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Factors Affecting Repurchase Intention on Tokopedia (Case Study in the Greater Jakarta Area)

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Abstract: The digital era is changing consumer behavior with the increasing use of the internet and social media that encourages the growth of e-commerce in Indonesia. This study analyzes the factors that affect the repurchase intention of Tokopedia users in the Greater Jakarta area, including Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Social Influence, Trust, and Satisfaction. With a quantitative approach and SEM method (SmartPLS 4) on 170 respondents, the results showed that Trust, Satisfaction, Effort Expectancy, Perceived Usefulness, Information Quality, and Social Influence had a significant positive effect on repurchase intention, while Perceived Risk had a negative effect. These findings affirm the importance of improving service quality, transaction security, and Tokopedia's marketing strategy to strengthen customer loyalty.

Keywords: e-commerce, repurchases, tokopedia.

INTRODUCTION

In the era of globalization and digitalization, the internet and social media have become an inseparable part of people's daily lives. Data from Wearesocial (2024) shows that as of January 2024, the number of internet users in Indonesia reached 185.3 million people or 66.5% of the total population, with an annual growth of 0.8% compared to January 2023. In addition, the number of social media users has also increased, reaching 139 million people or 49.9% of the total population. This growth trend is driving a shift in people's consumption patterns from conventional shopping to online shopping through e-commerce platforms. Changes both in terms of demographics and technology can cause changes in the supply and demand of a product (Wijaya et al., 2023)

Based on Bank Indonesia's report in the Statistics of the Indonesian Financial Market Payment System and Infrastructure (SPIP) September 2024, the value of online transactions in Indonesia from January to September 2024 reached IDR 129.27 trillion with a transaction volume of 7.53 billion. Meanwhile, according to Simatupang (2021), E-Commerce is one of the major components (Broad Scope) in the digital economy, where this component is a digital

platform application in the form of a business ecosystem. Factors such as ease of access, time efficiency, and the number of attractive promos and discounts are the main drivers for people to switch to online shopping (Liliana, 2021). In line with this trend, more and more companies, both small, medium, and large, are starting to sell their products through e-commerce platforms. According to Rofianti et al., (2023) in mobile commerce, many participants are involved with each other and influence each other. According to the Data and Information System Center of the Secretariat General of the Ministry of Trade (2024), the e-commerce penetration rate in Indonesia has increased significantly, reaching 21.56% in 2023 and is expected to continue to increase to 34.84% in 2029.

Tokopedia, as one of the largest marketplaces in Indonesia, has continued to experience rapid growth since its establishment in 2009. Various marketing and innovation strategies have been implemented, including the Masa Indonesia Belanja (WIB) program, cashback, free shipping, and collaborations with well-known brand ambassadors such as BTS and Blackpink. In addition, the merger between Tokopedia and Gojek in 2021 formed the GoTo group, which expands business synergies through the integration of payment and logistics services. Tokopedia also strives to improve the user experience by offering flexible payment features such as Tokopedia PayLater and various other digital transaction methods.

In academic studies, various factors have been studied related to their influence on repurchase intentions in e-commerce. Several previous studies have shown mixed results, so there is an interesting research gap to be studied further. According to Yeo et al. (2021), the factors of Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Social Influence, Trust, and Satisfaction have an important role in determining repurchase decisions. However, several other studies have found different results, for example a study by Firdaus et al. (2023) that stated that Perceived Risk has a negative influence on Repurchase Intention, while other studies did not find a significant relationship.

Effort Expectancy refers to the ease of using an e-commerce system, which according to Pham and Ahammad (2017) can increase customer purchase interest. Meanwhile, Perceived Usefulness reflects the belief that the use of technology can improve user performance and their shopping experience (Hu et al., 2019). Information Quality is also an important factor in building customer trust in e-commerce platforms (Meilatinova, 2021). However, although the convenience and benefits of using an e-commerce platform can increase repurchase interest, perceived risk can be a hindrance. Trust is also a key element in online shopping decisions, where the seller's reputation, transaction security, and return policy factors play an important role (Wafiyyah & Kusumadewi, 2021). In addition, social influence can also determine consumers' online shopping behavior, as found by Kian, Loong, and Fong (2019). This factor reflects how a person is influenced by other people's opinions in deciding to buy online. Customer satisfaction also contributes to repurchase decisions, as shown in research by Meilatinova (2021) and Lee (2016), which found that satisfaction has a positive effect on Repurchase Intention.

Repurchase Intention was chosen as a dependent variable in this study because based on previous research, the Repurchase Intention variable is one of the factors that can show whether an E-commerce has succeeded in meeting or exceeding the expectations of its customers so that its customers are willing to make a repurchase which of course has a positive impact on the E-Commerce.

Based on the research phenomena and Research Gap of previous research where there are diverse research results, the author is interested in retesting the existing hypotheses in previous research and combining (modifications) from previous research by Yeo et al., (2021) and Meilatinova (2021) related to the seven variables that have been described above, namely Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Social Influence, Trust and Satisfaction because based on the previous elaboration that these seven

variables are important factors that affect consumers before deciding to buy and repurchase products, both goods and services online. According to the background that has been described earlier, the title of this research is "Factors Affecting Repurchase Intention in the Tokopedia Marketplace (Case Study in the Greater Jakarta Area)"

Consumer Behaviour

Schiffman, Kanuk and Hansen (2013), that based on various concepts and theories about humans, consumer behavior is a branch of various disciplines such as psychology, sociology, social, cultural anthropology and economics. According to Kotler and Keller (2016), consumer behavior describes a process that repeats, starting from when consumers have not made a purchase to when they do. The relationship between these phases shows how consumers make those decisions. According to the experts' understanding, consumer behavior is a behavior that results from the need and desire to buy and use the product. This behavior ends with the consumer's evaluation of whether or not they are satisfied with the product.

Lelani et al., (2019), that consumer behavior related to the convenience and effectiveness of a website or application is closely related to the customer's decision to make a purchase. Therefore, if customers are already comfortable making purchases on quality websites or apps, then they are more likely to make purchases there. A website or application is considered good if it is easy and efficient to use, making users comfortable when accessing it, so that the level of quality expected by online customers can be higher when compared to traditional customers.

Repurchase Intention

Yeo et al., (2021) repurchase intention as an individual's decision to repurchase a product or service from the same brand using customer experience based on current circumstances, and repurchase intention will improve consumer behavior to continue making purchases in the future. Repurchase refers to customer behavior in buying a product or service more than once from the same site or application (Ibzan, Balarabe and Jakada, 2016). Repurchases also reduce operational costs because returning customers buy more than other potential customers (Safa and Solms, 2017).

Buybacks by customers have a significant impact on the success and profitability of the company (Razak et al., 2014). When a repurchase is an actual process, repurchase intent is defined as the likelihood of a customer making a repeat purchase from the same retailer or service provider in the future. It shows that repurchases are made by loyal customers as a form of commitment to the company. They can continue to buy and invite new customers to buy from their favorite companies, which is a great source of profit.

Effort Expectancy

Davis (1989) explained that if a certain innovation is beneficial to the system, then the users can trust that the innovation is not difficult to use. Effort Expectancy is a measure of how easy a system is to use and how much effort the user has put into using it (Masa'deh et al., 2016). Perceived Ease of Use or Effort Expectancy is a person's level of belief that using technology will reduce excessive effort (Indarsin and Ali, 2017). Pham and Ahammad (2017) reported that the convenience and ease of use of websites or applications can increase the purchase interest of potential customers.

Chen, Hsu and Lu (2018) propose that mobile applications with a higher level of ease of use will be more likely to create fun in their consumers so that they can encourage consumers into the purchase process. According to Verkijika and De Wet (2019), it is stated that a system has no meaning of simplicity if the system causes confusion, complexity, or useless steps to complete the purchase process on the system. If a system requires users to put in countless efforts to execute and complete the desired process, then the system can be considered

technologically complicated. This can result in the effect of being lazy to use the system again. In many cases, simplicity is essential to improve user interaction, experience, and satisfaction with the system. The visuals of the technology are also an important factor in attracting users' perception of the system, so that it can guide them easily in using the technology.

Perceived Usefulness

Davis (1989) explained that Perceived Usefulness is where a person feels confident that his or her work performance will be achieved if it is done using a certain system rather than without using technology. Pee, Jiang and Klein (2019) explain Perceived Usefulness as an assessment of the utilitarian part of online stores (e-stores) through an evaluation related to the fulfillment of goals, such as efficiency and sustainability of shopping activities. When a website or app has attracted customers, expect more repeat purchases from those customers, which can increase the number of loyal consumers. Perceived Usefulness reflects consumer needs and awareness of a website or system to add value and improve services (Hu et al., 2019). Nedra, Hadhri and Mezrani (2019) emphasized that consumers will consider buying from a particular website or application after knowing the usefulness of the online system for them. Thus, Perceived Usefulness can create purchase intent when technological innovations provide benefits to consumers. Perceived Usefulness is the belief that the use of technology will improve user performance (Yeo et al., 2021).

Information Quality

Yeo et al., (2021) explain that information quality refers to the extent to which a technological system offers valuable and important information to its users in a fast and precise manner. The quality of information can be characterized as data that is suitable for use by consumers. Lack of information can affect consumers' intention to buy an item from the website (Ghasemaghaei and Hassanein, 2016). Information quality is data that meets certain requirements and can meet user satisfaction (Nida et al., 2018). Maia et al., (2018) describe the information in features such as related product recommendations, notifications of pending purchases, and reminders of assessments and reviews generated based on previous purchases or customer discovery activities. The more relevant and accurate the information on a website, the greater the customer participation in e-commerce. Unreliable data and poor information quality lead consumers to leave bad reviews, and ultimately, abandon the system (Marc-Julian, Bernd and Jan, 2019).

Superior product and service information quality will increase customer loyalty (Zhou and Li, 2020). A well-designed platform can assist consumers in reducing their search costs and on the other hand, can improve the effectiveness of information processing (Xu, Zeng and He, 2020). Users are starting to pay attention to websites that contain quality information that can help users in the decision-making process.

Data quality and quality of disagreement have been seen as significant determining factors to the credibility of online information and website reviews, consumers often rely on reviews provided on websites by other customers who are considered to be autonomous appraisers of any product or service. Reviews on a website are one of the significant ways to provide accurate data to consumers in making purchases.

Perceived Risk

Casado-Aranda, Dimoka and Sánchez-Fernández (2019) explain that from a marketing point of view, Perceived Risk is related to uncertainty with possible negative outcomes after shopping. With the development of the digital age, many Perceived Risks are related to websites, applications, or online systems. If they experience undesirable results while using the system, users are likely to use other systems or applications to avoid the recurrence of the risk.

These risks cause consumers to change their purchase intent by adopting brands from competitors. These risks affect consumers' purchasing actions on certain brands. With the rise of web shopping and delivery services, Perceived Risk has become an important issue in online transactions. Some of the factors that affect consumers' online purchase intentions are risks that make them afraid of counterfeit products, as well as wasting their time and money. Another factor is the risk of theft of personal data and financial information.

The perceived risk directly negatively affects the buyer's intention to use online payments. This factor will influence consumers to switch to other platforms to avoid the risk of online payments. Therefore, companies that are considered to have a higher risk will face the problem of losing their current or potential consumers (Silva et al., 2019). According to Yeo et al., (2021) explained Perceived Risk as an obstacle in trusting a product due to factors of past events and negative word-of-mouth information that will cause distrust in a product. Customers have the belief that they will get unfavorable and unpredictable results when buying, even more so if the purchase is online (Yuniarti et al., 2022).

Social Influence

Wang and Chou (2014) explain that how others influence a person's behavioral decisions is called Social Influence. Social Influence comes from external pressures, such as friends, family, and bosses at work. Social Influence is the extent to which social networks influence people's behavior through messages and signals from others that facilitate the formation of societal values that are perceived by technological systems. Social Influence also influences individuals through both messages about social expectations and observed behaviors of others.

Yeo et al., (2021) explained that Social Influence is an interaction with other people or groups that can cause changes in a person's thoughts, feelings, attitudes or behaviors. Ngoc et al., (2019) highlight the important role played by Social Influence in driving purchase intent by peers. Social Influence refers to the buyer's perception of the use of web shopping by a referral group. Referral groups are made up of people who have similar needs and preferences. Referral groups are important for influencing purchasing actions by peers. Another source of Social Influence for reference groups that come from the social environment is the close circle of friends and family of an influencer. In addition, netizens can also become influencers on online review sites. Consumers can be influenced by brands they've heard of before on social media platforms. These sources come from influencers. Peers or friends in social circles can influence a person's behavior to use the new system (Emily et al., 2018). Social Influence as how a buyer perceives the importance of other people's beliefs towards the type of technology they are using is new (Emily et al., 2018).

Trust

Mazzini, Rohani and Salwana, (2016) explain that Trust is the willingness of consumers to rely on sellers and make actual purchases. When customers are involved in online transactions, it is essential to get rid of any uncertainty or uncontrollable capacity. After realizing that a system has uncertainty, both beliefs and trust in the system can be negatively affected (Zhu, Mou & Benyoucef, 2019). Trust is very important for the expectation of electronic purchases. Trust is an important factor that encourages consumers to make a purchase action by ensuring that there is no risk during the purchase process (Silva et al., 2019)

Satisfaction

Bahrudin and Zuhro (2016) stated that customer satisfaction is the evaluation of purchase decisions and the experience of using goods or services. According to Kotler and Keller (2016) explain that satisfaction indicates how a person assesses the performance of a product in relation to expectations. Customers are disappointed if the product performance is not up to

expectations, if the product performance meets expectations, they are satisfied and if the product performance exceeds expectations, they will be happy. Satisfaction with online environmental factors makes customers more likely to make a repeat purchase. Furthermore, they may share their experiences in purchasing products or services with others (Safa and Solms, 2017).

Previous Research

Bebber et al. (2017) found that the quality of information has a positive effect on customer distrust, which has a negative impact on risk and purchase intention. Pham and Ahammad (2017) state that customer satisfaction is influenced by order fulfillment, ease of returns, and responsive service, which increases repurchase intent and word-of-mouth. Moslehpour et al. (2018) show that awareness, ease of use, and usability increase online purchase intent, with ease of use being the strongest factor.

Kian et al. (2019) found that usability, risk, visibility, and social influence had a significant effect on the intention to buy groceries online, but ease of use had no effect. Yeo et al. (2021) stated that business expectations, information quality, and risk had no significant effect on repurchase intention, while usability, social influence, and trust had a positive effect.

Meilatinova (2021) shows that reputation and information quality increase trust and satisfaction, which positively impacts repurchase intent and word-of-mouth. Giovanna Putri and Berlianto (2022) found that Effort Expectancy, Perceived Usefulness, and Trust had a positive effect on repurchase intention, while Information Quality, Perceived Risk, and Social Influence had no significant effect.

Firdaus et al. (2023) stated that service quality has a positive effect on repurchase intention, Perceived Risk has a negative effect, and customer satisfaction mediates the relationship between the two. Pramudya Effendi and Andriani (2023) found that online Trust and Perceived Usefulness have a positive effect on repurchase intention, Perceived Risk has a negative effect on online Trust, and website reputation increases perceived quality and value.

METHOD

This study focuses on consumers of productive age (15–64 years) in the JABODETABEK area who use Tokopedia, based on the 2023 e-commerce report which shows high transactions in the region. Using a quantitative approach with the Hypothesis Testing design (Sugiyono, 2019), data will be collected cross-sectionally in December 2024 through a Likert scale questionnaire and supporting literature.

The sample was determined by the purposive sampling method, namely respondents who were domiciled in JABODETABEK, aged 15–64 years, and had shopped at Tokopedia at least twice (Sekaran & Bougie, 2016). The sample number was 170 respondents according to the method of Hair et al. (2019), with independent variables: Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Social Influence, Trust, and Satisfaction; and dependent variable: Repurchase Intention.

Data analysis was carried out using SEM with a PLS-SEM approach through SmartPLS 4 (Ghozali & Latan, 2020). The model used is First Order, with an evaluation of the Outer Model (Outer Loading, Composite Reliability, Cronbach's Alpha, AVE, Cross Loading) and Inner Model (R Square). Hypothesis testing was carried out by bootstrapping using a significance level of $\alpha = 0.05$ and 95% confidence, to determine the relationship between variables (Hair et al., 2019).

RESULTS AND DISCUSSION

In this study, the data analysis test method used is Structural Modelling Partial Least Square (SEM PLS) using a supporting application, namely SmartPLS version 4.0 as a

hypothesis test. The SmartPLS 4.0 application is used to process data with 2 (two) parts, namely the Measurement Model (Outer Model) and the Structural Model (Inner Model)

Validity Test

Convergent Validity

The construct is declared valid by being able to explain the existing construct if the Outer Loading score value is above 0.60 (Chin and Marcoulides, 2010) and AVE is above 0.50 (Hair et al., 2019). Test results in the table below:

Table 1. Validity Test Results

Variable	Indicator	*Outer Loading*	AVE	Information
Effort Expectancy	EE1	0.876	0.787	Valid
	EE2	0.892		Valid
	EE3	0.919		Valid
	EE4	0.832		Valid
	EE5	0.914		Valid
Information Quality	IQ1	0.825	0.726	Valid
	IQ2	0.899		Valid
	IQ3	0.839		Valid
	IQ4	0.843		Valid
Perceived Risk	PR1	0.939	0.633	Valid
	PR2	0.883		Valid
	PR3	0.856		Valid
	PR4	0.622		Valid
	PR5	0.619		Valid
Perceived Usefulness	PU1	0.797	0.628	Valid
	PU2	0.740		Valid
	PU3	0.723		Valid
	PU4	0.800		Valid
	PU5	0.890		Valid
Repurchase Intention	RP1	0.770	0.597	Valid
	RP2	0.816		Valid
	RP3	0.775		Valid
	RP4	0.725		Valid
Satisfaction	SAT1	0.905	0.799	Valid
	SAT2	0.880		Valid
	SAT3	0.874		Valid
	SAT4	0.916		Valid
Social Influence	SI1	0.854	0.652	Valid
	SI2	0.922		Valid
	SI3	0.612		Valid
Trust	TRT1	0.773	0.670	Valid
	TRT2	0.848		Valid
	TRT3	0.829		Valid
	TRT4	0.822		Valid

Source: data processed using SmartPLS 4 (2024)

Based on the results of the validity test processing (full-test) in table 4.3, it shows that all statement indicators in the questionnaire can be declared valid to measure the instruments in this study. This is because according to Chin and Marcoulides (2010), the minimum value of Outer Loading is 0.60, all Outer Loading values must be above 0.60 and AVE above 0.50 (Hair et al., 2019).

Discriminant Validity

Discriminant validity can be done by means of a cross loading test, which is to test the correlation between the outer loading of the variable indicator itself and other variable indicators. The correlation value of outer loading in the variable itself must be greater than the

other variables (Sekaran and Bougie, 2016). Cross Loading for the entire construct is presented in the following table:

Table 2. ***Cross Loading Full Test***

Indicator	EE	IQ	PR	PU	RP	SAT	SI	TRT
EE1	0.876	0.676	0.628	0.723	0.750	0.648	0.657	0.557
EE2	0.892	0.766	0.707	0.776	0.811	0.743	0.667	0.650
EE3	0.919	0.713	0.728	0.721	0.788	0.729	0.712	0.653
EE4	0.832	0.692	0.691	0.715	0.794	0.754	0.670	0.685
EE5	0.914	0.688	0.700	0.738	0.787	0.716	0.694	0.629
IQ1	0.627	0.825	0.567	0.800	0.756	0.634	0.648	0.578
IQ2	0.766	0.899	0.683	0.890	0.875	0.780	0.724	0.734
IQ3	0.638	0.839	0.679	0.760	0.773	0.754	0.689	0.715
IQ4	0.681	0.843	0.677	0.735	0.775	0.728	0.638	0.619
PR1	0.766	0.747	0.939	0.722	0.785	0.852	0.814	0.790
PR2	0.773	0.683	0.883	0.708	0.729	0.745	0.742	0.675
PR3	0.656	0.685	0.856	0.691	0.711	0.766	0.668	0.793
PR4	0.387	0.462	0.622	0.451	0.457	0.501	0.438	0.496
PR5	0.405	0.378	0.619	0.386	0.442	0.486	0.438	0.483
PU1	0.655	0.667	0.555	0.797	0.725	0.608	0.571	0.583
PU2	0.672	0.638	0.642	0.740	0.699	0.667	0.664	0.549
PU3	0.547	0.651	0.587	0.723	0.640	0.618	0.595	0.608
PU4	0.627	0.725	0.567	0.800	0.756	0.634	0.648	0.578
PU5	0.766	0.799	0.683	0.890	0.875	0.780	0.724	0.734
RP1	0.687	0.638	0.593	0.685	0.770	0.692	0.749	0.668
RP2	0.698	0.710	0.566	0.764	0.816	0.719	0.672	0.671
RP3	0.681	0.743	0.677	0.735	0.775	0.728	0.638	0.619
RP4	0.675	0.692	0.661	0.714	0.725	0.704	0.547	0.620
SAT1	0.739	0.768	0.826	0.737	0.834	0.905	0.900	0.796
SAT2	0.742	0.747	0.761	0.733	0.817	0.880	0.723	0.764
SAT3	0.701	0.740	0.743	0.723	0.787	0.874	0.803	0.713
SAT4	0.717	0.788	0.758	0.799	0.851	0.916	0.775	0.787
SI1	0.685	0.629	0.595	0.677	0.764	0.693	0.854	0.661
SI2	0.734	0.763	0.816	0.730	0.829	0.903	0.922	0.797
SI3	0.376	0.508	0.512	0.551	0.475	0.551	0.612	0.513
TRT1	0.515	0.581	0.570	0.586	0.632	0.635	0.546	0.773
TRT2	0.629	0.672	0.714	0.652	0.734	0.755	0.818	0.848
TRT3	0.636	0.694	0.779	0.707	0.719	0.760	0.705	0.829
TRT4	0.558	0.594	0.642	0.579	0.638	0.641	0.611	0.822

Source : data processed using SmartPLS 4 (2024)

Based on the results of *the Cross Loading* processing in the table above, the correlation value to certain constructs is higher than the correlation value with other constructs. Based on the correlation results, it can be said that in general, each of these latent variables has a discriminating value or good criteria.

Construct Reliability

The construct reliability of the measurement with reflective indicators can be assessed by examining the Composite Reliability value, where a value greater than 0.70 is considered acceptable (Hair *et al.*, 2019). A Cronbach's Alpha value above 0.70 is also considered reliable (Hair *et al.*, 2019).

Table 3. ***Composite Reliability*** **dan** ***Cronbach's Alpha***

Variable	*Cronbach's Alpha*	*Composite Reliability*	Information
Effort Expectancy	0.932	0.949	Reliable

Information Quality	0.874	0.914	Reliable
Perceived Risk	0.847	0.893	Reliable
Perceived Usefulness	0.850	0.893	Reliable
Repurchase Intention	0.774	0.855	Reliable
Satisfaction	0.916	0.941	Reliable
Social Influence	0.725	0.845	Reliable
Trust	0.836	0.890	Reliable

Source: data processed using SmartPLS 4 (2024)

Based on the table above, it shows that the *Composite Reliability* value for all constructs is above 0.70 which indicates that all constructs in the estimated model meet the *reliability* criteria. *Cronbach's Alpha* yielded a value above 0.70 which was *declared reliable* (Hair *et al.*, 2019).

Evaluation of Structural or *Inner Model*

In the next test, *an Inner Model* or *Structural Model is submitted.* Inner Model *testing* was carried out with the aim of estimating the relationship between constructs, significance values, *R-Square* (R2) of the research model. In the table below are the results of *the R-Square* (R2) estimate:

Table 4. *R-Square*

Construct	*R-Square*	*R-Square Adjusted*	Criterion
Repurchase Intention	0.966	0.964	Tall

Source: data processed using SmartPLS 4 (2024)

The table above shows *an Adjusted* R-Square of 0.964 which means that the Endogenous *Repurchase Intention variable* has been represented by the exogenous variables *Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Social Influence, Trust* and *Satisfaction* of 0.964 with a percentage of 96.4%, and the remaining 4.6% is represented by other factors outside this research model. Chin and Marcoulides (2010) said that the interpretation of the *R Square* value qualitatively was 0.19 (low influence), 0.33 (moderate influence) and 0.66 (high influence) which means that the adjusted R Square value in this study was highly influential.

Hypothesis Testing

The hypothesis test was carried out by testing the value of the coefficients on *the output Path coeffcients*. In *the Path coefficients*, the direction of the relationship between negative and positive can be seen. *Path coefficients* themselves have a standard value of -1 to +1 values can be smaller or larger, but usually between these limits, the P *Value* shows whether or not there is a significant relationship between variables. With a criterion of less than 0.05 to conclude that the association is considered significant at the level of 5% (Hair *et al.*, 2019).

Table 5. *Path Coefficients*

Path Coefficients	*Original sample (O)*	*T statistics*	*P values*	Information
Effort Expectancy → Repurchase Intention	0.245	6.843	0.000	H1 accepted, Proven Hypothesis
Information Quality → Repurchase Intention	0.255	4.978	0.000	H2 accepted Proven Hypothesis
Path Coefficients	***Original sample (O)***	***T statistics***	***P values***	**Information**
Perceived Risk → Repurchase Intention	-0.135	3.578	0.000	H3 accepted Proven Hypothesis

Perceived Usefulness → Repurchase Intention	0.233	4.717	0.000	H4 accepted Proven Hypothesis
Satisfaction → Repurchase Intention	0.272	4.944	0.000	H5 accepted Proven Hypothesis
Social Influence → Repurchase Intention	0.091	2.036	0.042	H6 accepted Proven Hypothesis
Trust → Repurchase Intention	0.084	2.330	0.020	H7 accepted Proven Hypothesis

Source: data processed using SmartPLS 4 (2024)

The results *of the path coefficient* test showed that all independent variables had a significant influence on *the Repurchase Intention*, with *a p-value* below 0.05. Variables such as *Effort Expectancy* (0.245), *Information Quality* (0.255), *Perceived Usefulness* (0.233), *Satisfaction* (0.272), *Social Influence* (0.091), and *Trust* (0.084) had a positive influence, suggesting that the higher the positive perception of consumers towards these factors, the more likely they were to make a repeat purchase. In contrast, *Perceived Risk* (-0.135) shows a negative influence, meaning that the higher the risk that consumers feel, the less intention they have to make a repurchase. The variable with the greatest influence was *Satisfaction* (0.272), indicating satisfaction as the main factor driving repurchases.

The Influence of Factors on Repurchase Intention on Tokopedia

1. **The Influence of Effort Expectancy on Repurchase Intention**

   The results showed that *Effort Expectancy* had a significant positive influence on Repurchase Intention on Tokopedia, with a path coefficient of 0.245, t-statistic of 6.843, and p-value of 0.000. This suggests that the easier the system is to use, the more likely consumers are to make a repurchase. These findings are consistent with research by Giovanna Putri and Berlianto (2022), Pham and Ahammad (2017), and Moslehpour et al. (2018), which show that *Effort Expectancy* plays a positive role in increasing repurchase intent.

2. **The Influence of Perceived Usefulness on Repurchase Intention**

   Perceived *Usefulness* has a significant positive influence on Repurchase Intention with a path coefficient of 0.233, t-statistic of 4.717, and p-value of 0.000. This means that the greater the benefits that consumers feel from Tokopedia, the higher their intention to make a repeat purchase. These results are supported by research by Kian, Loong, and Fong (2019), Wafiyyah and Kusumadewi (2021), and Giovanna Putri and Berlianto (2022), which found a positive relationship between *Perceived Usefulness* and Repurchase Intention.

3. **The Effect of *Information Quality* on Repurchase Intention**

   Information *Quality* has a significant positive influence on Repurchase Intention with a path coefficient of 0.255, t-statistic of 4.978, and p-value of 0.000. This means that the better the quality of the information provided by Tokopedia, the higher the confidence of consumers to make a repeat purchase. This is in line with research by Bebber et al. (2017) and Sembiring and Elgeka (2022), which shows that good information quality can increase customer loyalty and encourage repurchases.

4. **The Influence of Perceived Risk on Repurchase Intention**

   Perceived *Risk* has a significant negative influence on Repurchase Intention with a path coefficient of -0.135, t-statistic of 3.578, and p-value of 0.000. This suggests that the higher the risk consumers feel, the lower their intention to make a repurchase. These findings are supported by research by Kian, Loong, and Fong (2019), Firdaus et al. (2023), and Pramudya Effendi and Andriani (2023), which confirm that perceived risks can reduce consumers' intention to re-transact.

5. **The Influence *of Social Influence* on Repurchase Intention**

   Social *Influence* has a significant positive influence on Repurchase Intention, with a path coefficient of 0.091, t-statistic of 2.036, and p-value of 0.042. The higher the social influence that consumers receive, the higher their intention to buy back on Tokopedia. These results are in line with research by Kian, Loong, and Fong (2019) and Yeo et al. (2021), which showed that positive social interactions increase repurchase.

6. **The Influence *of Trust* on Repurchase Intention**

   Trust has a significant positive influence on Repurchase Intention with a path coefficient of 0.084, t-statistic of 2.330, and p-value of 0.020. The higher the consumer's trust in Tokopedia, the greater their intention to buy back. Research by Pramudya Effendi and Andriani (2023), Buntarman and Rodhiah (2022), and Giovanna Putri and Berlianto (2022) shows that *trust* plays an important role in building customer loyalty and encouraging repurchases.

7. **The Effect of *Satisfaction* on Repurchase Intention**

   Satisfaction has the greatest influence on Repurchase Intention with a path coefficient of 0.272, t-statistic of 4.944, and p-value of 0.000. This means that the more satisfied consumers feel, the more likely they are to make a repeat purchase. Previous research by Ginting et al. (2023), Fathimah Az-Zahra, Tri Kurniawan, and Shabrina Prameka (2024), and Meilatinova (2021) shows that customer satisfaction contributes significantly to increasing loyalty and repurchase decisions.

Managerial Implications

The results of the study show that customer satisfaction has the most significant influence on Repurchase Intention. Tokopedia needs to direct a managerial strategy to improve customer satisfaction, especially in the middle to upper segment. High satisfaction not only increases customer loyalty but also encourages positive word-of-mouth and reduces price sensitivity to rising costs. In addition, ensuring that information *quality* remains accurate and reliable is crucial in influencing repurchase decisions. Tokopedia can improve the review verification system to increase the credibility of the platform.

Effort Expectancy also contributes to increasing repurchase intent, so Tokopedia needs to simplify the application interface, improve navigation, and develop automation features based on customer preferences. In addition, *Perceived Usefulness* shows the importance of tangible benefits that customers feel, so loyalty programs with discounts, cashback, and payment and fast delivery flexibility must be optimized. *Social Influence* also plays a role in repurchase decisions, so that Tokopedia can increase customer engagement through social media and work with influencers to strengthen trust in the platform. On the other hand, *Perceived Risk* has a negative impact on repurchase intentions. Therefore, Tokopedia needs to improve the transaction security system, clarify the refund policy, and ensure seller verification. *Trust* is also an important factor, where transparency of business policies, responsive customer service, and buyer protection programs must be strengthened to increase customer trust and foster long-term relationships with the platform.

CONCLUSION

Based on the results of the analysis conducted in this study, which aims to analyze the influence of Effort Expectancy, Perceived Usefulness, Information Quality, Satisfaction, and Trust on Repurchase Intention. The results of the analysis through the SmartPLS Version 4 approach show that in general the hypothesis proposed is proven, Based on the results of the analysis in the previous chapter, the conclusion is:

1. Effort Expectancy has been shown to have a significant positive effect on Repurchase Intention with a significant coefficient value, showing that the easier and more unhindered a product or service is used, the higher the customer's intention to make a repurchase.
2. Perceived Usefulness has proven to have a significant positive effect on Repurchase Intention, because when customers feel that the product or service is useful and meets their needs, they are more likely to make a repurchase.
3. Information Quality has been shown to have a significant positive effect on Repurchase Intention, indicating that clear, precise, and reliable information can build customer trust, which encourages them to return to purchase.
4. Perceived Risk has been shown to have a significant negative effect on Repurchase Intention, which means that the higher the risk perceived by the customer (e.g. related to price, quality, or safety), the lower their intention to repurchase the product or service.
5. Social Influence has been proven to have a significant positive effect on Repurchase Intention, which shows that recommendations or influences from friends, family, or social colleagues can increase the repurchase of products or services that have been suggested on Tokopedia.
6. Trust has been proven to have a significant positive effect on Repurchase Intention, when customers feel trust in Tokopedia, they are more likely to make a repurchase, which reflects their loyalty to the product or service.
7. Satisfaction has been shown to have a significant positive effect on Repurchase Intention, with the highest coefficient value indicating that satisfied customers are more likely to make a repurchase.

The results of this study also confirm related to the results of research contained in 2 reference journals where in the first reference journal entitled The role of food apps servitization on Repurchase Intention: A study of FoodPanda (Yeo et al., 2021) with the results of the variables Perceived Usefulness, Social Influence and Trust having a positive effect on the Repurchase Intention variable while the Effort Expectancy variable, Information Quality and Perceived Risk had no effect on the Repurchase Intention variable, then in the second reference journal with the title Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. (Meilatinova, 2021) with the results of the Trust and Satisfaction variables having a positive effect on the Repurchase Intention variables.

Suggestion

Some of the research suggestions recommended by the researcher in this study and for future research are as follows:

1. Based on the findings of this study, where Satisfaction is proven to be the variable with the strongest influence on Repurchase Intention, it is suggested that Tokopedia prioritize strategies that focus on improving customer satisfaction such as improving elements that are already running well, for example fast delivery, convenience in shopping, responsive customer service, introducing more sophisticated recommendation features based on behavior and preferences users, offer various incentives or loyalty programs for loyal customers and ask for feedback from their customers to find out what shortcomings still need to be fixed. Given that customer satisfaction can drive repurchases, thereby strengthening long-term relationships with consumers.
2. Subsequent research should consider longitudinal research designs, which allow data collection over a longer period of time. With this approach, researchers can monitor changes in consumer attitudes and behaviors in dealing with market dynamics or the development of new features in the Tokopedia application as well as to observe how these changes affect Repurchase Intention.

3. The suggestion for further research is to add variables that are not covered in this research model, which can affect Repurchase Intention but are not included in this study, such as e-WOM (electronic Word of Mouth), Reputation and Service Quality.

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