefficients coefficient of 1.063. If e-satisfaction increases so the repurchase intention will increase.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the level of the model's ability to explain the variation of the independent variables.

Table 2. Coefficient of Determination (R^2)

Model Summary^b

Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804^a	.646	.638	1.770

a. Predictors: (Constant), E_Satisfaction
b. Dependent Variable: Repurchase_Intention

Source: Research Results (2020)

Based on Table 2, the R^2 value is 0.646. This value can be interpreted that the e-satisfaction variable can explain the repurchase intention variable by 64.6% and the remaining 35.4% is explained by other variables not examined in this study.

CONCLUSION AND SUGGESTION
Conclusion

The results showed that the e-satisfaction variable had a positive and significant effect on the repurchase intention variable. The e-satisfaction variable can explain the repurchase intention variable by 64.6% and the remaining 35.4% is explained by other variables not examined in this study.

Suggestion

Based on the results of the research and discussion of the effect of e-satisfaction on repurchase intention in using the Shopee e-commerce application for Politeknik IT&B Medan students, in Department of Business Administration Management, the suggestions that researchers can give are as follows:
1.It is recommended to the Shopee e-commerce application development company to make strict rules for sellers in e-commerce applications regarding the time in packaging and delivery of goods must not pass the specified time, if it passes the specified time, the sellers must be given penalty. This is done so that the accuracy in terms of delivery time can be further increased.
2.It is recommended to the Shopee e-commerce application development company to add a live chat feature to the application so that customer complaints can

be directly heard and followed up wherever the customer is. In addition, personnel in the customer care division must be increased in order to minimize queues or waiting lists from customers who want to immediately report the problems they face. E-commerce application development companies are also advised to open branch or representative offices in each city, at least major cities in each province, so that customers feel close to their e-commerce applications and customers who want to directly report the problem immediately can directly face to face with an e-commerce application representative and solve the problem.

3.Due to the limitations of the researcher, it is hoped that further researchers will be able to further refine this research, using factors other than those studied by the researcher. For example, such as product quality, price, emotional factors, convenience, brand loyalty, brand awareness, brand equity, and brand association.

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