



Effect of Cognitive, Affective, Conative and E-Satisfaction on Repurchase Intention

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ABSTRACT

Online Shop or shopping for goods or services has become a common thing to see. Indonesia has changed the flow of trade in the business world to become completely digital. Therefore, it is important for online business people to understand things that can create customer satisfaction and loyalty. This study aims to find out how cognitive, affective, conative, and e-satisfaction influence on repurchase intention. The method used in this research is to use factor analysis with 150 respondents.

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1. Introduction

Advances in technology and the use of the internet today have penetrated in various fields and sectors of life, one of which is the economic and trade sectors. The use of technology and the internet continues to spread to various regions in Indonesia and even the world. Along with this the products and services of e-commerce retailers have changed significantly in recent years where the level of popularity of online shopping has increased rapidly (Purwianti & Tio, 2017).

The internet can provide a space for the creation of new markets and can also become a place that brings in new competitors if the opposing party can provide services through the use of the internet better than other companies. Internet users in Indonesia are increasing every year continuously. In 2014 internet users in Indonesia only reached 88 million, in 2016 it increased to 132.7 million users. Then, in 2017 it increased to 143.26 million users and in 2018 internet users in Indonesia increased 10.12% compared to the previous year to 171.17 million users. In total, internet users reached 171.17 million users from a population of 264.16 million people. (APJII, 2019).

Following the ongoing trends globally, online shopping is starting to bloom in Indonesia. The high growth in the use of the internet has an impact on the buying and selling value of 2018 reaching Rp77.766 trillion. This figure skyrocketed 151% compared to the previous year which reached Rp30,492 trillion (Daniel, 2019).

E-Commerce is the process of buying and selling products, services and information that is done electronically by utilizing a computer network (Handayani & Purnama, 2013). Online Shop or shopping for goods or services has become a common thing to see. Indonesia has changed the flow of trade in the business world to become completely digital (Anwar, Adidarma, & Wijaya, 2016). Today's business mechanisms are built into networked communities. Slowly but surely, internet penetration has changed the buying behavior of consumers in meeting their needs.

The existence of the internet has changed various community activities, including buying and selling transactions. The high number of Indonesian people who are getting used to buy and sell online has an impact on the emergence of online businesses. Businesses need to understand changes in consumer's behavior that occur so that business processes that are run can be well received by consumers. In the preparation of an online business process, actors need to understand the factors that have a strong influence on consumer buying interest online. By understanding the factors that influence interest in online purchases significantly, then the actors can maximize their business activities to obtain maximum results.

Consumer purchasing decisions according to Kotler and Keller are the stages where consumers may also form an intention to buy the most preferred product, where the consumer's decision to modify, delay or avoid is strongly influenced by perceived risk (Kotler & Keller, 2009).



Research shows that virtual product presentation in an online business environment gives consumers (1) experience that mimics pre-purchase product inspections and (2) in-store product information levels that reflect product use experience (Li, Daugherty, & Bioccs, 2002). Buyers affected by the virtual experience can demonstrate cognitive, affective and conative responses (Li, Daugherty, & Bioccs, 2002). Virtual experiences are created by a combination of visual, tactile, and behavioral simulation techniques. And virtual simulation is the main technique used by sellers to influence buyers.

Buyers who have good experience in purchasing activities up to the use of the product are most likely to re-purchase online products. Therefore the purpose of this research is to find out how the influence of the purchasing experience can be measured using cognitive, affective, conative and e-satisfaction aspects of repurchase decisions through online shop.

2. Literature Review

2.1 Consumer Response

Psychology develops a hierarchy of effects models which propose that behavior consists of three dimensions: cognitive, affective, and conative (Iavidge & Steiner, 1961). One of the consumer behaviors that arise when and after making a product purchase is behavioral intention. Behavioral intention is the possibility of customers to perform certain behaviors such as positive word-of-mouth about a service provider to others, have the intention to buy to service providers (Saha & Theingi, 2009). Behavioral intention determines the likelihood that consumers will take certain actions in the future. Positive behavioral intention will have many benefits for the company. One of them is that consumers become shaky about the products used (Purwianti & Tio, 2017).

The model used in this study is as follows:

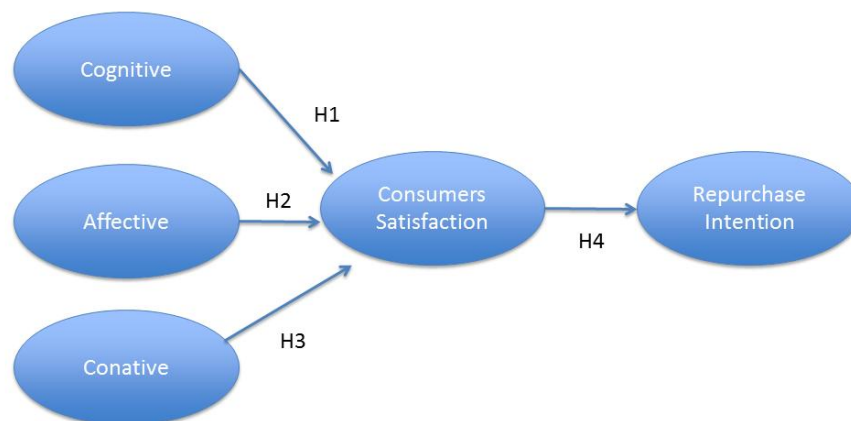


Fig 1. Model Consumer Response

H₁ = Cognitive variables have a direct effect on consumer satisfaction

Knowledge about the product can arise from the amount of information obtained and remembered by the consumers. The role of remembering attitudes and forming purchase intentions Information is known to influence attitudes (Li et al., 2003), purchase intentions (Kim and Lennon, 2000), and online sales. When used to present products online, visual simulation techniques, might affect consumers' perceptions of the quantity and quality of information. Information quality is the level at which information has characteristics of content, form and time which give value to certain end users (O'Brien & James, 2005). A system of IT use must be able to provide information to support decision making in a company / organization. Therefore it depends on the quality of information produced. From the research of Istianingsih and TAMI (2009) in (Septianita, Winarno, & Arif, 2014), provides empirical evidence that the quality of information systems that can build consumer cognition has a positive and significant influence on user / customer satisfaction.

H₂ = Affective variables have a direct effect on consumer satisfaction

In a shopping situation, the mood of consumers can influence their intention to shop or buy products. The mood is present in almost every shopping meeting and tends to influence what is



bought and when, how much is bought, how carefully the product is compared before making a selection, and even the intention to repurchase a brand or product. According to Swinyard (1993), when a consumer is in a good mood during shopping, he is more likely to spend extra time buying more products. Babin et al. (1994) also found that states of strong positive feelings such as 'good', 'happy', 'satisfied', and 'great' can lead to increased time spent in the store, spending, and good judgment from the store. Bitner (1992) found evidence that positive moods produce evaluations that are more profitable for storing and influencing customers to buy more things. The relationship between consumer's mood and purchase intention is also found in the work of Alpert and Alpert (1990). A positive mood can influence attitudes towards playing product presentations online and increasing intention to buy on the internet.

H₃ = Conative variables have a direct effect on consumer satisfaction

The relationship between attitude and purchase of intention has been examined in many studies. Among postal order buyers, Shim and Drake (1990) found a positive relationship between attitude and purchase intention. A strong intention to buy the product is related to a better attitude towards the purchase order letter. Yoh et al. (2003) found a positive attitude towards internet shopping resulting from previous experience with and beliefs about internet shopping, influenced by the intention to buy on the internet (Park, Stoel, & Lennon, 2008).

H₄ = E-satisfaction has a direct effect on repurchase intention

2.2 E-Satisfaction

Kotler (2000) mentions satisfaction is someone's happiness or disappointed feelings that come from the comparison between his impression of the performance (results) of a product with expectations. Satisfied consumers will buy other "products" that are sold by companies, as well as become effective "marketers" through positive word of mouth. This can help increase sales and company credibility. Oliver (1993; in Cahyono Melinda, 2008) states that satisfaction is the level of one's feelings after comparing the performance or results felt with expectations. According to Dutka (in Cahyono Melinda, 2008: 11) there are three dimensions in measuring customer satisfaction universally namely;

- a. Attributes related to product are satisfaction dimensions related to the attributes of the product such as the determination of the value obtained by the price, the ability of the product to determine satisfaction, the benefits of the product.
- b. Attributes related to service are satisfaction dimensions related to service, for example with the promised guarantee, the process of fulfilling service or delivery, and the problem solving process that is provided.
- c. Attributes related to purchase, namely the dimensions of satisfaction related to the attributes of the decision to buy or not from the manufacturer such as ease of getting information, politeness of employees and also the influence of the company's reputation.

According to Anderson & Srinivasan (2003), e-satisfaction is the pleasure of the customer in connection with previous purchasing experience with e-commerce companies. E-satisfaction measures the overall level of customer evaluation on the online purchasing experience (Gounaris, Dimitriadis, & Stathakopoulos, 2010).

2.3 Repurchase Intention

Interest is one of the psychological aspects that has a considerable influence on behavioral attitudes and interests. It's also a source of motivation that will direct someone to do what they do. According to Cronin et al., (1992) repurchase interest is basically customer behavior where customers respond positively to what has been given by a company and are interested in making a return visit or consuming the company's products again. Buying interest is the behavior of consumers who show the extent of their commitment to make a purchase. The needs and desires of consumers for goods and services develop over time and influence their behavior in product purchases.

Sutisna (2001) in Halim, Dharmayanti, & Brahmana (2014) argues that when a consumer gets a positive response to past actions, there will be a confirmation of having positive thoughts on what he has received allowing individuals to make repeat purchases (repurchase) intention). According to Anoraga (2000) repurchase intention is a decision-making process carried out by consumers after making purchases of products offered or needed by these consumers.

According to According to Ferdinand (2002: 25-26, in Saidani and Arifin, 2012) interest in repurchase can be identified through the following indicators:



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- a. Transactional interest, is a person's tendency to always buy back products that he has consumed.
- b. Referential interest is the tendency for someone to reference a product that has been bought, so that it can also be bought by someone else, with reference to their consumption experience.
- c. Preferential interest is an interest that describes the behavior of someone who always has a primary preference on the product that has been consumed. This preference can only be replaced if something happens with the product of his preference.
- d. Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive qualities of the product he is subscribed to.

In explaining the influence between variables analyzed in this study, it refers to personal control theory, explaining that satisfaction is based on one's life experience or work related to perception through psychological comparisons between actions and desired outcomes (Rotter, 1966; in Rahma, 2007). Where the tendency of consumers to make repeat purchases is due to the high satisfaction possessed by consumers and the high quality of service perceived and the high quality of products used by consumers (Puspitasari, 2006; Rahma, 2007; Saidani and Arifin, 2012).

3. Research Methods

The research method used is a quantitative research method by exploring the phenomena found on the object under study. Quantitative analysis used is to use the confirmatory factor analysis method. The respondents of this study were online shop users with a range of teenagers > 17 years - 20 years. Data collection is done by distributing questionnaires directly to the respondent concerned.

Data collection procedures used in this study are structured data collection (structured data collection). The process for delivering the questionnaire was directly delivered by the direct approach). In distributing questionnaires, this study uses a 5-point Likert scale with the following values:

- 1 = Strongly disagree
- 2 = Disagree
- 3 = Not agree
- 4 = Agree
- 5 = Strongly agree

In this study, researchers used SEM analysis to describe the relationship of social variables that generally cannot be measured directly. Structural Equation Model (SEM) is a statistical technique used to analyze the relationship between latent variables and observed variables as indicators, the relationship between latent variables, and measurement errors. SEM can estimate a relationship between variables that are multiple relationships. Relationships are formed in the structural model (the relationship between dependent and independent latent variables) (Halim, Dharmayanti, & Brahmana, 2014).

The first step taken in analyzing factors is testing the variables. This test is conducted to determine whether the variables studied as a whole are worthy of further analysis. The next step is to conduct a communalities analysis. In the communalities analysis shows the value of the factors and explains the variant indicators, in this analysis shows how the role of each variable or dimension both together and individually. The greater the communalities, the closer the relationship of the variables concerned to the factors that will be formed.

The next step is to analyze the variance explained to find out the value of each component that has been analyzed. Next, an analysis of scree plots was conducted to find out the relationship between the factors and the eigen value. Component matrix analysis is also needed to determine the correlation value between a manifest variable with the formed factor. The greater the value obtained, can indicate that the greater correlation. The next step is to rotate factors that are useful to ensure which variables belong to which group of factors. The final step before naming factors is to analyze the transformation matrix component. Component transformation matrix functions to show whether the factors formed already have another correlation with each other or orthogonal. After the formation of new factors each can be given a name for these new factors.



4. Results and Discussion

Based on the theories used the following is the construct of the variables used in this study:

Table 1
Theory

Construct	Indikator	Variablel	No. Indikator
Cognitive	Online shop are effective in creating awareness of brands	C1	1
	Online Shop alerts me to new company offerings	C2	2
	Online Shop attract my attention to certain brands	C3	3
	Use advertisement to find new information about products	C11	4
Affective	Feeling lost in feelings whenusing an online shop site	A1	5
	Using an online shop site can affect emotions	A2	6
	Online shop sites affect the feelings of its customers	A3	7
E-Satisfaction	Customers are happy with the experience of buying products from the online shop site	ES5	8
	Product offerings available online	ES8	9
	Product information available online	ES9	10
	Feedback on website design	ES10	11
	Competitive price	ES11	12
Repurchase Intention	Consumers will make purchases online from the same vendor	RI1	13
	Consumers will make repeat purchases in the medium term in the future	RI2	14
	Consumers will make repeat purchases in the long term in the future	RI3	15
	I will stop buying again through the same vendor	RI4	16
	I will repurchase the same amount	RI5	17

Flowchart of the relationship of quality between factors in the form of graph input made with an analysis tool called AMOS is as follows:

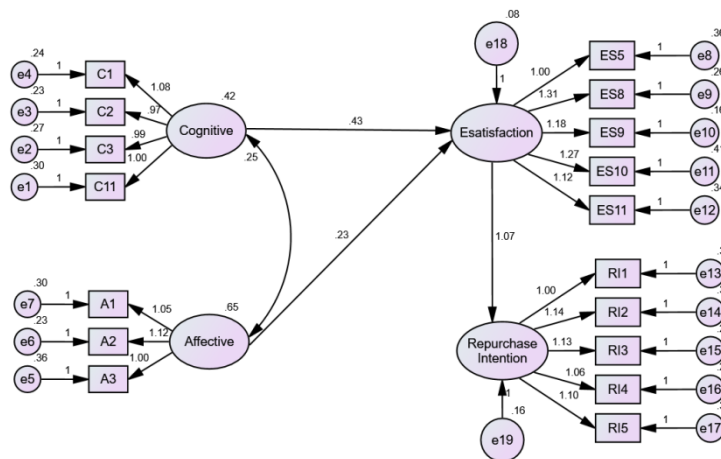


Fig 2 AMOS Tool

After estimating, it is known that the conative variable is insignificant and invalid, which means that the variable has no effect on the E-Satisfaction variable. Therefore, the conative variable is not used for the formation of the sem model in this study. The output analysis model can



be seen in the table below:

4.1 Result (Default model)

Table 2
Result

Chi-square	455,25 2
Degrees of Freedom	115
Probability Level	0,000
GFI	0,785
AGFI	0,714
TLI	0,821
RMSEA	0,0122

Based on the estimation that has been done, the results are obtained that the Repurchase Intention model is overidentified. With a sample size of $n = 200$, the total amount of covariance data is 153 while the number of parameters to be estimated is 38. From these results, the resulting degree of freedom is $153 - 38 = 115$, $115 > 0$ so that the model is overidentified, then the model can be the estimation is identified. Menilai *goodness of fit* merupakan tujuan utama dalam SEM, yaitu untuk mengetahui seberapa jauh model yang dihipotesiskan cocok dengan sampel data.

Assessment of goodness of fit criteria based on Chi Square values:

$H_0 : \sum = \sum(\theta)$ (the model does not match observational data)

$H_1 : \sum \neq \sum(\theta)$ (the model matches the observation data)

Decision Criteria:

H_0 rejected if rated $(n - 1)F_{ML}(S, \sum(\hat{\theta})) \leq X^2_{1-\alpha}(df)$, expected probability value is < 0.05 (Hair et. al, 2006: 746).

Goodness of fit results as shown in Chi-Square 455,252, with $df = 115$ and the probability value is 0,000 indicates that the hypothesized model matches the observational data. But based on the results of the GFI the model is still not good because the value is still less than 0.9, $0.785 < 0.9$. And the RMSEA is fit because $0.0112 < 0.05$.

In this study, the data were obtained by a customer repurchase analysis survey conducted on 200 respondents who shop online. The number of respondents as many as 200 people was chosen because SEM expects a fairly large sample size, and to estimate the maximum likelihood method requires a minimum sample of 100 (Hair, Jr., & et.al., 1998). Data obtained by distributing 200 questionnaires to respondents. In the previous discussion, it was mentioned that the model was declared valid. Furthermore, the reliability of each construct will be tested. Reliability is a measure of the internal consistency of the indicators to the extent that the formation variable indicates the degree to which each indicator indicates a common formation variable. The value of construct reliability is at least 0.70.

(Ghozali, 2008):

$$Construct\ Reliability = \frac{(\sum \lambda_{ij})^2}{(\sum \lambda_{ij})^2 + \sum \epsilon_j}$$

Sum Standardized loading for :

Cognitive = $1 + 0,99 + 0,97 + 1,08 = 4,04$

Affective = $1 + 1,12 + 1,05 = 3,17$

E-Satisfaction = $1 + 1,31 + 1,18 + 1,27 + 1,12 = 5,88$

Repurchase Intention = $1 + 1,14 + 1,13 + 1,06 + 1,10 = 5,43$

Sum measurement error for :

Cognitive = $0,30 + 0,27 + 0,23 + 0,24 = 1,04$

Affective = $0,36 + 0,23 + 0,30 = 0,89$

E-satisfaction = $0,36 + 0,26 + 0,16 + 0,41 + 0,34 = 1,53$

Repurchase Intention = $0,37 + 0,31 + 0,29 + 0,25 + 0,39 = 1,61$

The value of construct reliability for each construct:

Cognitive = $\frac{4,04^2}{4,04^2 + 1,04} = 0,94$



$$Affective = \frac{3,17^2}{3,17^2 + 0,89} = 0,92$$

$$E - satisfaction = \frac{5,88^2}{5,88^2 + 1,53} = 0,96$$

$$Repurchase Intention = \frac{5,43^2}{5,43^2 + 1,61} = 0,95$$

It can be seen that the construct reliability of each construct has a value above 0.70, so it can be concluded that each construct meets the reliability requirements.

Table 3
Path Chart

Variable		Koef. Pathway
Cognitive	Affective	0,25
Cognitive	E-Satisfaction	0,43
Affective	E-Satisfaction	0,23
E-Satisfaction	Repurchase Intention	1,07

The index for each construct is shown by the amount of variance extracted by the formed variables developed (Alamsyah, 2008). High extracted values indicate that the indicators are well represented by the formed variables developed. This value can be obtained by the formula (Ghozali, 2008)

$$Variance\ extracted = \frac{\sum \lambda_{ij}^2}{\sum \lambda_{ij}^2 + \sum \varepsilon_j}$$

Sum of square standarized loading for :

$$Cognitive = 1^2 + 0,99^2 + 0,97^2 + 1,08^2 = 3,0874$$

$$Affective = 1^2 + 1,12^2 + 1,05^2 = 2,3569$$

$$E-Satisfaction = 1^2 + 1,31^2 + 1,18^2 + 1,27^2 + 1,12^2 = 5,9758$$

$$Repurchase\ Intention = 1^2 + 1,14^2 + 1,13^2 + 1,06^2 + 1,10^2 = 4,9101$$

Then the index presentation for each construct is:

$$Cognitive = \frac{3,0874}{3,0874 + 0,94} = 0,7666 = 76,66\%$$

$$Affective = \frac{2,3569}{2,3569 + 0,92} = 0,7192 = 71,92\%$$

$$E - satisfaction = \frac{5,9758}{5,9758 + 0,96} = 0,8616 = 86,16\%$$

$$Repurchase\ Intention = \frac{4,9101}{4,9101 + 0,95} = 0,8379 = 83,79\%$$

From the calculation process, the purchase repurchase decision index obtained through online shopping is 83.79%. This value is a high enough value and is supported by a satisfaction value of 86.16% for the satisfaction index that requires a minimum value of 50% (Alamsyah, 2008). The number 83.79% is a pretty good result, it indicates that consumers are satisfied with online shopping and foster a desire to make repeat purchases using the same method, namely through online shopping.

5. Conclusion

Based on the SEM model formation, it can be concluded that cognitive and affective variables directly have an influence on customer repurchase interest through online shopping sites with e-satisfaction as the connecting variable. From the calculation process, the purchase-repurchase decision index obtained through online shopping is 83.79%. This value is a high enough value and is supported by a satisfaction value of 86.16% for the satisfaction index that requires a minimum value of 50% (Alamsyah, 2008). The number 83.79% is a pretty good result, it indicates that consumers are satisfied with online shopping and foster a desire to make repeat purchases using



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