



# The Analysis of Repurchase Intention in Online Transaction of a Marketplace, Shopee (A Case Study: Customers of Fashion Products in Indonesia)

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## **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

The emergence of shopping online promotes the development of a marketplace in Indonesia. Shopee is one of the biggest marketplaces which always develops its features to increase its customer satisfaction, keeping in mind that many competitors are offering similar services. The variables of e-service quality, engagement, and e-trust are used to examine the repurchase intention of the customers. The method used in this research is a quantitative method with purposive sampling. The testing used in this research is hypothesis testing, which is done by Goodness of Fit Testing using AMOS 26. The result obtained shows that the quality of e-service influence the engagement, the quality of e-service also influence the e-trust, engagement influence the e-trust, engagement influence the repurchase intention, and e-trust influence the repurchase intention.

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## 1. INTRODUCTION

The development of internet technology has driven the shift of the customer's behavior in purchasing. The development of internet technology allows customers to purchase online. All online transactions do not need direct communication. In online purchasing, the customer could only see the type and the variety of things to buy through the internet. The customer's desire to do the purchasing quickly and easily is one reason for the marketplace to develop in Indonesia [1,2].

Indonesia has become the county with the highest percentages of marketplace development in the world compared to Mexico, the Philippines, Colombia, and other countries in the world. Indonesia is also one of the countries with high percentages of internet usage for online purchasing. This is proved by the percentage of internet usage for online purchasing in Indonesia with a number of 88,1% or around 179 million people [3]. This information shows that Indonesia is one country that has the potential for marketplace development.

A marketplace is defined as an online market that facilitates trading through the internet [4]. Different from e-commerce which is an online retail that promotes products or services through the website, whereas a marketplace consists of several online retailers which promote a variety of products and services. The marketplace is an online market that focuses to attract certain consumers' desires and offers a variety of conveniences to online retailers to promote their products or services. These conveniences ease online retailers to promote their products in the marketplace [1,5].

As the marketplace developed In Indonesia, there is an increase in the number of online purchasing in the marketplace. However, there are inconsistencies between the perceived performances of the customer and the customers' expectations related to the quality of the service when purchasing online in the marketplace. Kominfo, [6] explained that the quality of the product is not following the customer's expectations and the product delivery is either taking a long time or even delayed, this is a big problem faced by customers in online purchasing, and the percentage of such problems is up to 46% and 39%. This problem influences the repurchase intention.

Repurchase intention is one of the indicators used to measure the customer's desire for one product or service. Kusmita et al. [7] explained that repurchase intention is influenced by e-service and e-trust. Hikmah dan Riptiono [8] added that repurchase intention is also influenced by the customer's engagement. To maintain the existence of the market, the marketplace must understand the customer's needs precisely. This understanding helps the marketplace to improve service quality, trust, and customer engagement so that customer satisfaction increases and encourages the desire to purchase higher.

The products with the highest transaction in the marketplace are fashion products. Laporan Ekonomi dan Keuangan Syariah (LEKSI) reported that fashion products become one halal product most favorable in the marketplace compared to other halal products, such as; health products, beauty products, household products, credits, and other products. The proportion level of the fashion products transaction is up to 88,63 [9].

Several kinds of research show that the customer's repurchase intention on fashion products online purchasing is still low. Zikra dan Yusra [10] compared the customer's satisfaction when purchasing fashion products online with the satisfaction when purchasing fashion products in a traditional retail shop and the result shows that the customer's satisfaction when purchasing fashion products online is lower than when purchasing fashion products in traditional retail shops. Hikmah dan Riptiono [8] explained that when customer satisfaction is low, this will influence the repurchase intention which will also be low. When the repurchase intention is low, the sales rate and the profit gained will also decrease [11].

Based on the reasons above, research related to customers' online purchase intention in the marketplace in Indonesia is conducted. Fashion products are the object which has been examined because the market share of fashion products is wide and is one product that is favorable in online purchasing. The problem formulation of this research is; "How do e-service quality, engagement, and e-trust influence repurchase intention?". This research is expected to be able to help the marketplace understand which indicators should be improved

to raise the purchase intention of the customer. This will help the marketplace to gain loyal customers and the sales rate will increase.

## 2. SELECTED EXISTING LITERATURE

### 2.1 E-Service Quality

Parasuraman [12] defined e-service quality as the level of effectiveness and efficiency of the marketplace in giving the customer satisfaction when purchasing that involved the process of buying along with the product delivery. The indicators used in measuring e-service quality according to Parasuraman [12] are as follows:

- a. Efficiency
- b. Fulfillment
- c. System availability
- d. Privacy
- e. Responsiveness
- f. Compensation
- g. Contact

Hikmah dan Riptiono [8] explained that e-service quality on the customer's engagement which in the end influences the customer's trust. That is why the hypothesizes below are constructed:

H1: E-service quality influenced customer engagement when online purchasing in Shopee.

H2: E-service quality influenced e-trust when online purchasing in Shopee.

### 2.2 Customer Engagement

The Marketing Science Institute (MSI, 2010) cited in Hikmah dan Riptiono [8] explained that customer engagement is the customer's behavior towards branding outside the purchasing or buying activity caused by the customer's individual motivation such as word of mouth, recommendation, interactions between customers, writing reviews, blogging, and other similar activities. Customer engagement indicators according to So, King, & Sparks (2014) cited in Hikmah dan Riptiono [8], are:

- a. Enthusiasms.
- b. Attention.
- c. Absorption.
- d. Interaction.
- e. Identification.

According to Hikmah dan Riptiono [8] the customer engagement indicators in the Shopee

marketplace is that Shopee provides live chat, a variety of social sharing, and interesting gamification, such as Shopee shake-shake, Shopee quizzes, the golden rain shake, and other interesting games, customers feel happy when collecting as much as Shopee coins as they could, they have their own satisfaction. Based on this, the hypothesis below is created:

H3: Customer engagement influenced e-trust when online purchasing in Shopee.

### 2.3 Repurchase Intention

Chou and Hsu [13] defined repurchase intention as one reusing online retail by a customer in purchasing a certain product. Repurchase intention indicators according to Chou and Hsu [13] are as follows:

1. Customers consider certain marketplace as their primary choice in the future when purchasing the same product.
2. Customers always use the same marketplace when purchasing.
3. Customers intended to repurchase the same product from the same marketplace.

Widodo and Febrianti [14] explained that customers' engagement with an online retailer will increase their sales rate. Based on this, the hypothesis below is created:

H4: Customer engagement influenced the repurchase intention.

### 2.4 E-Trust

Ribbink et al. [15] defined e-trust as the level of trust owned by customers in an online purchasing network and assess that retailer will keep their promises in online purchasing. The indicators used in measuring the e-trust according to Ribbink et al. [15] are as follows:

1. Customers are willing to give data or information to the marketplace.
2. Customers have no problem doing advanced payments in purchasing.
3. The marketplace is a professional company.
4. Marketplace will always keep its promises to the customers in its payment, delivery, and service.

Several researchers namely; Ikhsan dan Lestari [16] and Friambodo dan Farida [17] explained

that there is an influence on customer's trust to customer repurchasing because the tendency of the customer in purchasing from the same shop because the customer believed the quality and the service offered by the shop. Based on this, a hypothesis is built:

H5: E-trust influenced the repurchase intention on online purchasing in Shopee.

## 2.5 Fashion and Marketplace in Indonesia

Fashion in general is known as politeness value and the effort to cover the body which has its own beauty. Moeliono (1990) cited in Fatmawati [18] defined fashion as various clothing or something to wear, such as clothes, shoes, and pieces of jewelry whose styles and shapes are following certain trends. Fashion products are designed in various colors, models, and shapes that are varied and according to the value that is expected to be presented in the fashion.

A marketplace is a website that consists of more than one online retailer to sell products or services [3]. The marketplace is an online market for online retailers that wanted to reach more customers with cheaper management costs. An online market is a place for more effective online trading [3]. Marketplace aims to create a closer relationship between retailers and customers and also to facilitate more efficient product or service trading.

Even though Tokopedia has a large number of visitors, Shopee is more frequently used for fashion product purchasing in Indonesia, which is why for this research the customers of fashion products in Shopee are used for the research subject.

## 3. METHODOLOGY

### 3.1 Measurements

This research is a testing hypothesis research. This research is categorized as quantitative research. The data for this research is primary data which were obtained from an online questionnaire that was spread using Google form to respondents with certain criteria which have been decided to test the research model and the hypothesis (Ferdinand, 2014). The method of collecting the samples is non-probability sampling, where not everyone or not every population has the same chance to become a

respondent. The technique in obtaining the sample is by purposive sampling technique, where identifying the respondent according to the criteria that have been made by the researcher (Ferdinand, 2014).

### 3.2 Sampling and Collecting Data

The total sample obtained and examined in this research is 271 respondents. The samples involved are consumers who have ever purchased online in the Shopee marketplace. The location of obtaining samples is spread to several cities in Indonesia, such as; Jakarta, Bandung, Medan, Surabaya, Semarang, Samarinda, Banjarmasin, Makassar, Pontianak, and several other cities in Indonesia through an online questionnaire.

### 3.3 Data Analysis

This research also used the Structural Equation Modeling (SEM) with statistic supporting tool AMOS 26 to analyze and evaluate the measurement model and structural model from the research construct that has been built. The fit test model is scored according to the goodness of fit index parameters such as;  $\chi^2$ , CMIN/DF, Root Mean Square Error of Approxiation (RMSEA), root means squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI).

The validity evaluation is based on the standardized loading factor (SLF) which score must be  $\geq 0.50$  (Hair et al, 2014) and the reliability construct is based on the construct reliability (CR) score of the tabulation result and the average variance extracted (AVE). The SEM analysis that has been done is a structural analysis model to score whether the research hypothesis which has been built is accepted or rejected. The SEM analysis shows the t0count score for every coefficient. The hypothesis is considered to have a causal relation if the t-count score  $\geq t$  table (1,96) with a significant level of  $\alpha$  (normally  $\alpha = 0,05$ ).

## 4. EMPIRICAL RESULT AND INTERPRETATION

### 4.1 Respondent Characteristics

The summary of the respondents' profiles in this research is shown in the following Table 1.

**Table 1. Characteristics of respondents**

<b>Variables</b>	<b>Categories</b>	<b>F</b>	<b>%</b>	
<b>Age</b>	< 21 years old	62	22,9%	
	21 - 30 years old	196	72,3%	
	31 - 40 years old	12	4,4%	
	41 - 50 years old	1	0,4%	
<b>Gender</b>	Male	100	36,9%	
	Female	171	63,1%	
<b>Latest Education</b>	Junior High School Graduate	8	3%	
	Senior High School Graduate	147	54,2%	
	D1/D2/D3/D4	17	6,3%	
	Graduate School (S1)	88	32,5%	
	Master/Doctoral Degree (S2/S3)	11	4,1%	
<b>Occupation</b>	Students	3	1,1%	
	Graduate Students	131	48,3%	
	Civil-Servants	8	3%	
	Entrepreneur	22	8,1%	
	Private Sector Employee	69	25,5%	
	Police/Soldier	2	0,7%	
	State-Owned Enterprises	10	3,7%	
	Others	26	9,6%	
	<b>Salary (Workers)</b>	< 2.000.000	18	6,6%
		2.000.000 - 4.000.000	42	15,5%
4.000.001 - 6.000.000		33	12,2%	
6.000.001 - 8.000.000		25	9,2%	
> 10.000.000		26	9,6%	
<b>Pocket Money (Students)</b>	< 1.000.000	5	1,8%	
	1.000.000 - 1.500.000	13	4,8%	
	1.500.001 - 2.000.000	53	19,6%	
	2.000.001 - 2.500.000	60	22,1%	
	> 2.500.000	32	11,8%	

(Source: Data processed by SPSS 25)

According to the Table 1, it can be seen that the respondents are mostly female with a total of 171 respondents (63,1%). It is also important to note that most of the respondents are 21-30 year old represented by 196 respondents (72,3%); the second majority of respondents are those younger than 21 year old that represented by 62 respondents (22,9%). The majority of the respondents are senior high school graduate with a total of 147 respondents (54,2%) and graduate degree students with a total of 88 respondents (32,5%). The majority of the respondents are university students with a total of 131 respondents (48,3%) and employees of the private sector with a total of 69 respondents (25,5%). Most respondents who have jobs have average income of 2.000.000 – 4.000.000 represented by the total of 42 respondents (15,5%), and the majority of the respondents who have not gotten any job have pocket money

in the average of 2.000.001 – 2.500.000 with the total of 60 respondents (22,1%).

#### 4.2 Measurement and Structural Models

The validity and reliability test results and also the goodness of fit index are shown Table 2.

The standardized loading factor (SLF) of all the indicators on the full model has a score above 0,35. This shows that all the indicators of the four variables are considered valid. The reliability test also showed an appropriate result. The full construct model is confirmed to be reliable and able to make a consistent measurement. This can be seen from the Average Variance Extracted (AVE) which gained a score above 0,50 and the Construct Reliability (CR) which gained a score above 0,70.

**Table 2. Measurement model results**

<b>Variables</b>	<b>Items</b>	<b>SLF</b>	<b>AVE</b>	<b>CR</b>	
<b>E-Service Quality</b>		I find it easy to access the Shopee application online.	0,799		
		I find it easy to find the information I am looking for in the Shopee application.	0,837		
	<b>Efficiency</b>		I feel that the features provided by Shopee help me in purchasing in Shopee.	0,835	0,755
			I don't need a long time to find the information on the product I want to buy.	0,833	
			Shopee delivers the product according to the promised time.	0,792	
			Shopee is able to give the product I buy online the same as the product I receive.	0,801	
	<b>Fulfillment</b>		Shopee is able to offer an accurate service to its customer.	0,852	
			Shopee guarantees the availability of the product I am looking for.	0,807	
			I feel Shopee is able to protect the safety of my personal data.	0,793	
			Shopee will not misuse my personal data.	0,765	
	<b>Privacy</b>		I feel safe in every transaction I purchased in Shopee.	0,812	
			Shopee is quick and active in assisting its customer.	0,839	
			The live chat in the Shopee application facilitates me to gain quick responses from Shopee.	0,827	
	<b>Responsiveness</b>		Shopee handle the customer's complain quickly.	0,820	
			Shopee is able to give me compensation so as a customer I won't feel aggrieved.	0,829	
			Shopee is able to give firm compensation service. (such as: money refund, appropriate exchange of product)	0,812	
	<b>Compensation</b>		I don't find difficulty in interacting with the retailer when using the Shopee application.	0,802	
	<b>Contact</b>				

<b>Variables</b>	<b>Items</b>	<b>SLF</b>	<b>AVE</b>	<b>CR</b>	
<b>Engagement</b>	<b>System Availability</b>	Shopee is willing to handle the customer's problem when interacting online.	0,773	0,758	0,966
		The Shopee application is updated regularly.	0,810		
	<b>Absorption</b>	I don't find any difficulty in accessing information in the Shopee application.	0,797		
		I read carefully the information contained in the Shopee application.	0,804		
	<b>Dedication</b>	The information in the Shopee application is presented systematically so it is very easy for me to understand.	0,794		
		I feel happy because the Shopee application until today is the solution for me to shop practically.	0,825		
		I feel happier shopping in the Shopee application compared to shopping on other e-commerce.	0,793		
	<b>Vigor</b>	I can spend so much time in the Shopee application.	0,825		
		I enjoy the process of searching the product I want in the Shopee application.	0,836		
	<b>E-trust</b>	<b>Interaction</b>	Using the Shopee application inspire me to find other products according to what I like.		
I don't find difficulty when interacting for ordering and purchasing in the Shopee application.			0,824		
<b>Ability</b>		I think Shopee could guarantee protection to the interaction between the retailer and me.	0,802		
		I believe that the marketplace Shopee is a reliable place for online shopping.	0,748		
		I believe Shopee could be professional when offering sales service to customers.	0,814		
<b>Benevolence</b>		I believe that the existence of Shopee has been recognized by other parties, such as; suppliers, distributors, expeditions, and other parties.	0,732		
		I believe that Shopee has the concern to give the best service to its customers.	0,774		
		I believe that Shopee has good faith in giving service that beneficial for its customers.	0,793		
	I believe that Shopee will run its business honestly.	0,839			

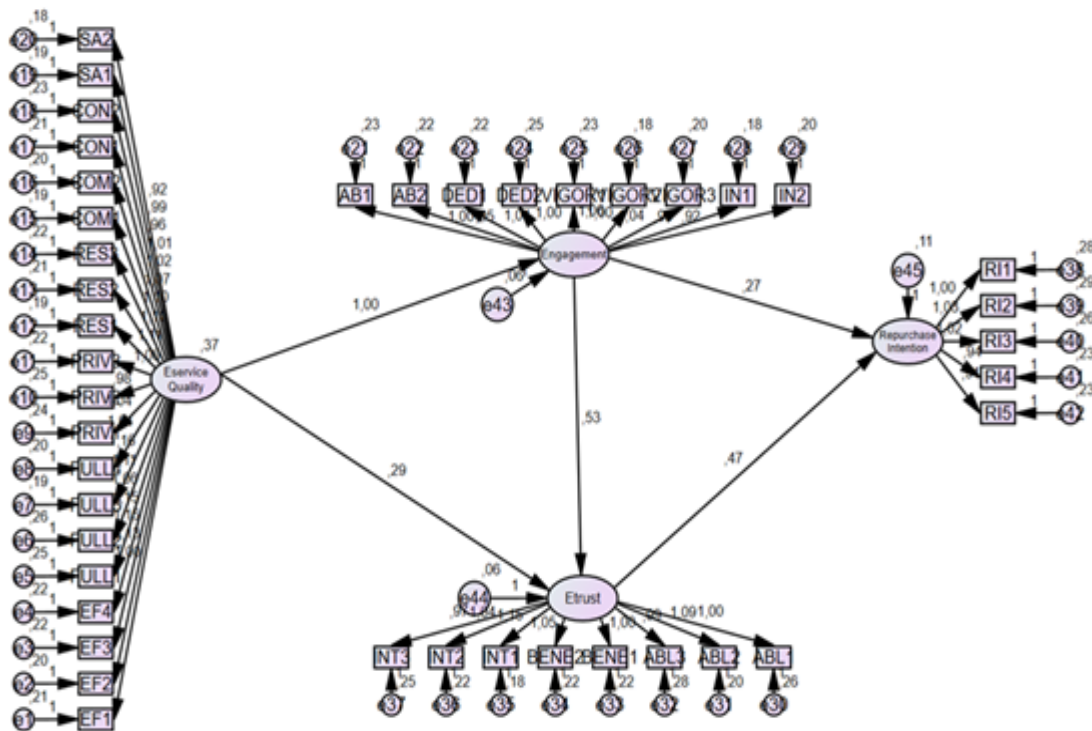
<b>Variables</b>		<b>Items</b>	<b>SLF</b>	<b>AVE</b>	<b>CR</b>
<b>Repurchase Intention</b>	<b>Integrity</b>	I believe that Shopee will not hide important information for its customers.	0,790		
	<b>Transactional Intention</b>	I believe that Shopee will always maintain its reputation.	0,743		
		I will keep purchasing from the marketplace Shopee in the future.	0,721	0,675	0,912
	<b>Referential Intention</b>	I will recommend Shopee to other people.	0,723		
	<b>Preferential Intention</b>	I chose to shop in Shopee than in another marketplace.	0,741		
	<b>Explorative Intention</b>	I am interested to keep looking for information on the Shopee marketplace from various sources.	0,734		
		I am interested to gain more information on the various things to shop in the Shopee marketplace.	0,723		



**Table 3. The goodness of fit index**

Type of measurement	Measurement	Score	Recommended acceptance limit	Conclusion
Absolute Fit Measures	P	0,000	$\geq 0,05$	Poor Fit
	GFI	0,793	$\geq 0,80$ or closer to 1	Marginal Fit
	RMSEA	0,056	$\leq 0,10$	Goodness of Fit
Incremental Fit Measures	AGFI	0,771	$\geq 0,90$ or closer to 1	Poor Fit
	NFI	0,865	$\geq 0,90$ or closer to 1	Marginal Fit
	TLI	0,929	$\geq 0,90$ or closer to 1	Goodness of Fit
	CFI	0,933	$\geq 0,90$ or closer to 1	Goodness of Fit
	Parsimonious Fit Measures	CMIN/DF	1,729	Lower limit 1, Upper limit 5

**Hypotheses testing**



**Fig. 1. Full model structural test**

According to the Table 3, this research is considered Goodness of Fit by looking at the score of RMSEA, TLI, CFI, and CMIN/DF stated Goodness of Fit, and also with the support of GFI and NFI that is Marginal Fit. The conclusion is that the model of this research is affirmed to pass the Goodness of Fit test or succeeded and is feasible for further testing.

The result of the causality test between variables in this research structure is presented in the Table 4.

The result of the first hypothesis testing shows a significant score or the p-value of 0.000 ( $< 0,05$ ) and a CR score of 14,326 ( $> 1,96$ ). It is concluded that e-service quality influences engagement.

**Table 4. Hypothesis testing**

			Estimate	S.E.	C.R.	P	Description
Engagement	<---	Eservice Quality	,998	,070	14,326	***	Accepted
Etrust	<---	Eservice Quality	,293	,108	2,713	,007	Accepted
Etrust	<---	Engagement	,534	,107	5,009	***	Accepted
Repurchase Intention	<---	Engagement	,272	,112	2,434	,015	Accepted
Repurchase Intention	<---	Etrust	,472	,131	3,586	***	Accepted

(Source: Data processed by AMOS 26)

The result of the second hypothesis testing shows a significant score or the p-value of 0.007 (< 0,05) and a CR score of 2,713 (> 1,96). It is concluded that e-service quality influences e-trust.

The result of the third hypothesis testing shows a significant score or the p-value of 0.000 (< 0,05) and a CR score of 5,009 (> 1,96). It is concluded that engagement influenced the e-trust.

The result of the fourth hypothesis testing shows a significant score or the p-value of 0.015 (< 0,05) and a CR score of 2,434 (> 1,96). It is concluded that the engagement influenced the repurchase intention.

The result of the fifth hypothesis testing shows a significant score of the p-value of 0.000 (< 0,05) and a CR score of 3,586 (> 1,96). It is concluded that the e-trust influenced the repurchase intention.

## 5. LIMITATIONS AND FURTHER STUDIES

This research is open for improvement in the future. The lack of other variables that explain from the customer side, such as the residential location of customer, whether they live in urban or rural household. It is also important to include family size to understand about the necessity in one household.

## 6. CONCLUSION

This research discovered that e-service quality has both a positive and significant influence on Shopee's customer engagement. The service quality offered could increase customer engagement [8]. Shopee's ability to fulfill the customer's desire and ability to create shopping conditions that are; safe, practical, and cheap, good quality, and responsive causes the customer to have the willingness to write reviews on social media and to interact with online

retailers in the purchasing process. The result of this research is in accordance with the research done by Hikmah dan Riptiono [8].

E-service quality also has an influence on e-trust. The better the service quality provided by Shopee the more trust from the customer because of the safety and comfort the customer feels when doing online purchasing [7]. A good service quality proves that the e-trust also increases. Shopee's ability in providing guarantees, and handling complain properly, built the customer's e-trust to purchase from Shopee.

The research result shows that engagement also influenced the Shopee marketplace customer e-trust when purchasing online. The availability of the customer to write positive feedback about their purchasing experience proves that the customer has a high e-trust towards Shopee as the marketplace. The engagement built between the customer and the marketplace influence the customer's e-trust. The better the marketplace the higher the customer e-trust. This result is in accordance with the research result done by Widodo dan Febrianti [14].

This research also presents that the engagement influenced the Shopee marketplace customer's repurchase intention when purchasing online. Zikra dan Yusra [10] explained that the customer deciding to purchase online is influenced by the ability of the marketplace in creating relations with the customer. This research result is in accordance with research done by Hikmah dan Riptiono [8] dan [7].

The result also shows that e-trust influenced the repurchase intention when purchasing a product in the Shopee marketplace. The better the customer's e-trust in the online retailer the higher possibility for the customer to repurchase [16]. This result is in accordance with the research result done by Ikhsan dan Lestari [16],

Friambodo dan Farida [17], and Muchlis et al. [19].

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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