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## ANTECEDENTS OF ONLINE REPURCHASE INTENTION IN INDONESIA

**Ignatius Hari Santoso**

Stikubank University, Semarang

Corresponding author: [ignatiusnutriyo@gmail.com](mailto:ignatiusnutriyo@gmail.com)

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### ABSTRACT

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Online buying activity is increased along with the increased of internet-based information technology. This gives benefit to online businessman and businesswoman. However, the efforts which should be given are harder than before because of the increasing of online criminality which happened in Indonesia. The objective of this study generally is to reveal the antecedents of online repurchase intention in Indonesia. This study is using 170 respondents who have experience in online purchasing at least one times before. Visual Partial Least Square is used to examine the relationship between constructs. This study concludes that the developed model which used in this study can be used to predict online repurchase intention even several relationships is found not significant. Another conclusion from this study is perceived information quality, perceived service quality, subjective norms, online shopper's trust, and online shoppers' satisfaction are the antecedents of online repurchase intention.

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## INTRODUCTION

### Research Background and Purpose

This research is focused on online repurchase intention which is crucial for the businessman. When the initial attempt to stand, businessman, will try to out loud how to

make customer interested to do online purchasing. A variety of effort has been carried out by the owner.

Efforts to defending consumers become more severe due to the common fraud cases when purchasing products online through a social networking site. This is an interesting issue because in general, people tend to reduce the online purchase activities if the public knew the high risk to be faced. However, the phenomenon happening in Indonesia shows that even though peoples aware of many fraud cases in online commerce, the propensity to buy products online is increased from the previous year. According to this phenomenon which described above, researcher proposed research question: "What are the antecedents of online repurchase intention?" This research is aimed to explain the effect of perceived system quality, perceived information quality, perceived service quality, subjective norm, perceived price, online shopper's satisfaction toward online repurchase intention.

Theoretically, this research supports the enrichment of management information system literature, especially which related to online repurchase intention by using Stimulus - Organism - Response theory. There is so many research by using Technology Acceptance Model (Ahn *et al.*, 2007; Al - Maghrabi *et al.*, 2010), Theory of Planned Behavior (Corbitt *et al.*, 2003; Pavlou and Gefen, 2004). By this research, people can more aware that online repurchase intention can be explained by using Stimulus - Organism - Response Theory.

Practically, this research provides information to an online businessman the important of perceived information quality, perceived system quality, perceived service quality, perceived price, subjective norms, shopper's trust and satisfaction in conducting an online transaction. By concerning the constructs, the businessman is expected to easier to retain their customer.

## **Hypotheses Development**

### **Information System Success Model**

Information System Success Model was first proposed by DeLone and McLean in 1992. This Model suggests that individual attitude and his behavior is determined by the individual belief itself of the quality of information and systems. According to DeLone and McLean (2003) system quality construct measured success of the technical aspects of the information system. Further Kuan *et al.* (2008) expressed that system quality is characteristic of a system of e-commerce in the form of ease of use, consistency, attractiveness, speed to log out, and the time which required to downloading.

DeLone and McLean (2003) next argued that the accuracy, up to date, completeness, relevance; and consistency have been used to measure the quality of information of a website. Besides perceived information quality defined as a level which the user sure that information on the website is precise information (Rai *et al.*, 2002).

About service quality, Palmer (2002) defined it as tiers where users believe that website the responsive and interactive. Besides, Vassilopoulou et al. in Kuan *et al.* (2008) explained that in addition to responsive and interactive, the website also must have a clear policy on security and privacy and having a facility for finding items.

### **Theory of Reasoned Action**

The second theory that became a cornerstone of this research is the Theory of Reasoned Action. This theory was proposed by Ajzen and Fishbein in 1980 to predict individual behavior. According to Hartono (2007) Theory of Reasoned Action assumed that the man usually behaves in a manner that is mindful, consider the information

available, and also consider the implications of actions which have been taken. Individual behavior is influenced directly by individual intention to behave. Whereas the intention to behave influenced by attitudes towards behavior and subjective norms.

According to Ajzen (1991), subjective norms are perceptions of the individual to do or not to do a behavior. Furthermore, Bhatacherjee in Hsu and Chiu (2004) revealed that subjective norm consisting of two essential part, namely the influence of interpersonal and external influences. The influence of interpersonal is the influence of friends, a member of the family, your colleagues, coworkers, superiors, and individuals, while external influences is the influence of outside parties that from the media, information and opinions of experts, and other personal information in doing his behavior (Bhatacherjee in Wijayanti, 2012).

### **Stimulus – Organism – Response Theory**

Then the Theory of Stimulus – Organism – Response developed by Mehrabian and Russell in 1974 as the third base theory in this research. This theory has the assumption that environmental influences (stimulus) affect the individual organism emotional (organism) that could eventually affect the behavior (response) (Hsu and Tsou, 2011).

By using this theory, researchers positioning independent variables in this research as stimulants, online shoppers' trust and online shoppers' satisfaction as a form of emotion and online repurchase intention as a response from the user. Also, this theory could also be used to explain the role of perceived price. The price can be said reasonably if the benefits which perceived by individuals beyond perceived sacrifice (Hermann et al., 2007).

### **Technology Acceptance Model**

Technology Acceptance Model developed by Davis in 1989. Constructs which have been used are usability, ease of use, attitude toward the behavior, intention to behave, and behavior. Taylor and Todd in Hartono (2007) defined facilitating condition as control beliefs related to the resource factors such as time, money, and the compatibility of information technology which may be able to inhibit the use of technology. Based on this definition, researchers use a modified Technology Acceptance Model (in particular the addition of external variables) to explain the influence of price against the online repurchase intention.

### **The Relationship between Perceived System Quality toward Online Repurchase Intention, Online Shoppers' Satisfaction, and Online Shoppers' Trust**

Kuan *et al.* (2008), Chen and Cheng (2009), and Zhang *et al.* (2011) proved that the perceived quality of the web have significant effects and positive toward online repurchase intention. Based on several studies, the researchers propose hypotheses as follows.

H1a: The perceived system quality is positively associated with online repurchase intention.

The quality system also has a positive and significant effect toward online shoppers' satisfaction as has been evidenced by Chen and Cheng (2009), McGill and Klobas (2008), Liao *et al.*, (2011) and Lin *et al.* (2011). According to several studies before, then researcher propose the hypotheses as follows.

H1b: The perceived system quality is positively associated with online shoppers' satisfaction.

Perceived system quality also has a significant and positive influence toward online shoppers' trust as evidenced by Hwang and Kim (2007), Zhou (2012). According to several studies before, then researcher propose the hypotheses as follows.

H1c: The perceived system quality is positively associated with online shoppers' trust.

### **Relationship Between Perceived Information Quality toward Online Repurchase Intention, Online Shoppers' Satisfaction and Online Shoppers' Trust.**

Nicolaou and McKnight (2006), Almahamid *et al.* (2005), (Kuan *et al.* (2008) and, Chen and Cheng, (2009) have proved that information quality affects directly, significant and positive toward online repurchase intention. According to several studies before, then researcher propose the hypotheses as follows.

H2a: The perceived information quality is positively associated with online repurchase intention.

Perceived information quality also influences online shoppers' satisfaction. This is evidenced by Chen and Cheng (2009), Hsieh *et al.* (2010), Park *et al.* (2010), Liao *et al.* (2011) and Gao, J. *et al.* (2012). According to several studies before, then researcher propose the hypotheses as follows.

H2b: The perceived information quality is positively associated with online shoppers' satisfaction.

Perceived information quality also has an impact on consumer trust as shown by Chen *et al.* (2011), Kim *et al.* (2011), Bock *et al.* (2012), Zhou (2012) and Lee and Chung (2009). According to several studies before, then researcher propose the hypotheses as follows.

H2c: The perceived information quality is positively associated with online shoppers' trust.

### **Relationship Between Perceived Service Quality toward Online Repurchase Intention, Online Shoppers' Satisfaction, and Online Shoppers' Trust**

Another researcher who have used service quality is Kuan *et al.* (2008); Chen and Cheng, (2009), Kuo *et al.* (2009), and Gera (2011). They have proved that there was a significant influence and positive between perceived service quality toward online repurchase intention. According to several studies before, then researcher propose the hypotheses as follows.

H3a: The perceived service quality is positively associated with online repurchase intention.

Chen and Cheng (2009), Liao *et al.* (2011), Kettinger *et al.* (2009), Yang *et al.* (2009) have proved that perceived service quality significant and positively influenced online shoppers' satisfaction. Thus researcher propose a hypothesis as follows

H3b: The perceived service quality is positively associated with online shoppers' satisfaction.

Besides Mao (2010), Kim *et al.* (2011), Halimi *et al.* (2011), Ghane *et al.* (2011) and Zhou (2012) prove that the higher quality of service then the higher mobile banking

application user's trust. According to several studies before, then researcher propose the hypotheses as follows.

H3c: The perceived service quality is positively associated with online shoppers' trust.

### **Relationship Between Subjective Norms toward Online Repurchase Intention, Online Shopper's Satisfaction, and Online Shoppers' Trust**

Lee *et al.* (2007), Liao *et al.* (2007), Ramayah *et al.* (2009), Al-Maghrabi *et al.* (2010) and Yulihastri *et al.* (2011) proved that subjective norms influenced online repurchase intention. According to several studies before, then researcher propose the hypotheses as follows.

H4a: The subjective norms is positively associated with the online repurchase intention.

Subjective norms also have influence toward user's satisfaction as evidenced by Roca *et al.* (2006), Chen *et al.* (2012) which have proven that subjective norms have significant and positive influence toward web 2.0 application user satisfaction.

However, the research which has been conducted by Bhatacherjee in Hsu and Chiu (2004) demonstrated that only interpersonal influence (decomposition of subjective norms) proved influential significantly and favorably to satisfaction, while the external influences (decomposition from subjective norms) had no influenced significantly to satisfaction. According to the Stimulus - Organism - Response Theory, researcher propose a hypothesis as follows

H4b: The subjective norms is positively associated with the higher online shoppers satisfaction.

Also, subjective norms also had a significant and positive impact on online shoppers' trust as shown by Hitosugi (2011), Jeffries and Becker (2008), Currall and Judge (1992), and Li *et al.* (2008). According to several studies before, the researcher proposes a hypothesis as follows.

H4c: The subjective norms is positively associated with online shoppers trust.

### **Relationship Between Perceived Price toward Online Repurchase Intention, Online Shoppers' Satisfaction, and Online Shoppers' Trust.**

Also, Bolton and Lemon in Jiang and Rosenbloom (2005), Lodorfos *et al.* (2006), Liao *et al.* (2008), Kim *et al.* (2011) have shown that the more reasonable (fair) price, the greater an individual intention to buy back the product. Based on some research results above, the researcher proposes the following hypothesis

H5a: The perceived price is positively associated with online repurchase intention.

Jiang and Rosenbloom (2005), Voss *et al.* and Fornell in Jiang and Rosenbloom (2005), Ali *et al.* (2010), Hanif *et al.* (2010), Munusamy *et al.* (2011) proved that the perceived fairness price had a significant and positive impact on satisfaction. Based on some research results, the researcher proposes the following hypothesis.

H5b: The perceived price is positively associated with online shoppers satisfaction.

Beside Anuwichanont (2011), Grewal *et al.* (2004), Zhang and Feng (2009) revealed that the more reasonable the price of the product the higher consumers' trust. Based on the several past researches, the researchers propose hypotheses as follows.

H5c: The perceived price is positively associated online shoppers trust.

**Relationship Between Online Shoppers' Trust toward Online Repurchase Intention**

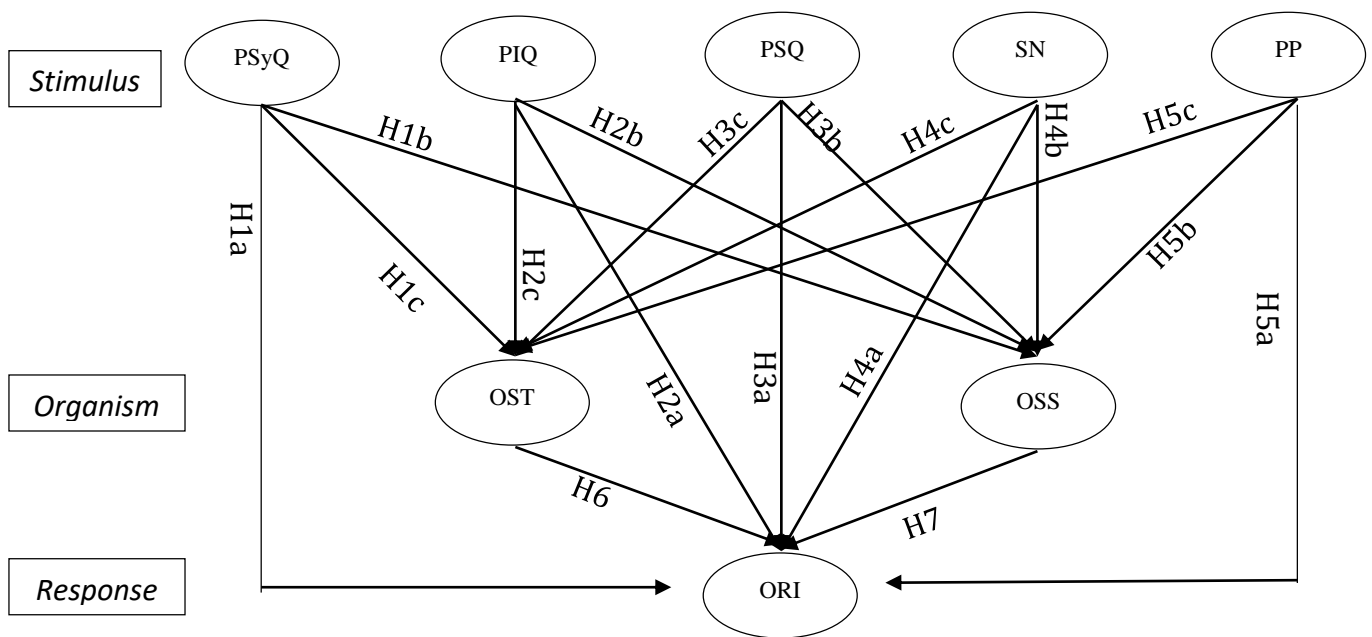
Pavlou and Gefen (2004), Wang *et al.* (2009), Ou and Sia (2010), Chiu *et al.* (2010). They have proved the existence of a significant and positive influence of trust to online repurchase intention. Thus, based on some results of previous research and Relationship Marketing Perspective researcher proposes hypotheses as follows.

H6: The online shoppers' trust is positively associated online repurchase intention.

**Relationship Between Online Shopper's Satisfaction toward Online Repurchase Intention**

Besides, Zeng *et al.* (2009), Chen and Cheng (2009), Lin *et al.* (2010), Chen *et al.* (2010), Liao *et al.* (2011) have proved that consumer satisfaction is a significant and positive effect online repurchase intention. Based on the studies result before, the researcher proposes hypotheses as follows.

H7: The online shoppers' satisfaction is positively associated with the online repurchase intention.



**Figure 2.1. Research Model**

Sources: Liao *et al.* (2011), Al – Maghrabi *et al.* (2010), Kuan *et al.* (2008), Liao *et al.* (2008), Jiang and Rosenbloom (2005), and Hsu and Chiu (2004).

Notes:

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| PSyQ : Perceived System Quality.     | PP : Perceived Price.                |
| PIQ : Perceived Information Quality. | OST : Online Shopper's Trust.        |
| PSQ : Perceived Service Quality.     | OSS : Online Shopper's Satisfaction. |
| SN : Subjective Norms.               | ORI : Online Repurchase Intention.   |

## RESEARCH METHOD

### Research Samples

Respondent selection technique which used in this study is Snowball technique. According to Neuman (2000), Snowball sampling was a sampling method based on a network. In accordance with the analogy of a snowball, which began with a small size, and long-run size will be even bigger.

The number of respondents which used in this study were 170 respondents. The amount is in accordance with the minimum requirement number of respondents using the PLS-SEM. It is ten respondents for each lane (Hartono and Abdillah, 2009). While the criteria used in the study respondents are internet users, who have experience of minimum one-time purchase products by online.

### Data Collection Techniques

Data collection techniques which used in this study is a survey technique using a questionnaire that was sent via E-mail because of cost, capable of reaching respondents in a short time, and could exceed the geographical limitation.

### Variable Definition

This study operationalizes Perceived Quality System based on research conducted by Ahn *et al.* (2007) which defines the quality system as the performance characteristics of a web site which oriented to the technical aspects.

This study operationalizes Perceived Quality of information based on research conducted by Ahn *et al.* (2007) which defined the quality of information as the performance characteristics of web sites oriented to the technical and operational aspects.

This study operationalizes Perceived Quality of information based on research conducted by Ahn *et al.* (2007) which defined service quality as the availability of communication mechanisms to receive complaints filed by customers and provide responsive solutions, advanced services, and provision of guarantees.

This research operationalizes Subjective Norms based on research conducted by Ajzen (1991), namely the perceived social pressure to perform or not perform a behavior. Furthermore, Bhatacherjee in Hsu and Chiu (2004) looked at the norm in two forms, namely subjective interpersonal influence and external influence. Thus in this research, Subjective Norms is measured based on the dimensions of interpersonal influence and external influence.

According to Chu and Lu (2007) price of the product is often used as a tool to measure how much the sacrifices that must be done by the consumer to obtain a product. The price of a product can be said to be fair if the perceived benefits by an individual toward a product or service exceeds the perceived sacrifice by the individual (Hermann *et al.*, 2007). In this research the operational definition of Perceived Price is the extent to which consumers consider that the price to be paid commensurate with the benefits received and measured by the dimensions of compliance with performance pricing, pricing that exceeds customers' expectations, and the suitability of the price paid to the value measured in money.

Researcher operationalizes the construct of Online Shoppers' Trust based on research conducted by Ganguly *et al.* (2010) that perceptions of credibility and goodness (benevolence) online stores in the eyes of consumers. Credibility can be understood as a belief in the expertise of the buyer by the seller in carrying out the work effectively. While

the goodness (benevolence) is the buyer's belief that there is a positive intention of the seller (Ganesan in Ganguly *et al.*, 2010).

This study to operationalize the construct Online Shopper's Satisfaction in the opinion of Szymanski and Henard in Tsai and Huang (2007). It was the condition of positive feelings as a result of the evaluation of overall performance based on the experience of purchasing and consumption of the previous product.

Researcher operationalizes Online Repurchase Intention construct as the individual's desire to repurchase products through the same online shopping site.

## RESULTS AND DISCUSSION

### General Description

**Table 4.1. General Description**

	<b>Category</b>	<b>Respondent</b>	<b>Percentage</b>
Age	17 – 30	127	74,71%
	31 – 40	43	25,29%
	Total	170	100%
Occupation	Private sector	94	55,29%
	Government officer	3	1,77%
	State-owned company	27	15,88%
	Non-job	46	27,06%
	Total	170	100%
Product	Electronic	50	29,41%
	Books	41	24,12%
	Watch	35	20,59%
	Daily needs	21	12,35%
	Clothing	23	13,53%
	Total	170	100%
Sex Type	Male	78	45,88%
	Female	92	54,12%
	Total	170	100%

### Measurement Model Evaluation

The result of convergent validity test showed that there are some indicators which do not have a standardized loading greater than 0.5. It is on PSyQ1, PSyQ8, PIQ2, PSQ4, SN6, PP3, and OST4. For that researcher removes the indicators which not qualified, and conduct second stage validity test.

In the second phase, all indicators are declared as valid because it has a standardized loading more than 0.5 and not going cross loading. To test the reliability of indicators, the researcher uses a composite reliability parameter. Indicators are declared valid if composite reliability value produces more than 0.7. Reliability test result shown in Table 4.2.



**Table 4.2. Reliability Test**

<b>Construct</b>	<b>Composite Reliability</b>	<b>AVE</b>	<b>Cronbach Alpha</b>
PSyQ	0,855637	0,500642	0,795233
PIQ	0,829031	0,450506	0,754333
PSQ	0,834833	0,505669	0,753112
SN	0,909555	0,66939	0,875093
PP	0,868756	0,768244	0,703104
OST	0,926528	0,678403	0,90468
OSS	0,857695	0,602759	0,778272
ORI	0,840375	0,569815	0,747871

**Structural Model Evaluation**

The results of structural model evaluation based on the parameters T - statistics in this study are shown in Table 4.3.

**Table. 4.3. T - Statistic**

	<b>Entire Sample Estimate</b>	<b>Mean of Subsamples</b>	<b>Standard Error</b>	<b>T-Statistic</b>
PsyQ -> OST	0,408	0,4054	0,0681	59,876
PsyQ -> OSS	0,37	0,3751	0,0625	59,201
PsyQ -> ORI	-0,243	-0,2465	0,0578	-42,018
PIQ -> OST	0,129	0,1301	0,0656	19,671
PIQ -> OSS	0,011	0,0658	0,0509	0,2163
PIQ -> ORI	0,317	0,3203	0,0594	53,343
PSQ -> OST	0,056	0,0891	0,0633	0,8845
PSQ -> OSS	0,255	0,2657	0,0561	45,481
PSQ -> ORI	0,117	0,1191	0,0607	19,267
SN -> OST	0,239	0,2255	0,0492	48,532
SN -> OSS	0,367	0,3555	0,0446	82,207
SN -> ORI	0,47	0,4752	0,0603	77,883
PP -> OST	-0,097	-0,104	0,0484	-20,032
PP -> OSS	0,048	0,0673	0,0475	1,01
PP -> ORI	0,187	0,1851	0,0579	32,319
OST -> ORI	0,202	0,2111	0,067	30,134
OSS -> ORI	0,226	0,2185	0,0745	30,339

The results of this study indicate that although the online fraud case frequently reported, consumers still intend to buy the product online because colleagues, friends, and family showed a positive impression on an online shopping site. Thus, online businessman/woman must maintain the image and reputation of their online business in front of the consumer, because when consumers disappointed negative sentiment quickly spread to other potential customers.

The second thing that must be of concern to the business is the perceived information quality. When an individual decides to buy back the product through online shopping sites, the availability of accurate, precise, and the latest (up to date) is not to be overlooked. Accurate, precise, reliable, current (up to date), are showing the seriousness of online businessman/woman.

Buying products through online shopping sites similar to buying products that have not been touched before. To avoid deceptive practices, consumers will pay more attention to the availability of business information such as address, bank account number, product size, the color of products, product weight, shipping, and so forth. The absence of vital information that will reduce the online repurchase intention.

The third thing that should be concerned with increasing the frequency of online purchase is online shopper's satisfaction. If consumers are satisfied, then the consumer will purchase a product through the same online sites. However, although consumers are satisfied, the possibility to switch to other online sites still could happen. This is because the consumer is easy to make comparisons between online sites with each other, so that when consumers find other online sites are more profitable, then the consumer will switch.

The fourth thing to be noticed by online businessman/woman is an online shoppers trust. Accordance with Relationship Marketing Perspective, online businessman/woman, should always maintain the relationships quality with its customers. To keep the business relationship is maintained properly, there needs to be mutual trust between the two sides, especially the trust of the customer.

Business relationships are based on trust between consumers and businessman/woman because of every online transaction prone to acts of fraud. For that online businessman/woman should have a strong commitment to maintaining relationships with customers.

The fifth things that need to be considered by being perceived service quality. Online businessman/woman has to ensure that online consumers get the service as well as offline consumers. Hospitality and alertness of customer service and marketing representatives on the brick and mortar businesses have to be felt by consumers when shopping online. For that reason, online chats need to be provided as the physical presence of the customer service or marketing representatives.

Also, this study also proves that perceived system quality is not influenced toward online repurchase intention. Online shoppers are not affected by an attractive web design, ease of navigation, speed of response, safety in storing customer data and good functionality because basically, the user will buy a product, rather than buying a system so even if the display was very interesting, but the required product is not interesting, then consumers will not buy the product. Despite, the quality of the system can affect consumer trust and satisfaction, so online businessman/woman must consider the system quality from the sites they manage.

Furthermore, this study also shows that there is no significant relationship between perceived information quality and online shoppers' satisfaction. This occurs because consumers who have purchased products through the same website did not see any significant change regarding the provided information quality.

The rise of online fraud cases resulted in higher expectations over the accurate, current and reliable information. However, the high expectations can not be met by the online businessman/woman because the scope of information available on the online shopping site has not changed since the consumer purchase the product in the first time. Despite, the available information still can build online shoppers' trust.

Furthermore, the perceived service quality is also not proven to have a significant effect on online shoppers' trust. It was due to the availability of the communication channel, providing responsive solutions, advanced services, and the provision of collateral is not sufficient to overcome consumer fears increased as a result of the rising online fraud cases.

The inability of online business owners to overcome the consumer concern because there is no addition of communication channels and providing a better guarantee. Besides, service which perceived by consumers is not as good when compared to the services obtained when purchasing products through the offline store.

This study also shows that the perceived price has no significant effect on online repurchase intention. This occurs because consumers already have high trust to an online shopping site although the price offered has increased.

Besides, the perceived price also does not affect the consumer satisfaction because consumers see that the price has been offered compared with other online shopping sites are not too much different, then it is not meet the customer's expectation. However, it does not mean the price factor can be avoided by online businessman/woman.

The results of this study are interesting because generally price become into consumer's consideration before making a transaction. However, it does not mean the business online can ignore the price factor. Online businessman/woman should consider the pricing strategies which adopted because perceptions of price can affect online shoppers' trust.

## CONCLUSION

### Implications

The model in this research can be used and developed by another researcher to predict the online repurchase intention even several constructs is proved not supported. Thus, perceived information quality, perceived service quality, subjective norms, online shopper's trust, and online shopper's satisfaction are the antecedents of online repurchase intention.

### Limitations

Although the model in this study can be used in predicting online repurchase intention, the study still has some limitations below.

1. This research uses respondents who had experience of shopping through online shopping sites, not an online portal.
2. Related to the sampling method used is Snowball, the researcher found that by using such a method the sample which used less representing the population.
3. Data collection technique which used in this study is using a questionnaire that sent via e-mail, which still has the possibility that ineligible people fill the questionnaires.

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