



Determinants Of Online Repurchase Intention On Indonesia

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Abstract - The rapid development of e-commerce in Indonesia makes the competition in this business increasingly fierce. This study aim to examines whetever E-satisfaction, Adjusted Expectation and Trust influence Repurchase Intention on Indonesia. By conducting an initial study of factors that can influence the repurchase intention and this can be used as a strategy. Through qualitative research where information is collected from several reliable source, The result of the study found that E-Satisfaction, Adjusted Expectation, and Trust have a direct positive effect on repruchase Intention. Happy and satisfied customer have a higher chance to do next order, while dissatisfied customer might have low even none motivation to do repurchase. Adjusted expectation act as post-hoc expectation that customer expect in service/product, that continuously learning as the market keep changing. Meanwhile trust is important key to maintain relationship with retaining customer and the very first purchase in e-commerce. In short, it can be said that the e-satisfaction, adjusted expectation, and trust play an important role in customer repurchase intention. Therefore, companies must provide a great and dynamic standard of product/service to gain customer trust, meet customer adjusted expectation and satisfied the customer. In this way, customer have higher chance to retain and increase customer's repurchase intention.

Keywords: Repurchase Intention, E-Satisfaction, Adjusted Expectation, Trust

1. INTRODUCTION

Nowadays people are living different lives thanks to the emergence of smart phones. The advent of numerous unique and cutting-edge applications for smartphones has been successful in altering people's behavior in a variety of ways, including in terms of the economy, the social environment, lifestyle, and even how they shopping (Pandiangan et al., 2021). As a result of this behavior, numerous application development companies are currently producing e-commerce-based applications for smartphone devices that are being made available to users all over the world. Repurchase intention or interest is determined behaviorally by inquiring if a client plans to repurchase goods or use a company's services in the future (Pandiangan et al., 2021).

Several researches have concentrated on the connection between consumer satisfaction and intention of repurchasing (Qureshi et al., 2009), but the updated research have proven that high customer satisfaction are not the only factor effecting the repurchase intention (Lin & Lekhawipat, 2014). There may be other factors effecting the relationship in repurchase situation. For instance, the new paradigm of post-consumption has frequently been discussed in relation to an analysis of Adjusted Expectation (Ha et al., 2010). (Lin & Lekhawipat, 2014) Adjusted expectations, expressed as post-hoc expectations after consumption experiences, will cause the client to become more sensitive to the product/service. In this context, If the performance of the product or service meets or exceeds the initial customer expectations in this situation, the customer will be happy and probably rather surprised. The satisfied customer may raise his or her level of expectations. However, in the context of online buying, it's still unclear exactly how repurchase intention and adjusted expectation in the online store relate to one another.

2. LITERATURE REVIEW

2.1 Repurchase Intention

Amoako et al., (2023) stated Repurchase Intention is a decision to repurchase a product or service periodically in the future, resulting in the occurrence of repeated purchases of a certain product or services of a particular brand. Purchasing activity more than once or several time is Repurchasing. Therefore, Repurchase Intention is individual's decision to purchase a specific service from the same company again, taking into account his or her current condition and likely



circumstances. (Hellier et al., 2003). Repurchase intention comes from a customer who is satisfied with the service provided, so customers are willing to buy again and maintain their loyalty to a particular product or brand (Tufahati et al., 2021). Therefore, the intention to re-purchase can be influenced by several factors such as: customer satisfaction and adjusted expectation.

2.2 E-Satisfaction

According to Ranjbarian in (Melinda et al., 2023), e-satisfaction in e-commerce is the result of how consumers assess web usability, transaction methods, payments, website design, security, and whether the service meets their expectations. Anderson and Srinivasan (2003) in (Budiman et al., 2020) stated that online satisfaction or e-satisfaction is a judgment by the customer in every online transaction. E-satisfaction is considered to be the satisfaction of the customer's needs for the feelings of satisfaction accumulated during several transactions experiences with online media resulting in an overall evaluation (Budiman et al., 2020). The concept of customer satisfaction that is currently most widely acknowledged and accepted supports the idea that consumers are emotional creatures. Supporting the previous understanding according to (Tua Pandiangan, 2022) E-Satisfaction can be seen from (4) four perspectives namely:

a. Comfort

Comfort consists of a simple well-designed website is the key to attracting prospective buyers or recurring purchases. Comfort also helps customers in finding information easily. Therefore, comfort becomes the primary factor of customer satisfaction.

b. Customization of a good website should be tailored to customer needs by adding offers and suggestions based on what customers are most often looking for.

c. Security This is related to customer transaction security, including the security of transactions and personal data, if the customer does not feel safe, then it can reduce satisfaction.

d. Web appearance Aesthetics is very important in e-commerce. If a website has a unique design, customers will be more satisfied and more interested in buying.

Therefore, Customer Satisfaction is one of the most important factors in the online environment, and it contributes to the long-term growth of online retailers as well as the rising profitability of client retention rates. (Lin & Lekhawipat, 2014). Customer satisfaction can be influenced by several factors such as product quality, price, service, and overall customer experience.

2.3 Adjusted Expectation

(Yi & La, 2004) Defined that expectations is desired terms of what customers believe they should be offered, expectation. By utilizing the tolerance zone, we were able to provide appropriate and desired service. Predictive expectations are strongly tied to the concept of sufficient service, because desirable expectations and wanted service are nearly identical. Desired service refers to the expectations that customers believe they deserve based on price-benefit fairness or other factors. Learning occurs continuously in the market, and original beliefs and expectations are changed as information is acquired over time, so client expectations change as the market or service offered changes. Thus, prior expectations are a dynamic construct that is constantly influenced by cumulative consuming experiences, alternatives, and marketing communication.

2.4 Trust

Trust is one of the main conditions in forming a relationship with a brand. Thus, trust is a key to succeed in e-commerce or digital platform (Savila et al., 2019). Trust relates to a customer's inclination to purchase a product and receive information that the store gave. In the study developed by Cardoso et al., (2022) Shows that trust in purchasing a product is crucial in determining customer decisions and has a beneficial impact on customer loyalty, hence Trust is one of aspect influencing customer retention.



3. METHODOLOGY

Qualitative research is a type of research in which researchers rely heavily on information from objects or participants with a broad scope, general questions, data collection of most of the participants' texts or words, and explanation and analysis of subjectively collected texts.. There are few points of method:

1. Identification of topics to be studied, i.e. Repurchase Intention, E-Satisfaction, Adjusted Expectation, and Effect Of Packaging
2. Do a literature search through primary sources (scientific journals, articles on the official website of HRD/personnel companies, reference books) and secondary sources (Article, News, and Media).
3. Selection of literature that is relevant to the subject being studied and meets the predefined inclusion criteria (Literature Quality, Publish year, and Literature Source).
4. Analysis of literary data, i.e. extracting important data, exploring and analyzing the content of literature relevant to research topics.
5. Research results are processed and a research report is produced, which can contain a summary of the research results, a discussion of the results, and conclusions.

4. ANALYSIS AND DISCUSSION

4.1 Repurchase Intention

Intention is regarded as the most important immediate aspect in the relationship between attitude and behavior, therefore it is appropriate to examine consumers satisfaction and expectation'. Numerous studies online customer retention in a variety of context, including "online repurchase intention, "Continue to shop online, "customer intention to return" (Chao Wen, 2011). Customer loyalty and retention for recurring transactions provide an Internet firm with a competitive advantage (Hellier et al., 2003). There have been numerous studies that show that buying intentions influence internet shopping habits. An automated cognitive process occurs when an action is repeated and becomes habitual. (Lin & Lekhawipat, 2014).

4.2 Effect of E-Satisfaction to Repurchase Intention

A key factor in reaching business goals is customer happiness, which also has a significant impact on customer retention. The concept of customer satisfaction that is currently most widely acknowledged and accepted supports the idea that consumers are emotional creatures. The phrase "affective being" refers to a certain category of mental processes that encompass feelings, moods, and customer attitudes in addition to emotions and emotions (e.g., pleasure/displeasure, content/frustrated). (Lin & Lekhawipat, 2014).

Customer happiness is one of the most important factors in the online environment, and it contributes to the long-term growth of online retailers as well as the rising probability of client retention rates. (Lin & Lekhawipat, 2014). According to studies, The behavioral desire to return to the same service provider is closely related to total consumer satisfaction with a service. However, it should be noted that the direct positive association between satisfaction and repurchase intention is a simplification of the matter. Hence, there is a direct positive relationship between E-Satisfaction and Repurchase Intention (Hellier et al., 2003).

4.3 Role of Adjusted Expectation

Customers' adjusted expectations are a powerful predictor of repurchase behavior, which is impacted by cognitive judgment. The previous explanation is based on adjusted expectations, which are heavily influenced by customer satisfaction, as well as anticipating online customer repurchase behavior. According to recent study, prior customer contentment in a repurchase situation is spontaneously adaptable when customers meet an expected consumption experience and previous satisfaction, evaluation of satisfaction are stored in memory from the past shopping experience



(Mattila, 2003). Furthermore, when more consumers have positive experiences and sentiments, higher expectations are adjusted in accordance with the increased repurchase intention resulting from high customer expectations. (Szymanski & Hise, 2000). Adjusted expectations are seen to be an important driver of repurchase intention in the context of online buying, and they are critical for online retailers to understand when controlling adjusted expectations (Lin & Lekhawipat, 2014). Adjusted expectations, as post-hoc expectations following the consumption experience, will direct as a guide to purchasing behavior in the next period and serve as an anchor in measuring future Customer Satisfaction. (Yi & La, 2004).

4.4 Effect Trust to Repurchase Intention

From the perspective of repurchase intention, the most important issue is a person's willingness to trust a company to purchase a product/service, and this trust has become a valuable tool to increase customer value. Repurchase Intention has a close connection with trust. Customer trust is vital to support repurchase intention (Razak et al., 2014).

5. CONCLUSION

Customer Satisfaction is one of the most important factors in the online environment, and it contributes to the long-term growth of online retailers as well as the rising profitability of client retention rates. Customer happiness is identified as a crucial factor influencing customer retention and long-term growth for online retailers. The emotional aspect of consumer behavior, referred to as "affective being," is emphasized. Customer satisfaction also can be influenced by several factors such as product quality, price, service, and overall customer experience. This actively demonstrated that there is a direct positive relationship between e-satisfaction and repurchase intention.

Adjusted expectations, influenced by customer satisfaction, play a significant role in anticipating online customer repurchase behavior. The adaptability of prior customer happiness and the relationship between positive experiences, increased expectations, and repurchase intention are highlighted. Adjusted expectations are deemed crucial for online retailers to comprehend and control in the context of managing customer satisfaction and influencing future purchase behavior. This means adjusted Expectation has a direct positive relationship to repurchase intention and also act as a mediator to the relation of repurchase intention and customer satisfaction.

To sum up everything that has been stated so far Repurchase Intention is heavily influenced by consumers satisfaction. Adjusted expectation, and trust within the first step of funnel, which is first purchase until customer retention. Company need to maintain customer satisfaction and adjusted expectation gradually through the second and next purchase, especially when expectation and satisfaction are dynamic and following the trend of the market.

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