

Study of Influencing Factors Online Repurchase Intention of Bukalapak Consumers in Jabodetabek

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Abstract: Since the emergence of the Covid-19 pandemic, the online market in Indonesia has experienced a significant increase in consumer purchases due to government-imposed movement restrictions. In 2018, Bukalapak, one of Indonesia's leading e-commerce platforms, witnessed significant growth in visitors and ranked second with 116 million users. However, the number of visitors to Bukalapak has declined since 2019 until the present time. This research aims to examine the influence of perceived ease of use, perceived usefulness, website design quality, and price perception on the online repurchase intention of Bukalapak consumers in the Jabodetabek area. The distribution was conducted by distributing a Google Form survey using the Likert scale, which obtained responses from 216 participants who met the research criteria. Data analysis was performed using the SmartPLS 4 application. The research findings indicate that perceived ease of use does not have a significant influence on online repurchase intention, whereas perceived usefulness, website design quality, and price perception have a significant positive influence on online repurchase intention.

Keywords: Perceived ease of use, Perceived usefulness, Website design quality, Price perception, Online repurchase intention.

I. Introduction

According to Barkatullah (2019), the internet's rapid growth has transformed how humans interact and conduct business in the modern era. Initially functioning as a global network connecting computer devices and communication systems worldwide, the Internet has continued to evolve rapidly. Its vast and complex technological infrastructure enables the exchange of information and communication between individuals across the globe. As time has passed, the internet has continued to grow and propel us towards a more advanced direction. It started as a provider of information and a means of communication, but it has now evolved into a platform for trade (e-commerce), learning (e-learning), and transportation booking. The covid-19 pandemic, which began on March 11, 2020, and is now approaching an endemic phase by the end of December 2022, has led many countries to implement restrictions and lockdowns to control the spread of the virus and conduct mass vaccinations (Kemkes, 2022).

One significant effect of this situation is the increasing trend of online shopping, as many people are required to stay at home and reduce physical social interactions. Before e-commerce emerged, economic activities typically involved face-to-face interactions at stores or shopping centers. However, with the rise of online shopping, consumers now have the freedom to explore various products and compare prices without leaving their homes. The pandemic has also played a crucial role in driving the rapid adoption of digital platforms. The surge in the use of digital services serves as tangible evidence of digital technology's development. In digital trade, transactions between sellers and buyers are no longer limited to physical locations but are conducted through digital platforms that provide the necessary infrastructure to facilitate the process. Marketplaces, as one form of digital trade, play a significant role in streamlining the process of buying and selling products or services online (Johan & Indriyani, 2020).

The shift from traditional trade to digital trade has brought about significant changes in how transactions are conducted and how businesses operate. With the continuous advancement of internet technology and digital trade, we can expect to witness more innovations and transformations in various aspects of life in the future.

E-commerce has become one of the main options for buyers and sellers to transact products and services. Some popular platforms in Indonesia that are often used include Tokopedia, Lazada, Shopee, and Bukalapak. Of the four platforms, Bukalapak stands out as consumers' favorite choice in shopping online. It is noted that

Bukalapak has undergone significant changes, especially in certain years, showing the success of the strategies implemented.

There are several platforms commonly used by buyers and sellers, such as Tokopedia, Lazada, Shopee, and Bukalapak. The following are the most visited e-commerce platforms in 2018:



Figure 1. Graphic of Most Visited E-commerce Data

The above figure indicates that in the second to fourth quarters of 2018, Bukalapak occupied the second position with the number of users reaching 120,580,100, almost equivalent to the total population of Indonesia (Iprice, 2018). However, in recent years, Bukalapak has faced the challenge of decreasing visits to its platform. Fierce competition with other e-commerce platforms leads to a diversion of consumer attention and preferences. The increasingly dense e-commerce market has resulted in several platforms experiencing changes in marketing strategies and increasing the speed of the transaction process to achieve the expected achievements.

As an e-commerce platform that has been present since 2010, Bukalapak successfully revolutionized the way people shop and sell online. Through the Bukalapak platform, sellers can open stalls and offer a variety of products, while consumers enjoy the diversity of products and the convenience of online shopping. Despite the recent decrease in visits, Bukalapak remains an integral part of Indonesia's digital trade ecosystem, continuously striving to meet the needs and desires of consumers in the ever-evolving e-commerce era.

Comparison of Consumers who visit Bukalapak with Tokopedia and Shopee From 2019 to 2022:

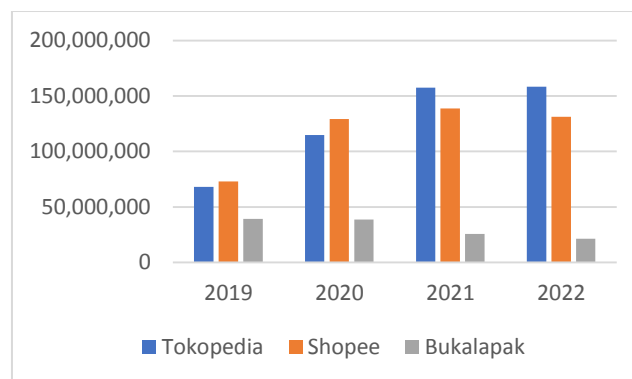


Figure 2. Comparison of Consumers Who Visit Bukalapak with Tokopedia and Shopee From The Period 2019 – 2022

Based on the above chart, in recent years, there has been a downward trend in visits to the Bukalapak platform which has experienced a shortage of visitors and has difficulty surviving (Iprice, 2022). Although the e-commerce market initially developed rapidly and managed to attract the interest of many consumers. Bukalapak faces the challenge of decreasing visits to its platform. Fierce competition with other e-commerce platforms leads to a diversion of consumer attention and preferences. The increasingly dense e-commerce market has resulted in several platforms experiencing changes in marketing strategies and increasing the speed of the transaction process to achieve the expected achievements. Observing the phenomenon currently experienced by Bukalapak becomes an intriguing subject for further investigation. This research was conducted in 5 cities in Indonesia, namely Jakarta, Bogor, Depok, Tangerang, and Bekasi (Greater Jakarta area).

Formulation of the Problem

From the above explanation, the researchers see several things to be considered:

1. Does perceived ease of use have a significant influence on the online repurchase intention among Bukalapak consumers?
2. Does perceived usefulness have a significant influence on the online repurchase intention among Bukalapak consumers?
3. Does website design quality have a significant influence on the online repurchase intention among Bukalapak consumers?
4. Does price perception have a significant influence on the online repurchase intention among Bukalapak consumers?

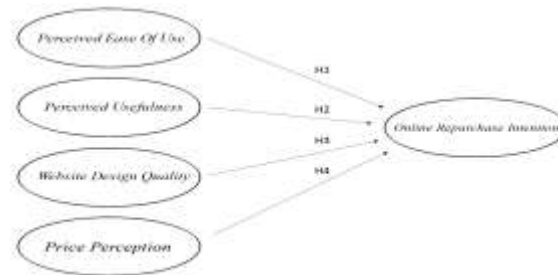


Figure 3. Research Model

II. Literature review and relationships between variables

1. Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior is a further development of the Theory of Reasoned Action. It is a social psychology approach that predicts human behavior through the application of planned behavior concepts. This theory states that an individual's behavior is influenced by their intention to perform the action, which is determined by three main factors: attitude towards the behavior, subjective norms, and perceived behavioral control. By understanding how these factors interact, we can predict and understand individual behavior in various situations, including consumer behavior. In the context of consumer behavior, the concept of price perception is crucial. Price perception refers to how consumers assess or interpret the price of a specific product or service. This involves their views on whether the price is reasonable, expensive, or affordable, and whether it provides value commensurate with the benefits of the product offered (Ajzen, 1991).

2. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1989), is an extension of the Theory of Reasoned Action developed by Fishbein and Ajzen in 1975. The TRA model suggests that users' responses and perceptions of information systems will influence their attitudes and behavior. In 1986, Davis conducted research by adapting the TRA model, and then in 1996, the TAM model was developed by Venkatesh and Davis (Lai, 2017). TAM is a conceptual framework used to understand individual acceptance and usage of technology.

The perception of ease of use will influence the level of adoption and intention to continue using the website. Consumers can evaluate the technology they use in terms of efficiency, energy, and time required to perform certain activities. When someone visits a website, the perception of usefulness arises when users feel that the website provides benefits or valuable value in fulfilling the needs or objectives they are seeking.

By integrating the concepts of TPB (Theory of Planned Behavior) and TAM (Technology Acceptance Model), this research can provide profound insights into the factors influencing the intentions and behaviors of consumers in making repurchase decisions online on the Bukalapak platform.

3. Perceived ease of use

According to Dong et al. (2017), perceived ease of use can be understood as the extent to which consumers comprehend and feel comfortable using electronic devices. Perceived ease of use is defined as the perception related to the convenience of shopping through mobile phones (Amin et al., 2014). From the definition above, it can be concluded as the convenience obtained from the experience of using an application or electronic device, where users feel that the application is easily understood and used comfortably (Alexandra & Ruslim, 2023).

4. Perceived usefulness

According to Ozturk (2016) perceived usefulness refers to the benefits and advantages that consumers gain to ease their workload when using or implementing technological systems. Perceived usefulness is defined as the extent to which an individual believes that using a specific system will enhance their work performance (Wang et al., 2003). From the definition above, it can be concluded that users perceive that an application can facilitate them in performing certain tasks (Alexandra & Ruslim, 2023).

5. Website design quality

According to Wilson et al. (2019), website design quality plays a crucial role. Although the appearance and uniqueness of a website cannot guarantee that consumers will make continuous purchases, good aesthetics, and navigation on a website assist consumers in finding desired products and meeting their expectations. Website quality is defined as the distinctiveness of a site that adds value to visitors for its users (Chang et al., 2014). From the definition above, it can be concluded as good design quality also takes into account user experience factors, such as fast processes, well-structured layouts, and relevant content.

6. Price perception

Factors such as providing comprehensive product explanations and offering reasonable prices play a crucial role in influencing consumer preferences and increasing their interest in purchasing desired products. According to Moore et al. (2003), price is defined as one of the most significant market signals and an essential consumption value due to its presence in nearly every purchasing situation. From the definition above, it can be concluded as the amount of money or exchange value set to acquire a product, service, or asset.

7. Online repurchase intention

Repurchase intention involves considerations made by consumers in selecting a product before making a purchase (Oscar & Keni, 2019). By fostering online repurchase intention, consumers can develop a tendency or desire to buy again through Bukalapak e-commerce. According to Hellier et al. (2003), repurchase intention is the process by which an individual buys goods or services from the same company, and the reasons for repeat purchases are mainly based on previous buying experiences. From the definition above, it can be concluded as the consumers are satisfied with their past experiences, they are more likely to have a higher intention for repeat purchases. Additionally, the reputation of a company or brand can also influence repurchase intention, as consumers' trust in a company or brand has a significant impact on their intention to buy again.

9. The Relationship of Perceived Ease of Use Variables to Online Repurchase Intention

Saraswati & Rahyuda (2021) conducted a study on shopping interest in Shopee e-commerce in Denpasar City and found a significant positive influence between perceived ease of use and online repurchase intention. Similar findings were also discovered in the research by Puspitasari & Briliana (2017) on consumer buying interest on the Zalora Indonesia website. Strongly perceived ease of use indicates that the shopping process on Bukalapak is perceived as uncomplicated, making consumers more likely to use the platform for future purchases online. From these findings, it can be concluded that perceived ease of use has a significant positive influence on the intention to repurchase online on the Bukalapak platform.

10. The Relationship of Perceived Usefulness Variables to Online Repurchase Intention

The research conducted by Purnami & Nurcaya (2015) regarding purchasing interest among students at Udayana University in Bandung Regency showed that perceived usefulness also has a significant positive influence on online repurchase intention. Similar results were found in the study by Wafiyah & Kusumadewi (2021) on the purchasing intention of Shopee e-commerce among students of the Faculty of Economics at Udaya University. This indicates that an increase in perceived usefulness leads to consumers being more likely to repurchase from Bukalapak, as they perceive the platform as providing relevant benefits and solutions to their needs.

11. The Relationship of Website Design Quality Variables to Online Repurchase Intention

Santoso & Farida (2020) researched purchase intention in Lazada e-commerce and found a significant positive influence between website design quality and online repurchase intention. Similar results were also observed in the study by Iskandar & Bernarto (2021) on consumer purchase intention in Beauty Haul e-commerce. The better the website design quality of Bukalapak, the more positive experience consumers have when interacting with the platform, such as appealing visuals, responsiveness, and user-friendly navigation, which increase customer satisfaction and make them more inclined to repurchase from Bukalapak.

12. The Relationship of Price Perception Variables to Online Repurchase Intention

Based on the research conducted by Mahardhika & Nurmahdi (2023) on the purchase intention of Menantea products, and the study by Mahendrayanti & Wardana (2021) on the purchase intention of Kober Mie Setan, it was also found that price perception has a significant positive influence on repurchase intention. This means that price perception also has a significant impact on consumers' intention to repurchase. It indicates that a positive perception of the price will encourage consumers to repurchase, especially if they feel that the offered prices are aligned with the quality of the products or services provided.

III. Research Methods

Descriptive research provides a detailed and objective picture of a specific phenomenon or variable (Suliyanto, 2018). This research employs a quantitative research method with a descriptive research design to systematically gather objective information regarding the characteristics of the e-commerce phenomenon. The population in this study consists of consumers who have made purchases on Bukalapak in the Jabodetabek region. The sampling technique used in this study is purposive sampling. Purposive sampling is a method of non-probability sampling that does not provide equal opportunity for all population members to become samples (Sekaran & Bougie, 2016).

Therefore, the criteria for selecting the sample include consumers who have made purchases on the Bukalapak website, are above 18 years old, and reside in Jabodetabek. The data obtained in this study comprise 239 respondents, only 216 respondents meet the research criteria, they have made purchases through the Bukalapak e-commerce website, are above 18 years old, and reside in Jabodetabek.

In this study, to measure the variable of online repurchase intention, a questionnaire or survey instrument containing statements about repurchase intention among Bukalapak consumers was used. The distribution of the questionnaire was easily conducted through Google Form, which is a commonly used method by many researchers. Likert Scale is one of the types of measurement scales used in research to measure the involved variables. This scale falls under the category of interval scales, meaning that the distance between each level on the scale has equal intervals and can be measured numerically (Suliyanto, 2018). Likert Scale consists of five levels: "strongly disagree," "disagree," "neutral," "agree," and "strongly agree".

For data analysis, this research utilized SmartPLS 4, a popular software used in structural equation modeling (SEM) analysis due to its high flexibility, making it suitable for research with relatively small samples (Hair, 2021). The analysis involved examining the validity of the outer and inner models, including F-Square, R-Square, Q-Predict, and path coefficient. Multicollinearity is a problem that occurs when there is a significant correlation between independent variables in a multiple linear regression model. This can lead to unreliable analysis results. To identify multicollinearity, the researcher used the variance inflation factor (VIF) as an indicator (Hair, 2021).

By using these methods and tools, the researcher aimed to gain a comprehensive understanding of the factors influencing online repurchase intention among Bukalapak consumers. The research aimed to provide valuable insights and contribute to the knowledge in the field of e-commerce and consumer behavior.

IV. Results and Discussion

Characteristics of Respondents

The data used in this research involved 239 respondents. Out of this number, only 216 respondents met the research criteria, which were individuals who had made purchases through the Bukalapak e-commerce website, were above 18 years of age, and resided in the Jabodetabek area. Among the respondents who had shopped at Bukalapak, there were characteristics based on gender, with 94 male respondents and 122 female respondents out of the total. The results of the analysis indicate that the respondents feel that the website they use provides an adequate level of ease, relevance to their needs, appropriate pricing, and an attractive website design. This shows that Bukalapak, as an e-commerce platform, has met the expectations and desires of consumers. Furthermore, consumers express satisfaction with their experiences using Bukalapak and have a desire to continue transacting through the platform. The majority of respondents who shop on Bukalapak are individuals who are already employed. Most respondents have a monthly income below 10 million Indonesian Rupiahs. This reflects that shopping on Bukalapak involves consumers with diverse economic capabilities, but the majority fall into the middle-income category. Moreover, most respondents demonstrate relatively low monthly spending patterns in online shopping, with expenditures below 1.5 million Indonesian Rupiahs. This indicates that they tend to manage their expenses according to their income and exhibit consumer behavior in the context of online shopping that reflects awareness of the importance of managing finances wisely, considering limited budgets, and seeking attractive deals and discounts.

Convergent Validity Test

Table 1. Test Results of Loading Factor

	<i>Perceived Ease of Use</i>	<i>Perceived Usefulness</i>	<i>Website Design Quality</i>	<i>Price Perception</i>	<i>Online Repurchase Intention</i>
PEOU1	0.838				
PEOU2	0.800				
PEOU3	0.794				
PEOU4	0.817				
PU1		0.766			
PU2		0.779			
PU3		0.837			
PU4		0.828			
WDQ1			0.771		
WDQ2			0.799		
WDQ4			0.769		
WDQ5			0.829		
PP1				0.786	
PP2				0.823	
PP3				0.759	
ORI1					0.798
ORI2					0.823
ORI3					0.875
ORI4					0.818
ORI5					0.808

Table 2. Test Results of Average Variance Extracted (AVE)

Variable	Average Variance Extracted
<i>Perceived Ease of Use</i>	0.660
<i>Perceived Usefulness</i>	0.645
<i>Website Design Quality</i>	0.628
<i>Price Perception</i>	0.623
<i>Online Repurchase Intention</i>	0.680

High loading factor values indicate a strong relationship between indicators and the structure. Values considered good are usually 0.7 or higher. However, one indicator, namely WDQ3, was eliminated because its loading factor was less than 0.7, which did not meet the criteria to pass the test. After the elimination, the researcher conducted a retest without including that indicator and subsequently obtained appropriate loading factor results for each variable. The average variance extracted (AVE) values for each variable in this study are greater than 0.5. This indicates that each variable has met the requirements and criteria necessary to measure convergent validity based on AVE values. The analysis results showed that the obtained Cronbach's alpha values meet the criteria for being considered good, which is 0.7 or higher. The analysis also demonstrated that the composite reliability values meet the criteria considered good, which is equal to or greater than 0.7

Validity of Discriminant

Table 3. Results of Validity Discriminant – Cross Loading

	Online Repurchase Intention	Perceived Ease Of Use	Perceived Usefulness	Website Design Quality	Price Perception
ORI1	0.798	0.543	0.654	0.704	0.546
ORI2	0.823	0.563	0.586	0.677	0.687
ORI3	0.875	0.615	0.625	0.659	0.629

ORI4	0.818	0.574	0.576	0.623	0.636
ORI5	0.808	0.624	0.629	0.602	0.624
PEOU1	0.604	0.838	0.647	0.567	0.492
PEOU2	0.555	0.800	0.678	0.686	0.602
PEOU3	0.529	0.794	0.655	0.557	0.529
PEOU4	0.607	0.817	0.630	0.607	0.641
PU1	0.586	0.707	0.766	0.637	0.533
PU2	0.575	0.618	0.779	0.607	0.525
PU3	0.631	0.669	0.837	0.703	0.625
PU4	0.598	0.580	0.828	0.599	0.504
WDQ1	0.565	0.532	0.596	0.771	0.569
WDQ2	0.659	0.545	0.605	0.799	0.598
WDQ3	0.619	0.641	0.626	0.769	0.650
WDQ4	0.662	0.635	0.689	0.829	0.642
PP1	0.491	0.584	0.596	0.627	0.786
PP2	0.688	0.517	0.461	0.646	0.823
PP3	0.587	0.564	0.585	0.566	0.759

The results of the analysis indicate that each indicator has higher cross-loading values compared to other variables. This finding suggests that each indicator of the variable meets the required discriminant validity criteria. In other words, each indicator specifically represents the expected variable. This indicates that these indicators have good discriminant validity, as each one clearly distinguishes one research variable from another.

Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Composite reliability	Information
<i>Online Repurchase Intention</i>	0.882	0.882	Reliable
<i>Perceived Ease Of Use</i>	0.828	0.831	Reliable
<i>Perceived Usefulness</i>	0.816	0.817	Reliable
<i>Website Design Quality</i>	0.803	0.806	Reliable
<i>Price Perception</i>	0.701	0.712	Reliable

The analysis results showed that the obtained Cronbach's alpha values meet the criteria for being considered good, which is 0.7 or higher. The analysis also demonstrated that the composite reliability values meet the criteria considered good, which is equal to or greater than 0.7.

Inner Model

Table 5. F-Square Results

Variable	F-Square
Perceived ease of use → Online repurchase intention	0.008
Perceived usefulness → Online repurchase intention	0.040
Website design quality → Online repurchase intention	0.110
Price perception → Online repurchase intention	0.097

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Based on the F-Square values, it can be concluded that the influence of perceived ease of use, perceived usefulness, website design quality, and price perception on online repurchase intention falls under the category of small effect.

Table 6. R-Square results

Variable	R-Square
<i>Online repurchase intention</i>	0.705

In the "moderate" category, the adjusted R-Square value of 0.705 indicates that approximately 70.5% of the variation in online repurchase intention can be explained by the studied independent variables, while the remaining 29.95% is influenced by other unexamined factors.

Table 7. Q2-Predict results

Variable	Q2-Predict
<i>Online repurchase intention</i>	0.684

In this context, the results indicate that the statistical model used can predict approximately 68.4% of the variation occurring in the online repurchase intention variable.

Table 8. Average Variance Extracted (AVE) Results

Variable	AVE	Keterangan
<i>Perceived ease of use → Online repurchase intention</i>	3.237	There is no indication of multicollinearity
<i>Perceived usefulness → Online repurchase intention</i>	3.715	There is no indication of multicollinearity
<i>Website design quality → online repurchase intention</i>	2.739	There is no indication of multicollinearity
<i>Price perception → Online repurchase intention</i>	3.822	There is no indication of multicollinearity

The Average Variance Extracted (AVE) values of each variable exceed 0.5. This indicates that the variation in the variables can be explained by the related indicators.

Hypothesis Testing Result

Table 9. Result of Research Hypothesis

Variable	Original Sample (O)	T statistics	P values
<i>Perceived Ease of Use → Online Repurchase Intention</i>	0.087	0.825	0.409
<i>Perceived Usefulness → Online Repurchase Intention</i>	0.209	2.142	0.032
<i>Website Design Quality → Online Repurchase Intention</i>	0.330	3.979	0.000
<i>Price Perception → Online Repurchase Intention</i>	0.298	3.612	0.000

The results of the research hypothesis test reveal the following:

H1: Perceived ease of use does not have a significant influence on online repurchase intention. The T-statistic value of 0.825 and P-value of 0.409 suggest that consumers in the study sample already possess sufficient understanding and skills in using the Bukalapak website. Therefore, perceived ease of use is not a major factor influencing their intention for online repurchases.

H2: Perceived usefulness has a significant positive influence on online repurchase intention. The T-statistic result shows a value of 2.142 with a P-value of 0.032, indicating that consumers perceive Bukalapak as providing benefits, making them more likely to engage in repurchasing products through the platform.

H3: Website design quality has a significant positive influence on online repurchase intention. The T-statistic result shows a value of 3.979 with a P-value of 0.000, signifying that the visual appearance, intuitive navigation, and good user experience on the website affect customers' decisions to make repeated purchases through Bukalapak.

H4: Price perception also has a significant positive influence on online repurchase intention. The T-statistic result shows a value of 3.612 with a P-value of 0.000, indicating that customers' perceptions of price and product quality influence their decisions to repurchase through Bukalapak.

Overall, perceptions of perceived usefulness, website design quality, and price perception significantly influence consumers' intention in Jabodetabek to make repeat online purchases through Bukalapak, especially for products that meet their various needs. Consumers consider online shopping through this platform as convenient for evaluating prices and product quality based on their experiences with the Bukalapak website. These factors are essential considerations for consumers in forming their intention to repurchase through the Bukalapak platform.

V. Conclusions and Suggestions

Conclusion

Based on the results of the analysis in the study, the following conclusions can be drawn:

1. Perceived ease of use does not have a significant influence on online repurchase intention among Bukalapak consumers in Jabodetabek.
2. Perceived usefulness has a significant positive influence on online repurchase intention among Bukalapak consumers in Jabodetabek.
3. Website design quality has a significant positive influence on online repurchase intention among Bukalapak consumers in Jabodetabek.
4. Price perception has a significant positive influence on online repurchase intention among Bukalapak consumers in Jabodetabek.

Suggestion

For further theoretical development, it is suggested that future researchers use different theories or conceptual models to further evaluate the influence on online repurchase intention. Future studies need to expand the number of respondents involved in the research. By involving a larger number of respondents, researchers can gain deeper insights, and the research results will be more representative.

To enhance this research, it is recommended to consider the addition of supplementary variables or replacement of variables that do not show significant effects with variables that do influence online repurchase intention. It is suggested to consider adding "online customer satisfaction" as a mediating variable and "promotion" as an exploratory variable, which will further explore how company promotions and marketing activities influence online repurchase intention.

Bukalapak could invest resources in improving the website design quality, focusing on visual aspects such as attractive layouts, suitable colors, relevant images, improved product search navigation, optimal access speed, and well-presented information. The company should pay special attention to price perception by providing competitive offers and appealing promotions to consumers. Bukalapak can enhance perceived usefulness by providing responsive and high-quality customer service.

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