



The Influence of Website Design Quality, Perceived Value, E-Trust and Mediating Effects on Satisfaction on Repurchase Intentions (Case Study: Tokopedia.Com)

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ABSTRACT

Indonesia is predicted to become the country with the largest economy in the future, has made Indonesia a target for the entry of many e-commerce companies, so that market conditions become very competitive which requires industry players to maintain consumer loyalty. The influence of Website design quality, perceived value and E-trust on Repurchase intention through E-satisfaction as mediation in the e-commerce industry. This research was conducted using a causal study approach on 403 research respondents who were consumers of Tokopedia, which is one of the largest e-commerce in Indonesia. The research results show that website design quality, perceived value and satisfaction have a significant and positive influence on repurchase intention. However, E-trust does not have a significant influence on repurchase intention.

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INTRODUCTION

Indonesia is a country with the largest e-commerce growth potential in the Asian market. In 2022, internet users in ASEAN will reach 460 million, a record increase of 100 million users in the last three years. This makes Indonesia a target for e-commerce players. If you look at the e-commerce map in Southeast Asia, you can see that Shopee and Lazada are quite powerful in six countries in Southeast Asia (Rizal, 2019). Indonesia has seen significant growth in internet users, with a penetration rate of 79.5 percent in 2024, up from 77.0 percent in 2023 (Kemp, 2023). This trend is consistent with the overall growth of the digital economy in ASEAN, which is expected to reach USD 1 trillion by 2030 (Yusgiantoro, 2023)

However, for the Indonesian market, the Tokopedia platform has been able to dominate the market share since its inception in 2009. However, Shopee has been in the position with the most visits since the fourth quarter of 2019, thus shifting Tokopedia's position to number 2 (Wareza, 2021). Shopee's dominance in the Indonesian e-commerce market since 2019 can be attributed to

several factors as increased internet penetration, smartphone adoption, competition and market dynamics and government support (Kominfo, 2023)

The demographic profile of Tokopedia is more popular among millennials and Gen Z, with 64.9% of respondents in the age range of 22-31 years old. Shopee, on the other hand, might have a broader demographic range, but detailed data is not provided. From Psychographic Profile Tokopedia is preferred by female millennials and Gen Zs, with 50.4% of those surveyed agreeing. Shopee might have a different psychographic profile, but no specific data is provided. Factors encouraging consumers to switch from one e-commerce platform to another like product variety, trust and safety, promotion and discounts, social media integration, customer service and shipping (Globe, 2022)

In 2023, it appears that the number of Shopee visitors will still be above Tokopedia's monthly visitor figure, namely 165.8 million visits/month (Aditya, 2023). This shows that Shopee, in the last 4 years, has succeeded in becoming the leader of the e-commerce market in Indonesia. This shows that Tokopedia, which is an application from Indonesia, is unable to regain its position as the number one marketplace. To be able to increase sales growth and visits to Tokopedia e-commerce so that it can once again become a market leader, it is necessary to pay attention to consumers' repurchase intentions. So, it is very important to pay attention to consumer buying interest.

In a competitive business environment, maintaining customer repurchase intentions and avoiding consumer behavior to switch to other brands is very important (Correa et al., 2021). The cost of attracting new customers is higher than the cost of retaining current customers, so most marketing efforts must be directed at increasing repurchase intentions, or, in other words, getting old customers to shop again at the same place (Novera, 2022). Repurchase intention is consumer behavior where consumers respond positively and intend to make a return visit or repurchase a product (Prakasa Restuputra & Rahanatha, 2020).

Customer satisfaction is one of the factors that really determines whether the customer will return to using the same service or move to another service (Purba & Paramita, 2021). In the context of the e-commerce industry, the concept of electronic satisfaction is more appropriate to use (Rangaswamy et al., 2021). E-satisfaction is defined as meeting expectations regarding the purchased service. It has been observed that if the performance of an online service exceeds expectations, customers will be satisfied; otherwise, customers will not be satisfied (Correa et al., 2021). Research conducted by (Bernarto et al., 2019) and (Lin et al., 2022) shows that satisfaction has a significant influence on repurchase intention.

In the e-commerce industry, websites are one of the main channels so that consumers can search for and purchase products. (Guo et al., 2023) said that good website design in terms of visuals, visual elements, navigation and information design are important elements of shopping sites. Visual design encompasses the visual appeal and consistency of a website through images, colors, shapes, and more. The structural layout of a website is handled by navigation design, which allows users to navigate to different parts of the website (Afrelia et al., 2020). Information design refers to the accuracy and organization of product and service information to deliver goods effectively (Priscillia & Budiono, 2020). These three elements contribute to the overall functionality, structure and content of a website, which shapes the user experience.

Website design must achieve effectiveness regarding the purpose for which it was created. Effective website design includes the navigation capabilities or visual appeal of a website (Wibowo et al., 2019). Research conducted by (Iskandar & Bernarto, 2021), (Priscillia et al., 2021) and (Saoula et al., 2023) shows that website design quality has a significant influence on repurchase intention. Likewise with (Bernarto et al., 2019), (Guo et al., 2023) and (Tatang & Mudiantono, 2017) show that website design quality has a significant influence on satisfaction.

Apart from the design on the website, the benefits felt by customers when shopping through Tokopedia is also something that can influence repurchase intention. Customer perceived

value represents consumers' overall evaluation of the usefulness of a product based on perceptions of what they paid for and what they received (Correa et al., 2021).

Perceived value varies from person to person and from situation to situation, and different human perceptions of a product result in different value, depending on the consumer's perception of exposure to the product or service (Lin et al., 2022). Research conducted by (Iskandar & Bernarto, 2021), (Xu et al., 2022) and (Zang et al., 2022) shows that perceived value has a significant influence on repurchase intention.

In an online shopping environment, customer trust helps reduce uncertainty when making product transactions (Han et al., 2023). So customer trust is an important factor, especially in the e-commerce industry. E-trust can also refer to general trust, trusting intentions, or the readiness of a party to pay attention to actions taken by other parties (Kartono & Halilah, 2018). Research conducted by (Correa et al., 2021), (Bernarto et al., 2019) and (Iskandar & Bernarto, 2021) show that E-trust has a significant influence on Repurchase intention. This research was conducted to test the influence of website design quality, perceived value and e-trust on repurchase intention with e-satisfaction as mediation.

RESEARCH METHOD

This research uses a causal study approach, namely a type of quantitative research that focuses on determining the causes of the relationship between the independent variable and the dependent variable. The population in this study are consumers who have shopped using Tokopedia and live in the Jabodetabek area, Indonesia. The number of samples obtained in this research was 413 respondents. The sampling method is for selecting samples from a large population, which varies for everyone in the population or element selected as a sample. In this study, non-probability sampling was used, namely sampling techniques that provide unequal opportunities for each member of the population (Sahir, 2022). The sampling technique used is convenience sampling, namely selecting samples that are close and easy to obtain according to the criteria of consumers who have shopped at one of the E-commerce sites, namely Tokopedia in Jabodetabek.

The data collection for this research involved both primary and secondary sources. The primary data was gathered through questionnaires. These questionnaires were likely distributed to respondents via online surveys, considering the ease and convenience this method offers for reaching many consumers quickly and efficiently, especially in an urban area like Jabodetabek. The online survey method is also suitable for convenience sampling, allowing the researchers to target Tokopedia users who are more accessible and willing to participate. It is not explicitly stated whether face-to-face methods or other distribution methods were used but given the current digital landscape and the nature of the sample population, online surveys seem the most plausible method.

The primary data sources in this research included from questionnaire. The secondary data sources in this research included previously published journal articles, reports, and written documents. These sources provided a theoretical foundation and contextual background for the study.

For the analysis, Structural Equation Modeling-Partial Least Squares (SEM-PLS) was utilized. This method allowed for a robust examination of the relationships between the variables, providing insights into the causal connections. Testing uses validity and reliability, multicollinearity, R square testing, F Square, and hypothesis testing. Finally, the research findings were compiled into comprehensive report, detailing the methodology, analysis, results, and implications of the study.

RESULTS AND DISCUSSION

The majority of respondents in this study were women, 231 respondents or 57.32%, while there were 172 men or 42.68%. If we look at age, 270 respondents or 67% of the total respondents fall into the millennial age category, 69 respondents or 17.12% fall into the generation X category, and only 58 respondents or 14.39% fall into the generation z category. It can be concluded that the majority of respondents in this study were women from the millennial generation. Based on latest education, 276 respondents or 68.49% of respondents had a bachelor's degree education, of which 49 respondents or 12.16% had a high school/vocational school/equivalent education background. And if you look at the type of work, 268 respondents or 66.50% were private employees, 46 respondents or 11.41% were entrepreneurs, and 40 respondents or 9.93% were students. Therefore, it can be concluded that the majority of respondents in this study are career women from the millennial generation, the majority of whom have graduated with a bachelor's degree.

Table 1. Respondents Profile

Criteria	Frequency	Percentage
Gender	Male	172 42.68%
	Female	231 57.32%
Age	≤ 15 Year	0 0.00%
	15 < 25 Year	58 14.39%
	25 < 41 Year	270 67.00%
	41 < 57 Year	69 17.12%
	≥ 57 Year	6 1.49%
Education	Junior and Senior school	2 0.50%
	Highschool	49 12.16%
	Diploma	35 8.68%
	Sarjana S1	276 68.49%
	Magister S2	38 9.43%
Job	Student	40 9.93%
	Private sector employee	268 66.50%
	Housewife	18 4.47%
	Self-employed	46 11.41%
	Part-time / Freelancer	18 4.47%
	Government employees	6 1.49%
	Other	7 1.74%
Expenditures for activities supporting items per month excluding food/drink needs, transport, installments	Under 200.000	42 10.42%
	200.000 - 500.000	62 15.38%
	500.001 - 1.000.000	88 21.84%
	1.000.001 - 1.500.000	56 13.90%
	1.500.000 or more	155 38.46%
What is the reason you prefer Tokopedia compared to other e-commerce?	Easier	188 46.65%
	Promotion	81 20.10%
	Price	48 11.91%
	Service	86 21.34%

This research examines the influence of website design quality, perceived value, e-trust and e-satisfaction on repurchase intention. The analysis was carried out using the SEM-PLS analysis technique using the SmartPLS version 4.0 computer program. SEM-PLS analysis went through 2 tests, namely the outer model and the inner model. The first stage in carrying out this test is to create a research model according to the hypothesis that will be tested in this research. In the outer model section, convergent validity testing was carried out with the following results:

Table 2. Validity Convergent

Code	Indicator	Outer Loading
	Repurchase Intention. AVE 0.913. CR 0.742	
RI.01	Setelah berbelanja di Tokopedia, saya pasti akan memilih Tokopedia lagi ketika saya akan berbelanja online	0.877
RI.02	Pengalaman belanja di Tokopedia meyakinkan saya untuk kembali berbelanja melalui Tokopedia	0.884
RI.03	Kemungkinan besar saya akan berbelanja di Tokopedia saya membutuhkan belanja online	0.871
RI.04	Saya akan berbelanja kembali di Tokopedia ketika ada kesempatan	0.809
RI.05	Saya memiliki kemungkinan untuk terus berbelanja di Tokopedia di masa yang akan datang	0.864
	E-Satisfaction. AVE 0.941. CR 0.808	
ES.01	Saya cukup senang dengan pengalaman berbelanja di Tokopedia	0.891
ES.02	Menurut Saya, pengalaman berbelanja di Tokopedia menyenangkan	0.925
ES.03	Saya akan merasa luar biasa dengan pengalaman berbelanja di Tokopedia	0.887
ES.04	Saya merasa cukup puas ketika saya berbelanja di Tokopedia	0.913
ES.05	Reaksi saya ketika berbelanja di Tokopedia umumnya adalah perasaan puas	0.879
	E-Trust. AVE 0.928. CR 0.946	
ET.01	Saya mengakui kualitas produk yang dijual di platform Tokopedia	0.860
ET.02	Saya mengakui kepercayaan dari pedagang platform e-commerce Tokopedia	0.880
ET.03	Saya percaya Tokopedia akan mewakili kualitas dari produknya	0.914
ET.04	Saya mengakui kemampuan personel layanan pelanggan platform e-commerce Tokopedia	0.894
ET.05	Saya mengakui kerahasiaan informasi belanja di platform e-commerce Tokopedia	0.859
	Perceived Value. AVE 0.946. CR 0.612	
PV.01	Kualitas belanja di Tokopedia konsisten	0.834
PV.02	Berbelanja di Tokopedia memberikan pengalaman cukup baik	0.788
PV.03	Berbelanja di Tokopedia memiliki standar kualitas yang dapat diterima	0.828
PV.05	Berbelanja di Tokopedia memiliki kualitas secara konsisten	0.820
PV.06	Berbelanja di Tokopedia adalah berbelanja yang saya sukai yang membuat saya ingin menggunakannya	0.848
PV.07	Berbelanja di Tokopedia adalah berbelanja yang saya sukai yang membuat saya merasa santai saat menggunakannya	0.850
PV.08	Saya senang berbelanja di Tokopedia	0.850
PV.09	Berbelanja di Tokopedia memiliki harga yang terjangkau	0.779
PV.10	Berbelanja di Tokopedia memberikan saya produk dengan harga yang bagus	0.841
PV.11	Berbelanja di Tokopedia cukup ekonomis bagi saya	0.765
PV.12	Berbelanja di Tokopedia akan membantu saya merasa diterima oleh sosial	0.560
PV.13	Berbelanja di Tokopedia akan meningkatkan persepsi terhadap saya	0.664
PV.14	Berbelanja di Tokopedia akan memberikan kesan yang baik bagi orang lain	0.681
	Website Design Quality. AVE 0.950. CR 0.802	
WD.01	Secara keseluruhan, website/aplikasi Tokopedia bekerja dengan baik	0.882
WD.02	Mudah untuk menavigasi/mengoperasikan Tokopedia	0.886
WD.03	Desain pada website/aplikasi Tokopedia secara jelas menunjukkan bagaimana saya dapat menggunakan aplikasi/website tersebut ketika berbelanja	0.919
WD.04	Tokopedia menyediakan informasi yang lengkap mengenai produk yang dijual	0.891
WD.05	Informasi yang disajikan terorganisir dengan baik	0.908
WD.06	Desain aplikasi/website Tokopedia terlihat dirancang secara profesional	0.885

It can be seen that the outer loading value for several indicators shows a value of less than 0.700 so it can be said to be invalid. However, (Hair et al., 2022) said that outer loading with a value in the range of 0.400 to 0.700 does not need to be excluded from the research if it does not cause the AVE and Composite reliability values to be less than 0.500. Because all variables appear to have an AVE value above 0.500 and Composite reliability above 0.700, it can be concluded that all indicators are valid and nothing was excluded from this research. Discriminant validity in this study was measured by looking at the HTMT value. HTMT is the ratio of correlation between traits to correlation within traits. If the value in the table shows a value below 0.900 then it can be said to be valid. The following is the HTMT test in this research.

Table 3. Validity Discriminant

Variable	ES	ET	PV	RI	WDQ
<i>E-satisfaction</i>					
<i>E-trust</i>	0.513				
<i>Perceived value</i>	0.586	0.804			
<i>Repurchase intention</i>	0.614	0.651	0.779		
WDQ	0.571	0.62	0.688	0.648	

Reliability testing is carried out by looking at the Composite Reliability and Cronbach alpha values. all variables have a Cronbach alpha value of more than 0.600 and a Composite Reliability value of more than 0.700. Therefore, it can be concluded that all variables in this study have met the reliability aspect.

Table 4. Reliability test

Variable	Cronbach's alpha	Composite reliability
E-satisfaction	0.941	0.955
E-trust	0.928	0.946
Perceived value	0.946	0.953
Repurchase intention	0.913	0.935
WDQ	0.950	0.96

The next test is to see whether multicollinearity occurs in the research model. A good model is that there is no multicollinearity. In this research, to detect the occurrence of multicollinearity in the regression model is to look at the Variant Inflation Factor (VIF) value (Kadir, 2019).

Table 5. Multicollinearity Test

Variable	E-satisfaction	Repurchase intention
E-satisfaction		1.615
E-trust	2.406	2.411
Perceived value	2.860	3.064
Repurchase intention		
WDQ	1.861	1.981

It can be seen that the Variance Inflation Factor (VIF) value for all research variables has met the recommended requirements, namely < 5.00 . So it can be concluded that all variables in the research model have met the criteria and there are no multicollinearity problems. In assessing the model with PLS, start by looking at the R-Square for each dependent latent variable. The Goodness fit model test is the result of R-Square estimation using SmartPLS. If the R-square value is small, then the variation in the dependent variable is very limited, while an R-square value that is close to one indicates that the independent variables can provide all the information needed to predict the dependent variable (Kadir, 2019).

Table 6. R Square Test

Variable	R-Square
E-satisfaction	0.381
Repurchase intention	0.589

In this research, there are 2 variables that are influenced by other variables, namely E-satisfaction and Repurchase intention. Table 4.12 shows that the R-Square value for the E-satisfaction variable is 0.381, which means that 38.1% of the website design quality, perceived

value and e-trust variables can explain the value of the E-satisfaction variable, while the remaining 61.9% is explained by other external variables. this research. Meanwhile, the R-Square value for the repurchase intention variable is 0.589, which means that 58.9% of the website design quality, perceived value, e-trust and e-satisfaction variables can explain the value of the repurchase intention variable, while the remaining 41.1% is explained by other external variables. this research.

The F Square test is carried out to determine whether there is a change in the R² value when certain exogenous variables are removed from the model so that it can be seen whether the omitted variables have a substantive impact on the endogenous construction. A guide to assessing f^2 is that values of 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects.

Table 7. F Square Test

Path	F Square	Conclusion
E-trust > E-satisfaction	0.002	Small Effect
Perceived value > E-satisfaction	0.071	Small Effect
WDQ > E-satisfaction	0.064	Small Effect
E-satisfaction > Repurchase	0.050	Small Effect
E-trust > Repurchase	0.003	Small Effect
Perceived value > Repurchase	0.197	Medium Effect
WDQ > Repurchase	0.025	Small Effect

The influence of perceived value on repurchase intention has a moderate effect size, therefore when perceived value is removed from the research model it will have a moderate influence on changes in r square. Meanwhile, other influence channels have small effect sizes. The results of hypothesis testing are carried out to see the influence of one construct on other constructs by looking at parameter coefficients and t-statistical values. The basis used in testing the hypothesis is the value contained in the Path Coefficient output to test this model. The results of the proposed hypothesis can be seen from the magnitude of the t-statistic. The t-statistic value compared to the t-table determined in this study is 1.65 because it is a one-tail test with an alpha of 5%. The limit for accepting and rejecting the proposed hypothesis is ± 1.65 , where if the t-statistic value is in the range of -1.65 and 1.65 then the hypothesis will be rejected or in other words accept the null hypothesis (Ho).

Table 8. Hypothesis Test

	Hypothesis	Original sample	T statistics	P values	Conclusion
H1	WDQ -> Repurchase intention	0.143	2.548	0.005	Supported
H2	Perceived value -> Repurchase intention	0.498	7.408	0.000	Supported
H3	E-trust -> Repurchase intention	0.052	0.749	0.227	Not Supported
H4	E-satisfaction -> Repurchase intention	0.182	4.363	0.000	Supported
H4a	WDQ -> E-satisfaction -> Repurchase intention	0.049	3.266	0.001	Supported
H4b	Perceived value -> E-satisfaction -> Repurchase intention	0.065	2.750	0.003	Supported
H4c	E-trust -> E-satisfaction -> Repurchase intention	0.010	0.714	0.238	Not Supported
H5	WDQ -> E-satisfaction	0.272	5.416	0.000	Supported
H6	Perceived value -> E-satisfaction	0.356	4.626	0.000	Supported
H7	E-trust -> E-satisfaction	0.056	0.734	0.232	Not Supported

This research aims to examine the influence of website design quality, perceived value, and e-trust on repurchase intention, with e-satisfaction as a mediation for Tokopedia consumers who live in Jabodetabek. There are seven hypotheses tested in this research, which test the influence of each research variable. Hypothesis 1 in this study tests the influence of website design quality on

repurchase intention. The test results show that there is a positive and significant influence between website design quality (X1) and repurchase intention (Y) because the statistical t value of 2.548 is above 1.65 and the p value of 0.005 is below α 0.05, so it can be concluded that hypothesis 1 is accepted. The nature of the influence is positive, which means that the better the website design quality, the consumer's repurchase intention will also increase. Good website design can make consumers comfortable when browsing, which means that when consumers open the Tokopedia website, the possibility of making repeat purchases through Tokopedia will increase, especially when information is obtained regarding a desired product. The results of this research are in line with research conducted by Iskandar & Bernardo (2021), Priscillia et al. (2021), and Saoula et al. (2023), which shows that website design quality has a significant influence on repurchase intention.

Hypothesis 2 in this study tests the influence of perceived value on repurchase intention. The research results show that there is a positive and significant influence between perceived value (X2) and repurchase intention (Y) because the statistical t value of 7.408 is above 1.65 and the p value of 0.000 is below alpha 0.05. The nature of the influence given is positive, meaning that the better the perceived value of Tokopedia in the minds of consumers, the better the repurchase intention will be. A good perception of value is the basis for motivating consumers to make additional purchases. Perceived value can also be constructed as a subdivision of quality level, emotional level, price level, and social level. Therefore, good perceived value can increase consumers' repurchase interest. The results of this research are in line with research conducted by Iskandar & Bernardo (2021), Xu et al. (2022) and Zang et al. (2022) shows that perceived value has a significant influence on repurchase intention.

Hypothesis 3 in this study tests the influence of e-trust on repurchase intention. The test results show that there is no significant influence between E-trust (X3) on repurchase intention (Y) because the statistical t value of 0.749 is below 1.65 and the p value of 0.227 is above alpha 0.05. This shows that hypothesis 3 in this study is rejected. This means that e-trust is unable to influence Tokopedia consumers' buying interest.

The lack of influence of e-trust on repurchase intention shows that trust in e-commerce is no longer a factor that consumers pay attention to when deciding where to shop online. This can happen perhaps because almost all existing e-commerce systems can also be trusted with security systems so that trust in online shopping places is no longer something that is difficult to obtain. The results of this study are not in line with those conducted by Correa et al. (2021), Bernardo et al. (2019) and Iskandar & Bernardo (2021) which show that E-trust has a significant influence on Repurchase intention. However, the results of this research are in line with those conducted by Dewi & Setyawan (2022) and Putri & Fachira (2023) which show that E-trust does not have a significant effect on repurchase, especially among e-commerce users.

Hypothesis 4 in this study tests the influence of e-satisfaction on repurchase intention. The research results show that there is a positive and significant influence between E-satisfaction (X4) on repurchase intention (Y) because the statistical t value of 4.363 is above 1.65 and the p value of 0.000 is below alpha 0.05. This shows that hypothesis 4 in this study is accepted. This means that the better consumer satisfaction, the greater the consumer's interest in continuing to shop at Tokopedia.

The results of this study are in line with those conducted by Bernardo et al. (2019) and Lin et al. (2022) shows that satisfaction has a significant influence on repurchase intention. Apart from that, this research also tests whether e-satisfaction can mediate the influence of website design quality, perceived value and e-trust on repurchase intention. The research results show that e-satisfaction is able to mediate the influence of website design quality on repurchase intention because the statistical t value of 3.266 is above 1.65 and the p value of 0.001 is below alpha 0.05. This means that if the quality of the Tokopedia website improves, it is predicted that it will increase Tokopedia consumer satisfaction, which will also have an impact on repurchase interest. Therefore, hypothesis 4a in this study is accepted.

The research results also show that E-satisfaction can also mediate the influence of perceived value on repurchase intention because the statistical t value of 2,750 is above 1.65 and the p value of 0.003 is below alpha 0.05. This means that perceived value can increase user satisfaction with Tokopedia consumers, which will also have an impact on repurchase interest. So it can be concluded that H4b in this study is accepted. However, e-trust is not able to influence repurchase intention through the e-satisfaction variable. This is also in line with the direct effect that e-trust is not able to influence repurchase intention.

Hypothesis 5 in this study tests the influence of website design quality on e-satisfaction. The research results show that there is a positive and significant influence between website design quality (X1) on e-satisfaction (X4) because the statistical t value of 5.416 is above 1.65 and the p value of 0.005 is below alpha 0.05. This shows that hypothesis 5 in this study is accepted. This means that the better the quality of the Tokopedia website or application, the consumer satisfaction will also increase. Good website quality can make consumers comfortable in using the website or application (Oktariani et al., 2022). The results of this study are in line with research conducted by Bernardo et al. (2019), Guo et al. (2023) and Tatang & Mudiantono (2017) show that website design quality has a significant influence on satisfaction.

Hypothesis 6 in this study tests the influence of perceived value on e-satisfaction. The research results show that there is a positive and significant influence between perceived value (X2) on e-satisfaction (X4) because the statistical t value of 4.626 is above 1.65 and the p value of 0.000 is below alpha 0.05. This shows that hypothesis 6 in this study is accepted. Therefore, it can be concluded that a good perception of value in the minds of consumers can make consumers satisfied when using Tokopedia. Perceived value varies from person to person and from situation to situation, and different human perceptions of a product result in different value, depending on the consumer's perception of exposure to the product or service. So the value felt by consumers when shopping at Tokopedia determines whether consumers will shop again through Tokopedia or not. The results of this study are in line with those conducted by Correa et al. (2021) and Lin et al. (2022) shows that perceived value has a significant influence on satisfaction.

Hypothesis 7 in this study tests the influence of e-trust on e-satisfaction. The research results show that there is no significant influence between E-trust (X3) on e-satisfaction (X4) because the statistical t value of 0.734 is below 1.65 and the p value of 0.232 is above alpha 0.05. This shows that hypothesis 7 in this study is rejected. This means that e-trust is not a factor for consumers to feel satisfied when shopping. Currently, almost all e-commerce in Indonesia can be trusted with its security system by consumers, although There are still some sellers who commit fraud by sending different products, almost all e-commerce have SOPs where money paid by consumers can be returned. Therefore, trust is no longer something 'special' in the eyes of consumers in determining satisfaction when shopping. The results of this research are not in line with those conducted by Rachmawati & Syafarudin (2022), Putra & Hidayat (2022) and Purnamasari (2018) which showed that E-trust has a significant influence on satisfaction. However, this research is in line with that conducted by Prasetyo & Yusran (2022) which shows that E-trust does not have a significant effect on satisfaction, especially among e-commerce users.

CONCLUSION

Perceived value is a variable that can increase the repurchase intention of Tokopedia users the most. Therefore, companies should be able to pay attention to the perceived value of consumers. If we look at the descriptive analysis, it is known that the indicators related to perceived social value are the ones that get the lowest average respondent answers. The perception of social value can usually be increased if the brand image of Tokopedia is considered to be something that is luxurious in social circles. One way to increase this is that Tokopedia can create programs such as Tokopedia Plus or Tokopedia VIP for certain customers who, of course, work together with

existing sellers. This has been accredited, and several additional services, for example, when sending goods, can use special packaging labeled Tokopedia in gold with additional bubble wrap for protection. This can usually encourage consumers to take photos and upload them via social media, where the Tokopedia Plus or Tokopedia VIP program is only given to customers with a certain minimum spending within a 3-month period. It is hoped that these efforts can increase Tokopedia's perceived value, which will then increase consumer buying interest.

The research results show that e-satisfaction can increase the repurchase intention of Tokopedia users. Therefore, companies should pay attention to consumer satisfaction when shopping. When viewed from a descriptive analysis perspective, indicators that generally measure consumer satisfaction evenly show that there are still some consumers who show dissatisfaction when shopping at Tokopedia. However, the specific reasons are not known, so Tokopedia should be able to conduct further surveys, such as conducting in-depth interviews with several consumers, to find out the detailed factors that cause this dissatisfaction. It is hoped that this effort can make Tokopedia better in the future so that all consumer satisfaction can evenly increase.

Website design quality is one variable that can increase the influence of repurchase intention. Therefore, Tokopedia should pay attention to the quality of the website or application it has. When viewed from the perspective of the perspective of descriptive analysis, indicators related to well-organized information are the ones that get the lowest average answers. Therefore, it can be concluded that some consumers feel that the information provided on the Tokopedia website or application can still be improved. One thing that can be done to achieve this is to encourage sellers to display complete product descriptions. It is hoped that this effort can make the quality of the Tokopedia website or application better in the future.

Tokopedia can leverage the results of this research to develop more targeted marketing strategies and enhance user experience, thereby increasing repurchase intentions among customers. To enhance perceived value, Tokopedia should consider implementing exclusive programs such as Tokopedia Plus or Tokopedia VIP for high-spending customers. These programs can include benefits like special packaging with gold labels and additional bubble wrap for better protection, creating a luxurious brand image. Encouraging customers to share their experiences on social media can further enhance the perceived social value of Tokopedia. Additionally, the company should pay close attention to consumer satisfaction, as e-satisfaction significantly impacts repurchase intentions. Conducting in-depth interviews with customers who express dissatisfaction can help identify specific issues and areas for improvement. This feedback can be used to make targeted enhancements, ensuring a more satisfying shopping experience for all users.

This research has limitations. If further research can use several additional variables, because based on the results of the r square test, there are still several other variables that can contribute and influence business performance. To analyze the results further, future research should be able to conduct separate analyzes between female and male gender consumers so that they can compare the differences between consumer behavior.

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