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Affecting Factors over Repurchase Shop Intention at E-Commerce Industry

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The purpose of this research to analyze the direct effect of use perceived ease, trust, and enjoyment consumer airy rooms over application. This research method is analysis descriptive with causality model to obtain the correlation between variables. In this research we use Structural Equation Models (SEM) with Lisrell apps as a testing tool. The population of this research in airy rooms users around 103 respondents. The result shows that perceived ease of use cannot increase a customer repurchase intention through the application of airy rooms, however the perceived ease of use can increase customer trust and enjoyment by using the airy rooms application. Trusted feels can't increase a customer intention to use the airy room's application. Furthermore, enjoyment in use airy rooms' applications can lead customer repurchase intention.

Keywords: Repurchase intention, Perceived ease of use, Trust, Enjoyment

1. INTRODUCTION

The current technology developments has much sophisticated and growing up, compared with several years ago. The development of technology information is rapidly increased due to make a relationship and communication around the world. The information technology development has been to changed think humans interact with make decisions and completion of the work in modern era with fast, accurate, and efficient. Most of people around the world get more information from internet. In addition, they can also exchange information very easily. To exchange the information, we need a system or tools like online application to connect us and its called website. E-Commerce is a business process that can be carried out using internet technology [1]. Any e-commerce needs to makeovers and improvements in providing services. Thus, the users can be loyal towards e-commerce. Some e-commerce has been widely developed in Indonesia, such as traveloka, tiket.com and also airy rooms. These companies conducted by business ticket booking travel and hotel reservations. In this study, we interested to use airy rooms apps as an object in this research due to airy rooms has quite a lot of service complaints from users. Airy rooms are always trying to improve their service

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quality. However, their vision was to become number one e-commerce company in Indonesia. One thing airy rooms always do to achieve these vision is offer a good services like make the interesting and interactive website. An attractive and high quality service and more advantages that airy rooms offer can be attract the people attention to make repurchase by using application. Customer repurchase intention is crucial to the success and profitability of e-commerce [2, 3] In this study, we assess airy rooms apps as an object in this research due to airy rooms has quite a lot of service complaints from users. From the discussion with some users, they said that airy rooms still have a problems such as the room filter selection is still limited, the placement of the buttons that are less appropriate, comments that are not the describe the room details, some of the font of the writing is very small, so the website visitors are slightly difficult to read and the recommendation of a interest place is limited [4, 5]. Therefore, it can be seen in previous research on customer repurchases for a product has been carried out. However, in this study we focused on factors that can be influence the customer's intention to repurchase through an airy room e-commerce application. This study will examine the extent to which perceptions ease of use, trust and enjoyment obtained by customers can encourage them to make repurchases in airyrooms.

Several studies found that the many things can be affect people's repurchase intention such as perceived ease of use, trust, and enjoyment. Some empirical studies indicate that the three things can be given the impact on someone to make purchases again. Perceived ease of use is one of the components that can increase the interest of consumer to make a repurchase return due the ease which is they can get a goods also application [6, 7]. The people's trust can create a good judgment about a product where the customer benchmark make a repurchase [8]. The enjoyment of customers in consuming a product is also motivated from those customers interest to do some repurchase [9, 10].

2. METHODOLOGY

The repurchase intention as the individual's decision about repeatedly buying the product or service from same company is taking in personal account over current situation and circumstances [10]. Repurchase intention is a positive assessment from customer activities that have been done before and make a consumer to do a repurchase. Other studies obtained that repurchase intention and behavioral intention are identical [11]. The repurchase intention is a behavior in which customers respond positively to the service quality of a company, then intend to visit and consume the products from those company. Therefore, consumers can form a desire to find information and tell others about their experience with a product.

A. Perceived Ease of Use

The perception of ease of use is the level or condition in which a person believes that using a particular system or application does not require any effort or in other words, technology can be easily understood by the user [12]. Perception of ease of use is the feeling of someone who believes when using technology can be easily used and understood [13]. The technology is easy to use, users will feel more comfortable and want to use the system. Thus, different with technology that difficult to use can make users feel reluctant during used the system.

B. Trust

Trust as a subjective believer over buyers during transactions with sellers in a specific marketplace will occur in a manner consistent with their confident expectations. Here, trust is a feel to hope that trusted parties will not implement fraud by taking personal advantage in certain situations [14]. Trust is a belief that everyone needs each other [15]. Trust is related to the belief that those who are trusted will fulfill their commitments [16]. But if just once consumer trust is violated, then it will have a negative impact on a product or business. Thus, the negative repurchase intentions and negative words of mouth in expected that a business can maintain the trust of each customer.

C. Enjoyment

The comfortable concept feeling is arises in carrying out an activity, so that individuals in a long time to carry out the activities. Someone does shop because they feel shopping is fun and makes them comfortable [17]. This is supported by the definition of enjoyment is a comfortable feeling when over online shopping [18]. The enjoyment behavior as an extent to purposed the activity using a specific system over perceived to enjoyable in own right beside from any performance consequences resulting from used system. In other words, when we feel comfortable with a product, whatever weaknesses the product we be able to accept it.

D. Research Framework And Hypothesis

In this research focused on factor that affecting repurchase intention. This study attempts to analyze a relationship of perceived ease of use, trust and enjoyment toward customer repurchase intention in airy rooms. The reason is to know what impact that these three variables could give to repurchase intention itself (see Figure 1).

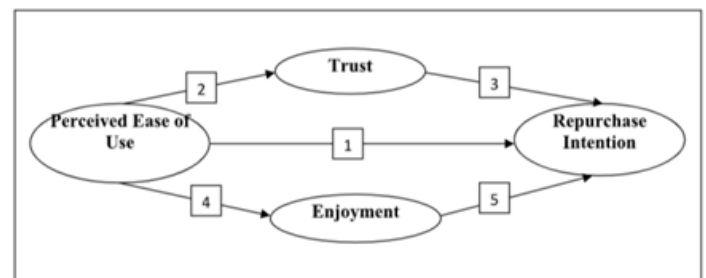


Figure 1. Research Model

Research Hypothesis

- H₁: Perceived Ease of Use can give an effect to increase Repurchase Intention
- H₂: Perceived Ease of Use can give an effect to increase Trust
- H₃: Trust can give an effect to increase Repurchase Intention
- H₄: Perceived Ease of Use can give an effect to increase Enjoyment
- H₅: Enjoyment can give an effect to increase Repurchase intention

E. Questionnaire Development

This research used 103 respondents as sample. This sample size is compliance with the guidelines of the following sample size technique maximum likelihood estimation that stated sample size between 100-200 respondents. Here, the sampling techniques are included non-probability sampling which explains that researchers took samples from a population of unknown information. This data is directly collected through the questionnaire. Analysis of data questionnaire using a Likert scale 1 to 5 where the index 1 is "strongly disagree" while index 5 "strongly agree".

The research method is used to analysis descriptive with causality model, it use to obtain the relationships between variables. This research use Structural Equation Models (SEM), with Lisrell as a testing tool. The population of this research is the entire airy room’s user with 103 correspondent.

F. Instrument Development

In this study, we use three independent variables such as perceived ease of use, trust, and enjoyment. However, the trusted feel and enjoyment are still included in the dependent variable due to these variables can get influence from other variables along with the repurchase intention variable. Each variable has dimensions to measure related variable parameter. Perceived ease of use variable has three dimensions which are a clear and understandable, mental effort and easy to use. Repurchase intention variable has three dimensions which are repurchase, revisit and recommendation. The trust variable has three dimensions which are feel safe, keep promise, and commitment also reliable. Then, enjoyment has four dimensions which are enjoyable, pleasant, make me feel good and interesting. Furthermore, these dimensions are displayed in the form of questionnaires then tested for validity and reliability test. In this study, we uses confirmatory factor analysis by testing the validity by looking at Kaiser Meyer Olkin Measure of Sampling (KMO) and Measure of Sample Adequacy (MSA). In this test the value obtained must be more than 0.5 (>0.5), which means that the analysis of factors is appropriate to be used and can be further processed [19, 20]. The scale of perceived ease of use has four questions where one of them is invalid, and the three other questions is valid, the repurchase intention scale has three questions where all question are valid, the scale of trust has four questions where all question are valid and the enjoyment scale has four questions where all question are valid. The reliability test for Cronbach Alpha values is more or equal to 0.6 ($\geq 0,6$) which means reliable (see Table I)

Table I. Reliability analysis

Variables	Item	Reliability
Perceived ease of use	3	0.620
Trust	4	0.849
Enjoyment	4	0.787
Repurchase Intention	3	0.737

G. Data Analysis

This study focuses on perceived ease of use, trust, and enjoyment and the influence of these three variables on repurchase intention. The results obtained from this test are perceived ease of use can increase the influence of trust and enjoyment but perceived ease of use does not have any effect to increase customer repurchase intention. The next result is effect enjoyment on increase customer repurchase intention, but it is different from trust that have no effect on increase customer repurchase intention.

The results showed that the effect of perceived ease of use on repurchase intention and the effect of trust on repurchase intention have t-value less than 1.96 (< 1.96) which are -0.91 and 0.68 (see Figure 2).

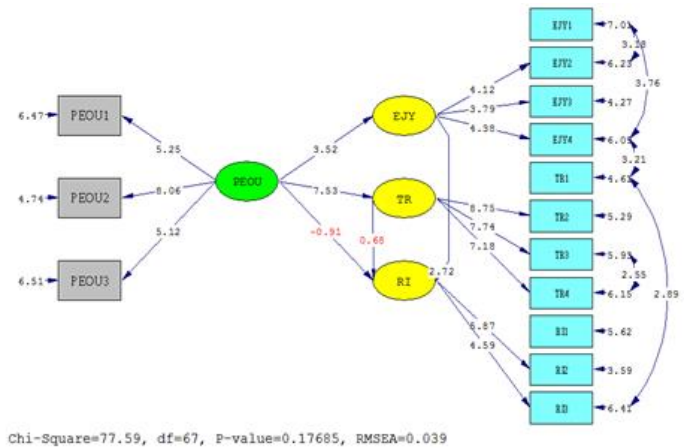


Figure 2. Measurement Model

The results of testing hypothesis 1 found that the analysis of results did not support. results of testing hypothesis 2 found that the analysis of the results is supported. The results of hypothesis 3 found that the analysis of results did not support. The results of testing hypothesis 4 found that the analysis of the results is supported. However, the last hypothesis, shows the results of analysis is supported (see Table II).

Table II. Summary of hypothesis

Hypothesis	Hypothesis statement	T - Value	Remark
H1	Perceived Ease of Use can give an effect to increase Repurchase Intention	-0.91	Data does not support hypothesis
H2	Perceived Ease of Use can give an effect to increase Trust	7.53	Data support hypothesis
H3	Trust can give an effect to increase Repurchase Intention	0.68	Data does not support hypothesis
H4	Perceived Ease of Use can give an effect to increase Enjoyment	3.52	Data support hypothesis
H5	Enjoyment can give an effect to increase Repurchase intention	2.72	Data support hypothesis

3. RESULT AND DISCUSSION

The results of testing hypothesis 1 found that the analysis of results did not support. This is because the t-value of hypothesis Perceived Ease of Use can give an effect to increase Repurchase Intention, is less than 1.96 (<1.96) which is -0.91. The perceived ease of use did not influence or increase customer repurchase intention due to a lack of understanding of how to use the application. This result is also supported by the results of interviews with airy rooms users who stated that the information on the application is difficult to read because the font is small and the use of buttons is poorly understood. This certainly affects the attitude of consumers to do repurchase. There needs to be an update or the latest update of the application to facilitate the use of applications for airy rooms users. The results of testing hypothesis 2 found that the analysis of the results is supported. This because the t-value of hypothesis Perceived Ease of Use can give an effect to increase Trust, is more than 1.96 (<1.96) which is 7.53. Here, perceived ease of use can increase a consumer's trust

in the product or business by creating ease of use of the application. The consumer can feel more secure and more confident in an application in this case airy rooms. This is one of the visions of airy rooms to always increase the trust of users. Because trust is a benchmark for company to be support to success. The results of hypothesis 3 found that the analysis of results did not support. This is because the t-value of hypothesis Trust can give an effect to increase Repurchase Intention, is less than 1.96 (> 1.96) which is 0.68. This result supported the research conducted by [23] which found that trusts do not affect of customer repurchase intention because trust is considered not too important in creating a customer's interest to return. In addition, according to several studies, things make customers re-use or re-shop because of price and leisure time. Other research also explained that when a customer's trust is damaged once, it will cause negative repurchase intention, and negative word of mouth. This also the case for airy rooms where trust does not have any effect on increasing its influence on repurchase intention. This is because airy rooms are a new startup company and unable to compete with traveloka, so trust is not enough to get customers back to using the application. The results of testing hypothesis 4 found that the analysis of the results is supported. This is because the t-value of hypothesis Perceived Ease of Use can give an effect to increase Enjoyment, is more than 1.96 (< 1.96) which is 3.52. The perceived ease (perception of ease of use) can increase the influence of enjoyment with the convenience and ease of use that comes from the application can make customers feel comfortable and continue to use the application. Ease of use is related to the services offered by the application. If the use is considered easy, then a sense of comfort will emerge that will make the user continue to use it. Airy room may not be able to give trust to users, but on the other hand users feel comfortable when using the facilities offered by Airy room through their application. The results of testing hypothesis 5 found that the results of analysis are supported. This is because the t-value of hypothesis Enjoyment can give an effect to increase Repurchase intention, is more than 1.96 (< 1.96), which is 2.72. A person's enjoyment can increase interest in repurchase a product or re-using the application. This proves that facilities and circumstances can lead the desire to return. This also happens in airy room applications that can attract consumers attention through the convenience that is obtained when making a purchase, thus encouraging users of applications / services to use the application. From the results that have been obtained above, the researcher found an interesting thing it turns out that trust cannot important during influencing a customer's repurchase intention through an application or in this case using the application over again. This is because someone has the intention to return when they have free time or the place has an affordable value or price, not because of the trust they get. Because someone's trust can change when the company makes a mistake. And this can have a bad impact for the company itself.

In contrast to trust, enjoyment received by customers is a determining factor for someone to repurchase, or use an application to do a repurchase activities. Every company wants their business to remain successful and wants customers to continues consume their products. For e-commerce businesses, companies want customers to keep buying again using the application they provide. Because, customer repurchases are important for the success and profitability of e-commerce. This research focuses on things such as perceptions of comfort, trust and convenience of customers to make them use the application again. However, the thing that attracts attention is the trust and ease of use of the application can't increase the interest of customers to do some repurchase. Airy room needs to pay attention to these things because trust and ease of use of an application are important and often noticed by application users and customers. Although according to some studies, this is not important, airy room still needs to do things that can create that trust. Things that need to be done such as minimizing complaints that can be given by the user / customer such as updating the info for too long, placing the buttons on the application that is poorly understood and font letters are too small which makes the user difficult to read. By minimizing these complaints, airy room can be faster to achieve its vision of becoming the number one e-commerce company in Indonesia. This research is still very limited, because of the use of variable dimensions. In addition there are also answers from respondents who are inconsistent, so that there is damage in the research data at first which makes the researcher eliminate one dimension and question. Furthermore, the statements in questionnaire are limited.

4. CONCLUSIONS

Some of the things that can be concluded from this study are perceived ease of use cannot increase a customer repurchase intention through the application of airy rooms, but the perceived ease of use can increase customer trust and enjoyment in using the airy rooms application. Trust also can't increase a customer intention to use the airy rooms application. Furthermore, enjoyment in use airy rooms applications can lead customer repurchase intention.

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