

# ANALYSIS OF THE FACTORS AFFECTING REPURCHASE INTENTION IN SOCIAL COMMERCE IN INDONESIA

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## ABSTRACT

E-commerce use in Indonesia continues to increase rapidly to market a product or service. Currently e-commerce has new a new form which is called social commerce. Social media is used by social commerce as a tool for buying and selling transactions because of its ease. Thus, interesting to know what causes customers to do repurchase intention in social commerce. For this reason, authors conducted research to look for factors that have significant influence on intention to repurchase in social commerce. The variable of this research model uses variable of customer experience, customer satisfaction, service quality, information quality and trust. Total of respondents in this study amounted to 384 respondents using Multiple Linear Regression as analytical method. In this study, the result shows that customer experience, customer satisfaction and service quality significantly influence the repurchase intention in social commerce. Meanwhile, information quality and trust have no significant influence on repurchase intention in social commerce.

**Keywords:** *E-Commerce, Social Commerce, Repurchase Intention, Multiple Linear Regression*

## 1. INTRODUCTION

Nowadays the e-commerce is widely used to market a product or service using the internet by online. Through e-commerce, producers can promote products or services to customers. Likewise, with customers who can choose the products and services that will be used through e-commerce.

E-commerce is now growing and growing. Currently social commerce is formed from e-commerce. Social commerce uses social media as a tool to carry out buying and selling transactions in it [1]. Social media is a means to create and share information. Social commerce utilize social media capabilities to provide features of comments, review and user profiles so that it will make customers sharing their personal experiences with what they have bought [2]. Nowadays, social commerce is a favorite media to do buy and sell activities because of its ease [3]. Based on Indonesian Internet Service Providers Association

(APJII) data in 2017, as much as 87.13% of the population of Indonesia used the internet to access social media. The most activity carried out was sharing information as much as 97.5% and trading was carried out as much as 94.6% on social media. From these data, it can be found that trading activities are the activities that are quite interesting in addition to sharing information on social media. It is interesting to know what causes customers to like to repurchase intention on social commerce.

Repurchase intention is the behavior of someone who wants to repurchase products or services twice or more [4]. It is one of the effects of buying a product or service. Repurchase intention is a crucial aspect that can be a determinant of the success of a company and tools to expand the market share of the company itself.[5] Customers who are willing to repurchase are the important assets, so that the company need to ensure they will make repurchase in the future. In the process of repurchasing by customers, of course there are things that influence. The experience of customers in shopping on social

commerce affects them in repurchase intention. The experience of using goods or services will be remembered by customers. The better the experience gained by customers, the more likely the customer is to repurchase [6]. Moreover, customer satisfaction is an important aspect of business success. Customer satisfaction will increase reputation and influence customers to do repurchase intention.

In addition, the quality of services provided also affects repurchase intention [7]. The existence of good service quality makes customers feel confident, thus affecting repurchase intention. In addition, the quality of information on products sold will make customers confident and make them repurchase intention. Furthermore, trust greatly influences customers in determining future repurchase interest because customer trust is the main foundation of a business. Trust that can be built will make customers loyal [8].

Based on this, the author wants to find out whether these five factors influence customers to repurchase intention through social commerce in Indonesia.

## 2. LITERATURE REVIEW

### 2.1 Social Commerce.

Social commerce is a recent form of e-commerce that allows customers to give out information, experience and ideas to buy something. Social commerce uses social media as a tool to carry out buying and selling transactions in it [1]. Reputation of social media is important element for developing and introducing new business models.[9] Social media technology has become a social tool and online platform as a place to give out information, ideas and experiences in photos, insights, and knowledge [10]. Social commerce sites can be divided into two types. The first is a site that provides direct purchase of goods such as Groupon and Etsy. Secondly, it does not provide direct purchases but focuses more on marketing and advertising such as fanpage on Facebook [11].

Social commerce provides benefits for customers and businesses. For customers, social commerce allows customers to involve to sell, buy, compare and give out products and services in communities [12]. Meanwhile businesses can find out alternative income models and get more profits through customer recommendations and interactions that are formed on social networking. The relationships of buyers and sellers can be

strengthened by business, so that it will maintain good connections with customers [13][14].

Social commerce in Indonesia is growing rapidly. Because of the ease of social commerce, it has become favourite media to do buy and sell activities [3]. Based on Paypal's study, social commerce has the potential to become the biggest buying and selling business in Asia including Indonesia. Today's society sees that the social commerce will make big profit, not only for individuals but also for entrepreneurs who want to make extra money by selling products or services. Social commerce has so many lists of choices including group purchases, social shopping, retailers that add social features and shopping integrated into social media.

### 2.2 Customer Experience

Customers argue that life is a combination of experience, so that every activity carried out by customers including consuming products or services is an experience, if the experience is impressive then customers do not hesitate to consume the goods or services for the umpteenth time [15]. Customer experience involves the five senses, heart, mind, which can place the purchase of products or services among the larger contexts in life [16].

The customer experience comes from the relation between the customer and the products or services, the organization that produces the reaction. This implies customer involvement in various dimensions, either they are rational, spiritual or emotional [17]. In addition, customer experience is a subjective and internal response of customers either directly or indirectly with the company [18]. Indicator of customer experience in this study are [19] [20]:

1. Sensory, customers get an interesting experience of the product or service offered in this case experience related to the five senses, including vision, sound, smell, taste and touch.
2. Emotional, which includes strategy and implementation to provide affective influence on customers towards a company through communication, products, environment, and people offering products or services.
3. Social, customers feel the existence of social experience so that it becomes

connected with a wider social environment.

The research explains that customer experience significantly influence on intention to repurchase [21]. Based on this research, Figure 1 shows the relationship between customer experience and intention to repurchase.

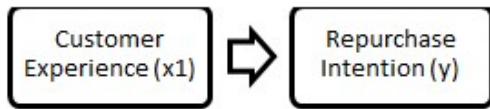


Figure 1. Relationship Between Customer Experience and Repurchase Intention

### 2.3 Customer Satisfaction

Customer satisfaction is the level where an achievement of the performance of a product received by the customer is the same as the expectations of the customer itself [22]. The concept of customer satisfaction is a function of consumer expectations. Customers that receive bad experience with products or services will feel dissatisfied and vice versa [23]. So that customer satisfaction can be concluded is the level of overall pleasure felt by customers resulting from the ability of products or services to meet consumer desires, expectations and needs relating to products or services. This customer satisfaction assessment is based on what is received (benefits provided by products and services) and what is given (costs or sacrifices incurred to obtain and use products and services). In this study the indicators of consumer satisfaction are as follows [24]:

1. Overall service satisfaction, ie customers who use products and services are satisfied to get good service and not disappoint customers.
2. Always purchase the product or service, customers who feel satisfied will always purchase the product or service.
3. Fulfillment of expectations, whether the expectations and desires of customers can be met properly.

The connection between customer satisfaction and intention to repurchase is proven by research. Based on the research, customer satisfaction significantly has effects on repurchase intention [25]. It can be seen on Figure 2 about the connection between customer satisfaction and intention to repurchase.



Figure 2. Relationship Between Customer Satisfaction and Repurchase Intention

### 2.4 Service Quality

Quality of service is the attitude of customers formed by long-term service performance evaluations [7]. If the service providers or sellers give the customers good quality and premium services, there is no doubt they will maintain the relationship. In essence, quality is a concept that captures the interpretation of excellence or superiority, value, conformity with specifications and meets or exceeds expectations [26]. The higher perceived service quality, the more customer satisfaction increases. That is, if customers receive the service as they expected, then the service quality is stated as good and content, if the customers get the service surpasses their expectations, then the quality of service is very good and has high quality. In another case, if the service they receive is not as they expected and below their expectation, then the service quality is stated poorly. The indicators of service quality are as follows [27]:

1. Assurance, customers feel guaranteed and safe in receiving services.
2. Empathy, customers get input or assistance in service.
3. Responsiveness, customers get a quick response and in accordance with what they expected.

The research shows that the quality of service was a significant factor of repurchase intention [7]. Based on the research, Figure 3 displays the link between service quality and intention to repurchase.



Figure 3. Relationship Between Service Quality and Repurchase Intention

### 2.5 Information Quality

Information quality is what customer received based on information that displayed on an application or website [7]. This refers to updates and accurate information about products or services on the website or application [28]. Good content will attract more interest and attention. At first the appearance of visual design will attract customers, but without interesting content, customers will find it difficult to shop online. If the information provided is clear and relevant, then it will increase the likelihood of customers to buy products or services [27]. Indicators of information quality are as follows [29]:

1. Completeness, customers get complete information as needed.
2. Precision, customers get information that is in accordance with the actual data.
3. Reliability, customers can rely on information obtained.
4. Currency, customers get the latest information and are always updated.
5. Output format, namely customers can use information used in other media.

The research show that the information quality was a significant predictor of repurchase intention [7]. Based on the research, the link between quality of information and intention to repurchase is shown in Figure 4.

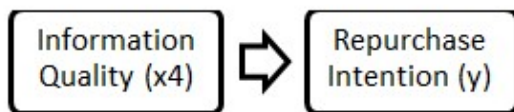


Figure 4. Relationship Between Information Quality and Repurchase Intention

## 2.6 Trust

Trust is individual's behavior who expects the other parties to provide positive benefits. There is trust because individuals who are believed to be able to benefit and do what is desired by individuals who provide trust [30]. Thus, the basis for both parties to work together is trust. Trust is a characteristic that is determined by factors of uncertainty, instability, and dependency. Trust is interpreted as the part of a relationship that will make someone can trust the integrity of the commitment offered by the other parties. Trust in this case is a feeling to be able to trust the other

party for all the promises that they have given [31]. Trust is an important aspect to form loyalty. The willingness of customer to trust on products or services related to customer expectations whether the products or services will give positive result or not [33]. When customers have confidence in a product or service, satisfied customers will tend to be satisfied and will increase satisfaction for the next time [32]. Trust is a crucial key to build a long-term relationship for customers who have high relationship orientation towards the company. Indicators of trust are as follows [32]:

1. Concern, sellers always prioritize customers.
2. Honesty, the seller always tells the positive and negative value of the goods sold.
3. Not Being Opportunistic, sellers don't look for opportunities to exploit customers.

Trust is a characteristic that is determined by factors of uncertainty, instability, and dependency [31]. Trust relates to emotional ties, namely the ability of someone to entrust something to run a function [33]. Based on the research, the connection between quality of service and intention to repurchase is shown in Figure 5.



Figure 5. Relationship Between Trust and Repurchase Intention

## 2.7 Repurchase Intention

Repurchase intention is a positive behavior of customers toward seller that will make them to repeat purchases. Level of customer experience will influence the repurchase intention [4]. Repurchase intention is when customers are interested to make a purchase and will revisit the sellers in the future and recommend the sellers, products or services to the other parties [34]. Customers will have more intention to repurchase if the value offered by products or services have splendid value. This value really gives a positive and interesting impression. Customers often to have purchase intention because of high desire and emotion

simultaneously influence the intention of purchasing.

There are several factors that can influence customers in purchase intentions. First, internal factors from within the consumer are the beliefs and attitudes of customers towards products or services. Second, external factors are the attitudes of others and the situation of the place of purchase [35]. The indicators used to measure repurchase intention are as follow [36]:

1. Transactional Interest, the behavior of someone who has tendency to buy the product or service.
2. Explorative Interest, the attitude of someone who is constantly finding out information regarding the product or service and also the information that has positive review of the product or service.
3. Preferential Interest, describing the attitude of someone who has a primary

preference for the product, if something happen with the products/services, this preference will change.

4. Referential Interest, the behavior of someone to refer product or service to other parties.

### 3. RESEARCH MODEL

There are five variables used in this study; customer experience (x1), customer satisfaction (x2), service quality (x3), information quality (x4) and trust (x5). The research model of this study is shown in Figure 6.

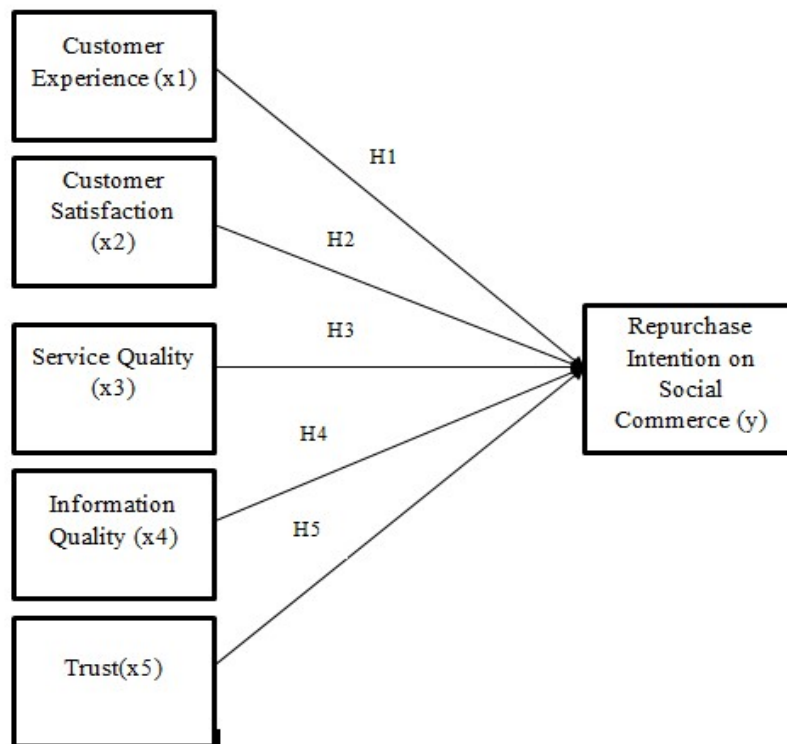


Figure 6. Research Model

From this Figure 6, it can be seen that repurchase intention is a dependent variable and the other five factors are independent variables. These five factors will be examined whether in social commerce, it has a significant effect on repurchase intention.

Based on the research model image above, it produces 5 hypotheses, with the following hypothesis:



- H<sub>1</sub>** Customer experience significantly influences on intention to repurchase in social commerce
- H<sub>2</sub>** Customer satisfaction significantly influences on intention to repurchase in social commerce
- H<sub>3</sub>** Service quality significantly influences on intention to repurchase in social commerce
- H<sub>4</sub>** Information quality significantly influences on intention to repurchase in social commerce
- H<sub>5</sub>** Trust significantly influences on intention to repurchase in social commerce

### 3.1 Data Analysis

Multiple linear regression examines how multiple independent variables are related to one dependent variable but still shows a linear relationship diagram. With adding the other independent variables, then it is expected to provide better explanation of the relationship even though there still neglected variables [37].

The equation of multiple regression linear developed based on research model in Figure 6,

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k + e \dots \dots (1)$$

Where :

$Y$  = dependent variable;  $a$  = constant;  $b_1, b_2, b_3, \dots, b_k$  = regression coefficient;  $x_1, x_2, x_3, \dots, x_k$  = independent variables; and  $e$  = disturbance term.

## 4. RESULT AND DISCUSSION

### 4.1 Measurement Development

This study used questionnaire to gain representative samples. The items were measured using a five-points Likert scale (from 1 = strongly disagree to 5 = strongly agree). Three items adapted from previous study were used to measure customer experience, namely: Sensory, Emotional, and Social [19] [20]. Three items adapted from study in [24] were used to assess customer satisfaction (Overall service satisfaction, always purchase the product or service, and Fulfillment of expectations). Service quality was assessed by three items namely: Assurance, Empathy, and Responsiveness adapted from [27]. Information quality was measured by Completeness, Precision, Reliability, Currency, and

Output format [29]. The study in [32] were used to measure trust, namely: Concern, Honesty, and Not Being Opportunistic. Then four items (Transactional Interest, Explorative Interest, Preferential Interest, and Referential Interest) in [36] adapted were used to measure repurchase intention.

### 4.2 Data Collection Procedures

This study used an online questionnaire to recruit representative samples. Questionnaire was distributed through Facebook, WhatsApp, Line and Email. Data were collected between March and April of 2019. Only respondents who had conducted at least two transactions on social commerce over the past 6 months were selected.

### 4.3 Respondent Characteristic

Total of respondents in this research amounted to 384 respondents with the characteristic's respondents categorized by gender, age, city, online shopping experience and most often used social commerce by customers with the following data in Table 1.

Table 1. Respondent Characteristic

Category	Type	Total	%
Gender	Male	187	48,69
	Female	197	51,56
Age	15-25	186	48,43
	26-35	137	35,67
	36-45	57	14,84
	>45	4	1,04
City	Medan	40	10,42
	Pekanbaru	30	7,81
	Palembang	37	9,64
	Jakarta	64	16,67
	Bandung	40	10,42
	Yogyakarta	56	14,58
	Surabaya	63	16,41
	Samarinda	24	6,25
	Makassar	16	4,17
Experience of Online Shopping	Manado	14	3,65
	< 1 year	33	8,59
	2 - 3 years	100	26,04
	4 - 5 years	196	51,04
Social	> 5 years	55	14,32
	WhatsApp	204	53,13

Category	Type	Total	%
Commerce	Line	115	29,95
	Facebook	25	6,51
	Instagram	40	10,42

Based on the result of respondent characteristic above, it indicates that female respondents comprised approximately 52% of the sample. About 49% of the respondents were between 15-25 years old which means most of them are the millennial generations. Approximately 53% reported using WhatsApp to do online shopping and over 65% had experience of online shopping more than 3 years.

#### 4.4 Validity Analysis

Validity analysis is used to test each indicator from the questionnaire, whether the indicators used in the research are valid or not. In this study, validity of each indicator is calculated using Pearson product moment correlation technique. The validity test result is shown in the Table 2.

Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation
Customer Experience	X1.1	0.908**
	X1.2	0.916**
	X1.3	0.495**
Customer Satisfaction	X2.1	0.762**
	X2.2	0.818**
	X2.3	0.713**
Service Quality	X3.1	0.620**
	X3.2	0.812**
	X3.3	0.743**
Information Quality	X4.1	0.665**
	X4.2	0.688**
	X4.3	0.688**
	X4.4	0.642**
	X4.5	0.633**
Trust	X5.1	0.759**
	X5.2	0.576**
	X5.3	0.525**

Each variable questionnaire is considered valid if  $r\text{-count value} > r\text{-table value}$ . Based on the validity test of the table above,  $r\text{-count value}$  for 384 response and significant level 5%, value is 0,113. So that it can be concluded that each variable questionnaire is valid.

#### 4.5 Reliability Analysis

Reliability analysis is utilized to determine the consistency of the respondent's answers. Cronbach's Alpha value will determine whether the indicator is reliable or not. A statement is valid if the Cronbach's Alpha value  $> 0.6$ . The Cronbach's alpha value of each variable is shown in Table 3.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha
Sensory	0.77
Emotional	0.77
Social	0.782
Overall Service Satisfaction	0.771
Always Purchase the Product or Service	0.781
Fulfillment of Expectation	0.782
Assurance	0.777
Empathy	0.782
Responsiveness	0.782
Completeness	0.777
Precision	0.779
Reliability	0.778
Currency	0.78
Output Format	0.784
Concern	0.789
Honesty	0.777
Not Being Opportunistic	0.79

Based on the table data above, it produces Cronbach's Alpha value of all indicator  $> 0.6$ , it means that all indicators are reliable.

#### 4.6 Result of Analysis

The output results of Multiple Linear Regression using SPSS Statistic 24 can be seen in Table 4 below:

Table 4. Result Output SPSS Multiple Linear Regression

Model	Unstd. Coef.		Std. Coef.	T	P-Value
	B	Std. Error	Beta		
Constant	2.502	0.3		9.192	0
X1	0.132	0.07	0.142	2.031	0.043
X2	0.12	0.06	0.14	2.076	0.039
X3	0.13	0.05	0.146	2.5	0.013
X4	-0.026	0.05	-0.028	-0.503	0.616
X5	-0.006	0.06	-0.006	-0.103	0.918

Based on the table data above, bring up the equation:

$$Y = 2.502 + 0.132x_1 + 0.12x_2 + 0.13x_3 - 0.026x_4 - 0.006x_5$$

Based on the result above with a value of  $\alpha = 5\%$ , if  $p\text{-value} < 5\%$  then hypothesis is accepted, and the variable has significant influence. P-value of customer experience is 0,043, customer satisfaction is 0,039 and service quality is 0,013. It shows that p-value of customer experience, customer satisfaction and service quality is lesser than the value of  $\alpha$ . It can be seen that p-value which has significant influence on repurchase intention in social commerce is customer experience, customer satisfaction and service quality.

P-value of information quality is 0,616 and trust is 0,918. It can be seen that the p-value of these two variables exceed the value of  $\alpha$ . So that, information quality and trust have no significant effect on intention to repurchase in social commerce.

Customer experience has important role in repurchase intention. The better the experience gained by customers, the more likely the customer to repurchase in social commerce. Next, customer satisfaction is an important key for business. If

customers feel happy and satisfied, then the chance of intention to repurchase is higher. In addition, If the quality of service that was provided by sellers is good and have premium quality, it will make the customers to repurchase. Meanwhile, information quality and trust have no effect in repurchase intention. It indicates that the customers tend not to pay attention to the quality of information. And trust turns out it does not have much effect in repurchase intention in social commerce.

The result of analysis is shown in Table 5 below:

Table 5. Result of Analysis

H <sub>1</sub>	Customer experience has a significant influence on repurchase intention in social commerce.
H <sub>2</sub>	Customer satisfaction has a significant influence on repurchase intention in social commerce.
H <sub>3</sub>	Service quality has a significant influence on repurchase intention in social commerce.
H <sub>4</sub>	Information quality does not have significant influence on repurchase intention in social commerce.
H <sub>5</sub>	Trust has a does not have significant influence on repurchase intention in social commerce.

## 5. CONCLUSION

The hypothesis testing states that it has accepted H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub> and reject H<sub>4</sub> and H<sub>5</sub>. Based on that hypothesis testing, the authors concluded the results of the study as follows:

1. Customer experience has a significant influence on intention to repurchase in social commerce. Three indicators (X1.1, X1.2, X1.3) used to measure this variable have met the validity and reliability test requirements. These results support the research of Prastyaningasih, et al. (2010) and Nasermoadeli, et al. (2012), states that the better the experience gained by customers, the more likely the customer to repurchase in social commerce.
2. Customer satisfaction has significant influence on intention to repurchase in social commerce,



- three indicators (X2.1, X2.2, X2.3) have met the validity and reliability test requirements. These results support the research of Nurhayati & Murti (2012), states that customer satisfaction affects the intention to repurchase in social commerce. Satisfaction is key element for customers. If they feel satisfied with what they get, then there is no doubt they will have intention to repurchase in social commerce.
3. Service quality has significant influence on intention to repurchase in social commerce, three indicators (X3.1, X3.2, X3.3) used to measure this variable have met the validity and reliability test requirements. This result were in accordance with Saleem, et al. (2017) states that the quality of service that were provided affecting the intention to repurchase. When they provide better service to customers, the more likely they intend to repurchase in social commerce.
  4. Information quality does not have significant influence on intention to repurchase in social commerce. Five indicators (X4.1,X4.2,X4.3, X4.4,X4.5) have met test requirements of validity and reliability. The results were not in accordance with the research of Phuong & Trang (2018). Quality of information has little effect on repurchase intention in social commerce. Customers are not too concerned about the quality of the information that was provided by the sellers.
  5. Trust does not have significant influence on intention to repurchase in social commerce. Three indicators (X5.1, X5.2, X5.3) have met the validity and reliability test requirements the results obtained were not in accordance with Nisa (2018). This means in social commerce, trust has little effect on repurchase intention. Trust, which has been the important thing in the purchasing process, it turns out it does not have much influence on repurchase intention in social commerce.
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