

Non-Monetary Factors: Sustainable Strategy to Increase Repurchase Intention for E-Commerce in Indonesia

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ABSTRACT

This study was conducted to determine the effect of Information Quality, Service Quality, Preferential Treatment, and Customization on Perceived Value and Repurchase Intention among Shopee users in Indonesia, utilizing five variables to identify repurchase intention. The sample consisted of 210 respondents, including both men and women domiciled in Indonesia. Based on the results, it can be concluded that Service Quality, Preferential Treatment, and Customization significantly influence Perceived Value. Additionally, Perceived Value positively and significantly influences Repurchase Intention. However, there was no significant influence found between the Information Quality variable and Perceived Value. Thus, it can be concluded that four out of the five hypotheses proposed in this study regarding Shopee as the research subject were accepted, while one hypothesis was rejected.

Keywords: Information Quality, Service Quality, Preferential Treatment, Customization, Perceived Value, Repurchase Intention.

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1. INTRODUCTION

The increase in domestic demand can be seen from the development of e-commerce transactions in Indonesia. The Governor of Bank Indonesia, Perry Warjiyo, said that this year's transaction projection is likely to rise 31.2% to Rp 526 trillion. Throughout 2021, the value of e-commerce transactions in Indonesia grew rapidly from the previous year to reach IDR 401 trillion (<https://ekonomi.bisnis.com>, downloaded on February 6, 2022). This value slightly missed the projection of Bank Indonesia which had thought it would grow by 51.6% with a value of Rp 403 trillion. However, this is likely to happen because there are transactions from social media that are not connected to Bank Indonesia (<https://nasional.kontan.co.id>, downloaded on February 9, 2022). E-commerce transactions in Indonesia continue to increase starting from 2017 according to Bank Indonesia records. Especially during this pandemic, the use of digital media is increasingly widespread among the Indonesian people so that consumption on online marketplace platforms has also increased. This development is in line with the payment system that is now available digitally and the increasing number of internet users. Based on the latest data, as many as 76.8% of Indonesian citizens have become internet users (<https://www.cnbcindonesia.com>, downloaded on February 7, 2022). Therefore, these companies need to innovate and develop new products in an effort to increase market share (Amelia *et al.*, 2024).

Shopee is an e-commerce launched in 2015 and based in Southeast Asia and Taiwan (<https://careers.shopee.co.id>, downloaded on April 9, 2022). If Shopee's GMV in 2021 amounted to US\$ 22.7 billion, Shopee was recorded to have a GMV value of up to US\$ 62.5 billion (<https://databoks.katadata.co.id>, downloaded on April 9, 2024) in the same year. It can be seen that there is a considerable difference in numbers between the two even though Shopee has already entered the digital market in Indonesia.

However, this does not mean competition is not fierce in the e-commerce industry. There are at least 5 largest e-commerce in Indonesia today, therefore it is important for Shopee to be able to increase Repurchase Intention to survive and thrive in the market. The reason for the importance of researching Repurchase Intention according to Yuen, *et al.* (2010) is that repurchase intention can reduce the costs incurred by companies when looking for new consumers with loyal consumers who make repeat purchases.

This research is important to examine Shopee customers because Shopee is the largest e-commerce in Indonesia both in terms of market share and number of sales. Shopee was also able to demonstrate its existence with the ability to survive from 2015. Therefore, the results of the research conducted can be generalized as a strategy in the e-commerce industry which in the end can further increase company productivity. In addition, companies that want to enter the e-commerce industry can use this research to survive and compete in the market. On the other hand, customers will benefit because research results sourced from the largest e-commerce customers in Indonesia can be used to further increase repurchase intention, which means it is in line with customer expectations.

This study will discuss several variables that affect the Repurchase Intention of Shopee users in Indonesia. The variables that affect Repurchase Intention studied in this study are Information quality, Service quality, Preferential Treatment, and Customization which affect the Perceived Value of Shopee and Shopee users.

2. LITERATURE REVIEW

2.1 Repurchase Intention

Repurchase Intention according to Yan et al. (2015) is defined as the reuse of an online channel to make purchases from specialized retailers. According to Hellier et. al. (2003) Repurchase Intention is an individual's assessment to make a repeat purchase from the same company taking into account the situation faced by consumers. According to Chiu et al. (2013), Repurchase Intention is a subjective probability that an individual will still make purchases from an online vendor or store in the future. Khalifa & Liu (2007) suggest that Repurchase Intention is the reuse of an online channel to buy from a particular retailer.

2.2 Perceived Value

Zeithaml (1988) explains Perceived Value as consumer consideration of what is received and given which then affects the overall consumer assessment of the utility of a product. According to Butz et al. (1996) Perceived Value is an emotional bond formed between companies and consumers after consumers use products or get services because companies succeed in providing satisfaction and more value. The definition of Perceived Value according to Subagio and Saputra (2012) is a consumer assessment of the quality of a company's services based on the sacrifices that have been given by consumers both in the form of money and not. According to Lien et al. (2011) Repurchase intention is strongly influenced by perceived consumer value.

H1: Perceived Value has a significant influence on Repurchase Intention

2.3 Information Quality

McLean (2003) is the ability of websites to provide information according to user needs including ease of understanding information, completeness of content presented, relevance and security of information. Sari and Keni (2019) define Information Quality as the alignment of understanding between the party who sends the message and the party who receives the message. According to O'Brien (2005) Information Quality is a situation when users get value as a result of the existence of complete information in content, form, and time. According to Kim & Niehm (2009), Information Quality has a significant influence on Perceived Value.

H2: Information Quality has a significant influence on Perceived Value

2.4 Service Quality

According to Asubonteng et al. (1996) Service Quality is a service obtained and felt by consumers different from consumer expectations. Service Quality according to Sahu (2007) is a comparison between consumer perception and expectations of the service obtained. Gagliano and Hathcote (1994) describe service quality as the difference between the service expected and obtained by consumers. Tsao et al. (2016) showed that Service Quality has a significant effect on Perceived Value.

H3: Service Quality has a significant influence on Perceived Value

2.5 Preferential Treatment

Preferential Treatment according to Lacey et al. (2007) is defined as the provision of recognition and / or additional products or services that have a higher value above the company's value standards including customer service to selected customers.

Söderlund et al. (2014) argue that preferential treatment is the provision of benefits to some consumers and not others. Kreis and Mafael (2014) explained that Loyalty Programs whose designs have clear targets greatly affect the level of consumer perceived value.

H4: Preferential Treatment has a significant influence on Perceived Value

2.6 Customization

Customization as an alignment between consumer needs and menus on the website. According to Srinivasan et al. (2002), Customization is the ability of a retail store to understand customers which is shown when delivering products and services provided to customers. Customization according to Lestari and Soesanto (2020) is an activity carried out by companies in utilizing technology, products or services to be tailored to consumer preferences. Merle et al. (2010) who stated that Customization has a significant influence on Perceived Value.

H5: Customization has a significant effect on Perceived Value

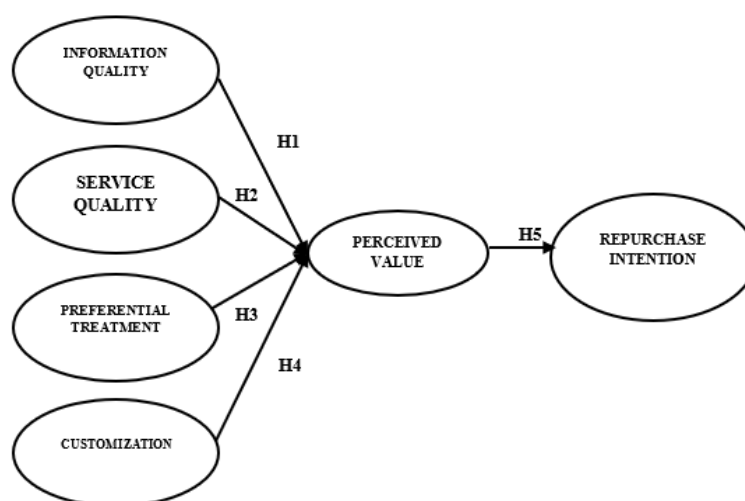


Figure 1. Research Model

3. RESEARCH ISSUE AND METHODOLOGY

This research will be directed to analyze the effect of information quality, service quality, preferential treatment, customization on repurchase intention influenced by perceived value in Shopee users aged 18-60 years in Indonesia. We collected data from 210 respondents Shopee customers in Indonesia. Out of a total of 210 respondents, men 42% and women 58% so in this study it is known that the majority of users are women. The sample elements were also purposively drawn to ensure that only those capable of providing the requisite responses were included in the sample. The survey administration lasted for three days while respondents were allowed one weeks to complete and return the questionnaire. The research instruments were delivered to respondents within Indonesia. Potential respondents were instructed to complete a self-administered questionnaire that probed their perception of Shopee in respect of the operationalized variables (i.e., information quality, service quality, preferential treatment, customization to repurchase intention influenced by perceived value). The respondents completed the questionnaire voluntarily.

4. FINDING AND DISCUSSION

4.1 Validity and Reliability Test

Based on the tests in table 1, it is known that the total corrected item value of all variable indicators is greater than 0.196 and the reliability test is above 0.6. Therefore, it can be concluded that all research indicators are valid and reliable.

Table 1. Validity Test

| Variable | Item Code | r_{hitung} | r_{tabel} | Criterion |
|-------------------------------|------------|--------------|-------------|-----------|
| Information Quality | IQ1 | 0.713 | 0.196 | Valid |
| | IQ2 | 0.723 | 0.196 | Valid |
| | IQ3 | 0.468 | 0.196 | Valid |
| Service Quality | SQ1 | 0.539 | 0.196 | Valid |
| | SQ2 | 0.519 | 0.196 | Valid |
| | SQ3 | 0.354 | 0.196 | Valid |
| Preferential Treatment | PT1 | 0.785 | 0.196 | Valid |
| | PT2 | 0.866 | 0.196 | Valid |
| | PT3 | 0.663 | 0.196 | Valid |
| Customization | CU1 | 0.549 | 0.196 | Valid |
| | CU2 | 0.775 | 0.196 | Valid |
| | CU3 | 0.677 | 0.196 | Valid |
| Perceived Value | PV1 | 0.559 | 0.196 | Valid |
| | PV2 | 0.560 | 0.196 | Valid |
| | PV3 | 0.396 | 0.196 | Valid |
| Repurchase Intention | RE1 | 0.643 | 0.196 | Valid |
| | RE2 | 0.738 | 0.196 | Valid |
| | RE3 | 0.767 | 0.196 | Valid |

Based on the tests in the table above, it is known that the corrected value of the total items of all variable indicators is greater than 0.196. Therefore, it can be concluded that all research indicators are valid.

Table 2. Reliability Test

| No. | Variable | Cronbach's Alpha Based on Standardized Items | Critical Number | N of Items | Information |
|-----|-------------------------------|--|-----------------|------------|-------------|
| 1 | Information Quality | 0.793 | 0.60 | 3 | Reliable |
| 2 | Service Quality | 0.690 | 0.60 | 3 | Reliable |
| 3 | Preferential Treatment | 0.877 | 0.60 | 3 | Reliable |
| 4 | Customization | 0.820 | 0.60 | 3 | Reliable |

| | | | | | |
|---|-----------------------------|-------|------|---|----------|
| 5 | Perceived Value | 0.702 | 0.60 | 3 | Reliable |
| 6 | Repurchase Intention | 0.845 | 0.60 | 3 | Reliable |

Source: Researcher, 2023

From Table 2, it is proven that all the regressions have the Cronbach alpha value that is higher than 0.60. Therefore, it can be concluded that the statements that develop the variables are consistent/reliable and can be used for further analysis.

4.2 Normality Test

The output of this test can be seen in the Kolmogorov Smirnov Z column and it can be known that if the significance value of all variables is greater than 0.05, it can be concluded that the sample data variables Information Quality, Service Quality, Preferential Treatment, Customization, Perceived Value, and Repurchase Intention are normally distributed.

Table 3. Normality Test

| No. | Equation | Asymp. Sig. (2-tailed) | Critical Number | Description |
|-----|-------------------|------------------------|-----------------|----------------------|
| 1. | IQ, SQ, PT, CU*PV | 0.058 | >0.05 | Normally Distributed |
| 2. | PV*RE | 0.062 | >0.05 | Normally Distributed |

From the table 3, the value of Asymp. Sig has significant which is > 0.05. Therefore, the data collected in this research is normally distributed.

4.3 T-Test and Coefficient Regression

Table 4. T-Test

| Variable | Sig | Coefficient Regression | Information |
|----------|-------|------------------------|---------------------|
| IQ*PV | 0.520 | 0.112 | Hypothesis rejected |
| SQ*PV | 0.020 | 0.265 | Hypothesis accepted |
| PT*PV | 0.002 | 0.324 | Hypothesis accepted |
| CU*PV | 0.015 | 0.284 | Hypothesis accepted |
| PV*RE | 0.000 | 0.699 | Hypothesis accepted |

The result for t-test sig from table 4 shows that four hypotheses are supported because the t-test is lower than 0.05. So, it can be concluded that H2, H3, H4 and H5 are supported. Also, the other three hypotheses are rejected because the t-test is higher than 0.05. So, it can be concluded that H1 is rejected.

From the results of the regression coefficient, the highest positive influence is Perceived Value on Repurchase Intention of 0.699. Furthermore, the highest influence on Perceived Value is Preferential Treatment with a regression coefficient of 0.324. The smallest and insignificant positive influence is Information Quality with an influence of 0.112.

5. DISCUSSION

The research model was developed with the aim of examining the Repurchase Intention of Shopee users in Indonesia. The research was conducted based on the influence of Service Quality, Preferential Treatment, Customization to Perceived Value. Also Perceived Value has positive and significant influence on Repurchase Intention. Meanwhile, it was found that there was no significant influence between the Information Quality variable and Perceived Value. Based on the research problem identified in the previous chapter, which is to look for what factors significantly influence repeat purchase decisions on Shopee. This research is expected to provide answers to research questions such as whether Information Quality, Service Quality, Preferential Treatment, and Customization have a significant effect on Repurchase Intention.

One of the control variables used in this research is gender. The research results show that the majority of Shopee customers are women. This research supports the research results, namely that the biggest influence on Repurchase Intention is Perceived Value. Furthermore, the biggest influence on Perceived Value is Preferential Treatment. Women are exposed to promotions continuously and even more so than men, therefore women will try to choose products that are able to provide greater Perceived Value than other products. And the greatest value for women can be obtained, especially if they get Preferential Treatment compared to other products.

Based on the results of the analysis, it can be concluded that there is a significant influence between Information Quality variables with Perceived Value, Service Quality variables with Perceived Value, Preferential Treatment variables with Perceived Value, Customization variables with Perceived Value. Meanwhile, it was found that there was no significant influence between the Information Quality variable and Perceived Value. Thus, it can be concluded that of the five hypotheses proposed in this study regarding Shopee Indonesia as the object of research, 4 hypotheses were accepted, while 1 hypothesis was rejected.

Research by Shah et al. (2020) which also states that Information Quality does not have a significant effect on Perceived Value. This is because information about both applications and products on Shopee can be found by users on other platforms so that it is not significant to the overall assessment of users. In addition, looking at the characteristics of users who are Indonesian citizens with a low level of reading interest is also a trigger for this variable to be considered insignificant, which means that the first hypothesis is rejected.

The results of this study state that Service Quality has a significant effect on Perceived Value which means that the second hypothesis is accepted. This statement is in accordance with the results of research by Sebastian et al. (2020) which states that services affect the overall assessment of users such as replying quickly and can solve user problems so that users feel cared for.

The results of this study state that Preferential Treatment has a significant effect on Perceived Value which means the third hypothesis is accepted. This statement is not in accordance with the results of research by Sebastian et al. (2020) which states that prizes and promos have no effect on the overall assessment of users. However, this study is in accordance with the research of Jahanzeb et al. (2013) which states that Preferential Treatment have a significant effect on Perceived Value. This is because although other e-commerce platforms provide similar rewards to active users,

there are promotions with nominal discounts and more amounts than other platforms.

The results of this study state that Customization has a significant effect on Perceived Value which means the fourth hypothesis is accepted. This statement is not in accordance with the results of research by Sebastian et al. (2020) which states that Customization does not have a significant effect on the overall assessment of users.

The results of this study state that Perceived Value has a significant effect on Repurchase Intention which means that the fifth hypothesis is accepted. This statement is in accordance with the results of research by Sebastian et al. (2020) which states that services affect the overall assessment of users such as replying quickly and can solve user problems so that users feel cared for.

6. CONCLUSION

This study also discusses that Repurchase Intention is influenced by Perceived Value that arises based on Information Quality, Service Quality, Preferential Treatment, and Customization factors. Therefore, Shopee must improve the quality of information, service, provide rewards in the form of promotions and rewards to users, and provide appropriate recommendations for users to improve the overall assessment of users and ultimately repeat user purchases.

First, Service Quality is one of the factors that need to be improved because it is positive and significant. Shopee must ensure customer service is certified in its field. In addition, it is necessary to ensure that the company's brand image has been conveyed properly to customer service through the SOP provided. To ensure customer service can give full attention to user problems, Shopee needs to conduct training because customer service is the front line that deals directly with users.

Second, Preferential Treatment is one of the factors that need to be improved because it is positive and significant. Shopee can also sell promotional packages that can be chosen by users at prices that also adjust their membership level.

Third, Customization is one of the factors that needs to be improved because it is positive and significant. Shopee also needs to be more selective in displaying videos in the Feed section. The video shown must look credible and worthy of display. To support this, Shopee can create guidelines for videos from sellers.

Fourth, Perceived Value is a crucial factor that shapes repeat buying behavior on Shopee. Shopee can also provide a compare product feature when users choose one of the products. This feature can be used by users on product pages, users will be taken to other pages whose details are not as complete as the previous product page so that the display is more flexible for users to be able to compare several products at once. For example, up to 3 products at once.

Fifth, Information Quality is one factor that needs to be improved, but its effect on perceived value is positively insignificant. Shopee can ensure the seller's activeness by updating product information, for example once every 2 weeks or a maximum of once a month.

This research uses the object of research, namely Shopee, which is the largest e-commerce in Indonesia both in terms of market share and sales. In addition, the characteristics of e-commerce in Indonesia, although they have their own uniqueness, have something in common, namely the target market is the Indonesian people. Therefore, this research can be generalized to other e-commerce platforms in Indonesia in order to increase Repurchase Intention to survive and compete in the Indonesian e-commerce market.

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