



Online Shopping Behavior Model: Determining the Factors Affecting Repurchase Intention

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Abstract: The growth of digital marketing technology is increasingly being used by e-commerce players in offering each particular product or service. The convenience and perceived benefits in the context of online shopping behavior create new competitors that are increasingly innovative and competitive. This phenomenon is important to study and analyze the dominant factors in influencing repurchase intention, because e-commerce players make repurchase intention factor a determining factor in business continuity. The results of the study and analysis of various relevant literature, the researcher proposes a model that can be used as a reference to build an empirical model, namely repurchase intention built by e-risk, e-trust, and rating review.

Keywords: e-Trust, Rating Review, e-Risk, Repurchase Intention

INTRODUCTION

The increasingly competitive digital marketing technology innovation is a form of digital transformation breakthrough. Digital transformation is a change in the company's strategy by centralizing technology-based business activities and services. The role of technology can help consumers meet their needs and desires more quickly, easily, and practically (Ikhsan, 2020). Some companies that are successful because they take advantage of digital transformation include Tokopedia, Netflix, Gojek, Shopee, Halodoc, and Grabfood. However, when business actors increasingly take advantage of digital technology developments, of course, they will risk their marketing performance capabilities. Improving marketing performance is closely related to shopping behavior again and again.

In accordance with previous empirical studies, many factors influence customers to intend to repurchase such as risk (Hamdan, et al. 2021a), e-trust (Della Fitriana, Hamdan, and Imaningsih 2021), hedonic value (Hamdan & Paijan, 2020), rating review (Hamdan Hamdan and Yuliantini 2021), satisfaction (Hamdan, 2018; Wydyanto & Hamdan, 2020), product knowledge (Hamdan & Raharja, 2020), and eWOM (Samudro and Hamdan 2021b).

Various research findings on the factors that influence repurchase intention in the context of online shopping. However, the latest research that has become a phenomenon of online shopping behavior is about ratings and reviews (Hamdan & Yuliantini, 2021), because when visiting an online store site or application, the main consideration is the reviews and ratings given by consumers who already have transaction experience. with the online store (Wingate 2019). Ratings and reviews can reduce consumer hesitation to transact online (Yayli and Bayram 2012). In addition, e-risk is closely related to ratings and reviews, because it can reduce the uncertainty that consumers will receive (Mortimer et al. 2016), and e-trust is directly proportional to the perceived risk (Sullivan and Kim 2018).

Based on the discussion above, it is necessary to conduct a literature review to build the proposed model and obtain an empirical model for further model development. The consideration of this study is that online shopping behavior is increasingly dynamic, especially the increasing growth of digital marketing technology. Recommendations for this model are the main objective in this literature review. The formulation of the proposed model in the context of online shopping behavior includes: 1) whether e-trust affects repurchase intention; 2) does rating review affect repurchase intention; and 3) whether e-risk affects repurchase intention.

LITERATURE REVIEW

Repurchase Intention

Repeated purchases increase profitability and will produce loyal customers (Wu et al. 2014). The strong desire of consumers to repurchase in the near future is determined by their loyalty to certain products (Hamdan & Raharja, 2020b). In addition, repeated purchase intentions are reflected in the positive attitude of consumers who are loyal and committed to maintaining the good name and reputation of the company (Zheng, Lee, and Cheung 2017). For e-commerce companies, the most important thing is to maintain customer loyalty to continue to repurchase online (Chauke and Dhurup 2017). Customers who frequently repurchase certain products or brands will find it difficult to consume or switch to other products or brands (Pham et al. 2018).

e-Trust

e-Trust is the desire of consumers to obtain a good attitude from producers to be able to meet their expectations (Silva et al. 2019). Trust will arise when consumer expectations match the benefits received (Hamdan & Yuliantini, 2021). But consumer trust is not an easy thing to get for companies that are influenced by increasing transparency and digital marketing innovation (Larasetiati and Ali 2019). The most important thing that the company considers is how the strategy is to build consumer trust (Agag and El-Masry 2017). If the customer has believed in a certain product, it will always be safe to use the product (Abubakar and Ilkan 2016). However, maintaining consumer trust is more difficult than building trust (Siregar and Ali 2020).

Rating Review

Rating reviews are a form of consumer reviews and provide additional benefits using a star-shaped scale (Lackermair et al., 2013). Consumers sometimes see reviews and stars first if they want to buy certain products (Hamdan & Yuliantini, 2021). The positive review function aims to reduce buyer doubts, especially coupled with a high star rating (Yayli and

Bayram 2012). Companies can build their reputation through social interactions “online review ratings” as a customer experience preference (Wingate 2019). In addition, the features contained in the application regarding reviews will have an impact on consumer recommendations to relatives or other people (Kousheshi et al. 2019).

e-Risk

e-Risk is defined as an activity of transacting or buying and selling via the internet where the performance of a product or online store is still between certainty or uncertainty (Hamdan & Yuliantini, 2021). Perceived risk has a major role in increasing the volatility of online shopping behavior (Mortimer et al. 2016). Consumers will buy at online stores that will provide the lowest possible level of risk (Ilhamalimy and Ali 2021), in other words the security and benefits of transacting or shopping felt by consumers must be in accordance with their expectations (Larasetiati and Ali 2019). However, there is no guarantee that online shopping is safe and fulfills what consumers expect, because sometimes cases are often found about discrepancies between the product descriptions offered and those received by consumers (Mortimer et al. 2016), and discrepancies are found with their functions (Tanadi et al., 2016).

RESEARCH METHODS

The approach to preparing this literature review uses descriptive qualitative methods. This approach was chosen (Ali & Limakrisna, 2013) because the research has an exploratory nature. The qualitative approach is used consistently according to methodological assumptions and must be inductive. Various theoretical and/or concept studies as the basis for proposing models are sourced from Google Scholars, as well as indexed and accredited journals both nationally and internationally. The references obtained are empirical studies.

FINDINGS AND DISCUSSION

According to the formulation that was built based on the study of theory or concept, and relevant previous research in building the proposed model, the discussion of this literature review model is explained.

1. The effect of e-trust on repurchase intention

e-Trust has an effect on repurchase intention in the context of online shopping behavior (Khoirunnisa and Astini 2021; Matute, Polo-Redondo, and Utrillas 2016; Sullivan and Kim 2018). In addition, the model developed by (Cha and Seo, 2019) that consumer trust in the website will affect repeat purchases. Confirmed by (Mortimer et al. 2016). The indicators used in building trust are trustworthy, reliable, integrity, competent and knowledgeable (Pappas 2018). The dimensions and indicators used by (Firmansyah and Ali 2019) are honesty, benevolence, and competence. Trust is defined as a person's confidence in the performance of a site or online store in providing actual and relevant information (Ilhamalimy and Ali 2021).

2. The effect of rating review on repurchase intention

Rating reviews have been reviewed by (Anderson, Burford, and Emmerton 2016; Hamdan and Yuliantini 2021; Wingate 2019) in the context of online shopping behavior.

Review rating is the most important part in eWOM which will have a positive impact on online shopping behavior (Cheung and Thadani 2012). As is the case (Matute, Polo-Redondo, and Utrillas 2016) in the research model that was built, it was found that reviews have a positive influence on online shopping behavior. Several dimensions and indicators used in measuring review ratings are service identification, trust in review ratings, and review ratings based on facts (Hamdan and Yuliantini 2021). In contrast to (Yaylí and Bayram 2012) that to measure consumer reviews are review usability, reviews using nicknames, review frequency, review age, reviewer residence, and reviewer gender.

3. The effect of e-risk on repurchase intention

Risk has an influence on online repurchase intention (Gupta, Khanna, and Gupta 2018; Gupta and Sajnani 2019; Sullivan and Kim 2018). In addition, there have been many previous studies that have examined risk in the context of online shopping behavior (Hamdan et al. 2021; Hamdan and Yuliantini 2021; Agussalim, Limakrisna, and Ali 2017; Ilhamalimy and Ali 2021; Kamalul Ariffin, Mohan, and Goh 2018). The dimensions and indicators used in influencing risk are worrying about uncertainty, worrying about product performance, worrying when using the product, and worrying about costs (Hamdan Hamdan et al. 2021b).

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is as follows.

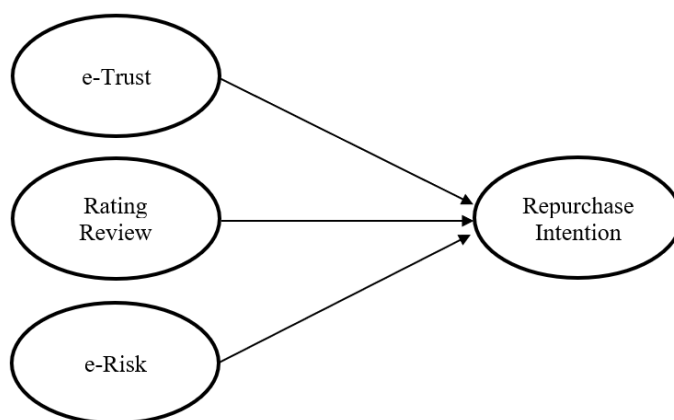


Figure 1: Conceptual Framework

Based on the conceptual framework picture above, then: e-Risk, Rating Review, and eTrust have an effect on Repurchase Interest. Apart from the three variables that affect repurchase intention, there are many other variables that influence it, including:

- 1) e-WOM: (Ilhamalimy and Ali 2021), (Kousheshi et al. 2019), (Samudro and Hamdan 2021).
- 2) Satisfaction: (Wydyanto and Hamdan 2020), (M and Ali 2017), (Limakrisna and Ali 2016), (Ali, Limakrisna, and Jamaluddin 2016), (Hasyim and Ali 2022), (Ali, Zainal, and Ilhamalimy 2022).
- 3) Utilitarian value and hedonic value: (Mosunmola et al. 2019), (Gan and Wang 2017), (Hamdan and Paijan 2020), (Chuang, Lee, and Li 2013).
- 4) Brand awareness: (Ali 2019a), (Ali 2019b), (Sreen, Purbey, and Sadarangani 2018).

- 5) Product quality and price: (Doan and Ali 2021), (Fauzi and Ali 2021).
- 6) Heterogeneity and perceived value: (Benjamin et al. 2016).
- 7) Website Quality: (Tandon, Aakash, and Aggarwal 2020)

CONCLUSION AND RECOMMENDATION

Conclusion

Based on theory, relevant articles and discussions, hypotheses can be formulated for further research:

1. e-Trust has an effect on Repurchase Intention.
2. Rating review has an effect on Repurchase Intention.
3. e-Risk has an effect on Repurchase Intention.

Recommendation

Based on the conclusions above, suggestions for further research are that there are many other factors that affect repurchase intention. In addition to e-trust, rating review, and e-risk variables that affect repurchase intention, other factors still need to be considered as further studies to analyze and test these factors in obtaining an empirical model. Other recommended factors that have a relationship in influencing repurchase intention both online and offline include e-service quality (Hamdan 2018; Wydyanto and Hamdan 2020; M & Ali, 2017; Limakrisna & Ali, 2016; Yunita & Ali, 2017; Ali & Mappesona, 2016; Ali, Evi, et al., 2018; Sitio & Ali, 2019; Anggita & Ali, 2017b; Ali et al., 2022; Hasyim & Ali, 2022), product attributes (Hamdan and Paijan 2020), e-product knowledge and e-social influence (Della Fitriana, Hamdan, and Imaningsih 2021), utilitarian and hedonistic values (Hamdan and Paijan 2020), security (Samudro and Hamdan 2021a), brand image (Ali, Limakrisna, et al., 2016; M & Ali, 2017; Ali & Mappesona, 2016; Ali, Narulita, et al., 2018a; Novansa & Ali, 1926; Toto Handiman and Ali, 2019; Ali et al., 2022), competitive advantages: (Chong and Ali 2022), and perceived ease of use and perceived usefulness (Fatmawati M and Ali 2021).

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