

UDC 332

**THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE EFFECT
OF PERCEIVED EASE OF USE AND PERCEIVED ENJOYMENT ON REPURCHASE
INTENTION ON SHOPEE CUSTOMERS IN DENPASAR CITY**

Praanggreni P. Ni Putu Ayu Julia*, Wardana I Made

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

*E-mail: juliapraanggreni@gmail.com

ABSTRACT

One of the impacts of technological advances in the business world is the development of e-commerce as a medium for online shopping. Shopping online has now become a lifestyle for people in big cities, including Denpasar City. One of the most visited and discussed e-commerce platforms in Indonesia is Shopee. However, the complaints of people who use Shopee are also no less. It is important for Shopee to maintain its market share and find out what can make its customers return to shop at Shopee. This study aims to determine the effect of perceived ease of use, perceived enjoyment and customer satisfaction on repurchase intention on Shopee consumers in Denpasar City. Samples were taken by purposive sampling method and 96 samples were collected. The data analysis technique used is PLS (Partial Least Square). The results showed that perceived ease of use, perceived enjoyment and customer satisfaction had a positive and significant effect on repurchase intention; perceived ease of use and perceived enjoyment have a positive and significant effect on customer satisfaction; and customer satisfaction mediates the effect of perceived ease of use and perceived enjoyment on repurchase intention. The results of this study can provide information for Shopee management the importance of developing an information system that is easy to use and can please customers by considering the effect of perceived ease of use, perceived enjoyment, and customer satisfaction on repurchase intention. For further research, it is recommended to use exogenous variables, mediating variables, or research objects that are different from this research.

KEY WORDS

Perceived ease of use, perceived enjoyment, customer satisfaction, repurchase intention.

Technology has grown rapidly for the past few years. The development of this technology also affects the business world, where many parties, both producers and consumers, use technology to carry out buying and selling activities. E-commerce is one of the phenomena of the increasing use of the internet which is currently used by business people. E-commerce is an online buying and selling activity, which includes business transactions that are connected via the internet (Malau, 2017). The high interest in online shopping in Indonesia has encouraged e-commerce to grow more rapidly to provide the services that consumers expect. According to Schiffman and Kanuk (2008), when the number of internet users increases and more and more people turn to websites to find product information and make initial shopping comparisons, that's when e-commerce is at its peak.

The potential of e-commerce in Indonesia cannot be underestimated. From data from Ernst & Young (2015), there is a growth in the value of online business sales which reaches 40 percent every year. According to McKinsey (2018), around 30 million people have shopped through online platforms out of a total population of 260 million people in Indonesia in 2017. The total e-commerce transactions reached US\$ 8 billion in the same period.

E-commerce transactions in the province of Bali itself also continue to increase. This is also driven by the high penetration of internet users in Bali. Internet penetration is defined as the population's high access to information via the internet. Internet users in Bali reach 42.91 percent of the total population. This figure is higher than internet users in Java, which reached 40.29 percent. Denpasar City is the city with the highest internet users, where 68

percent of the population has access to the internet (Kurnia, 2019). This certainly encourages the growth of e-commerce transactions in Bali Province, especially in Denpasar City. According to Wiratmini (2021), total transactions through e-commerce in Bali recorded an increase of 27.61 percent in the fourth quarter of 2020 compared to the same period the previous year. In the fourth quarter of 2020, e-commerce transactions in Bali were recorded at a nominal value of IDR 1.12 trillion. The increase in e-commerce transactions is partly due to increased consumer confidence in the online shopping system, more merchants using e-commerce, more variety of products being sold, and reliable shipping options.

Of the many existing e-commerce platforms, Shopee is one of the most famous e-commerce applications in Indonesia. Based on a survey by the Indonesian Internet Service Providers Association (2018), Shopee is the most frequently used e-commerce application for online shopping in Indonesia. Based on a survey conducted by YouGov, in 2019, Shopee managed to rank first in the YouGov Brand Buzz Rankings in the e-commerce category in Indonesia. In this survey, respondents were asked which brand they heard the most about. Shopee managed to outperform its competitors such as Tokopedia, Traveloka, Bukalapak, and Lazada which ranked second to fifth in a row. Based on the Q4 2019 Indonesia e-Commerce Map Report from iPrice, Shopee recorded the highest number of monthly visits compared to other e-commerce.

According to Juniwati (2015), repurchase intention is a post-purchase consumer action. Repurchase intention is the intention of a customer to buy a product that has been purchased in the past (Megantara, 2016). Online repurchase intention is a situation where consumers are willing and intend to return to online transactions (Parastanti et al., 2014). High repurchase intention reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try the product and then a feeling of liking or disliking the product arises. There are three indicators that can be used to measure repurchase interest (Chiu et al., 2009), namely (i) the opportunity to repurchase, (ii) the possibility of repurchasing, and (iii) the intention to repurchase. Other indicators that can be used to measure repurchase interest are stated by Adikhara (2014) in his research, namely (i) repurchasing, (ii) recommending to other parties, and (iii) not switching to other brands.

Perceived ease of use according to Dewi (2016) is the degree to which a person believes that using the system will be free from effort. Meanwhile, according to Sianadewi et al. (2017), perceived ease of use is "a belief that using technology will be effortless" or can be interpreted as a belief in the extent to which a system will reduce their efforts to act. From these two opinions, it can be concluded that perceived ease of use is the level of confidence where an individual believes that the use of a system will facilitate their work. The indicators used in the perceived ease of use variable according to Amin et al. (2014) are: Ease of learning how to operate the application, Easy to become proficient in using the application, and Ease of using the application as a whole.

Permana and Parasari (2019) define perceived enjoyment as "the intrinsic reward derived through the use of the technology". In other words, perceived enjoyment is an intrinsic benefit obtained through the use of technology. Intrinsic motivation perceived enjoyment refers to the pleasure of doing the activity itself. Perceived enjoyment is a psychological factor owned by prospective buyers, which supports them to shop at online shops or just browse (window shopping), namely enjoyment or hedonic motivation. Indicators of perceived enjoyment according to Lee (2010) are visiting shopping sites is an interesting activity, the online shopping process is an entertaining activity, and customers feel happy shopping online.

According to Priansa (2017) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression on performance that is below expectations, customers are not satisfied. However, if the performance exceeds expectations, the customer is very satisfied and happy. According to Cahya and Shihab (2018), there are three dimensions to measure consumer satisfaction universally, namely Attributes related to products, Attributes related to services, and Attributes related to purchase. The indicators that can be used to measure customer satisfaction (Lee, 2010),

are: (i) service quality, (ii) a pleasant experience, and (iii) the right choice. Other indicators that can be used to measure customer satisfaction are put forward by Darmawan and Ekawati (2017), namely: (i) product quality, (ii) service quality, (iii) emotional factors, (iv) price and (v) costs.

To be able to maintain its market share, of course Shopee needs to pay attention to the strength of its brand in the minds of consumers and pay attention to how the strength of the brand can encourage consumer interest to repurchase in the future. Growing consumer interest in repurchasing, especially in online business is not easy. Repurchase intention is related to consumers' plans to reuse a brand within a certain period. Shopee needs to know the factors that can foster consumer interest in returning to Shopee and making repeat purchases.

According to Amin et al. (2014), in the context of online shopping, ease of use is an element that has a positive effect on repurchase by consumers. The ease of use of the site needs to be considered to perform better as a strategy in online business competition (Chong, 2013). In her research, Juniwati (2015) suggests that perceived enjoyment has a positive and significant effect on customer satisfaction. The pleasure or enjoyment that consumers feel when making a purchase has an important influence on consumer behavior. Research conducted by Wen et al. (2011) stated that the appearance of an attractive website or application is one of the elements of perceived enjoyment that will increase customer satisfaction positively and significantly when making a purchase. Baskara and Sukaatmadja (2016) argue that the quality of the site and website design that offers a variety of products and various prices can attract consumers to visit it. The pleasure or enjoyment felt by consumers in browsing websites can directly increase customer satisfaction.

Oroh et al. (2015) stated that perceived ease of use was not significant to repurchase intention. Research conducted by Lin et al. (2010) stated the same thing, namely perceived ease of use does not have a significant direct effect on repurchase intention, but shows an indirect effect through customer satisfaction. This indication is also further strengthened by Chen's (2012) research which states that it is important for companies to be able to improve services for consumers, one of which is the ease of using the system. Ease of use is considered to be able to increase customer satisfaction so that it can make consumers intend to repurchase.

Juniwati (2015) suggests that perceived enjoyment does not affect consumers in repurchasing. Lin et al. (2010) stated that perceived enjoyment has an indirect effect on repurchase intention, where the effect is mediated by customer satisfaction. This relationship is strengthened by research by Baskara and Sukaatmadja (2016) which shows that customer satisfaction plays a significant role in mediating the effect of perceived enjoyment on repurchase intention. This means that the higher the consumer's perceived enjoyment, the higher the consumer's satisfaction, which will increase consumer interest in repurchasing.

Based on the phenomena and previous research, the formulation of the hypothesis and the conceptual framework formed are as follows:

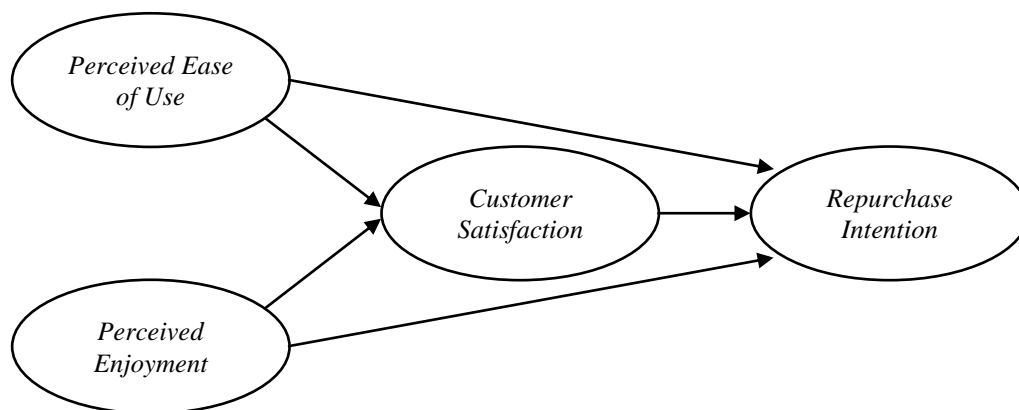


Figure 1 – Research Conceptual Framework

- H₁: Perceived ease of use has a positive and significant effect on repurchase intention;
- H₂: Perceived enjoyment has a positive and significant effect on repurchase intention;
- H₃: Customer satisfaction has a positive and significant effect on repurchase intention;
- H₄: Perceived ease of use has a positive and significant effect on customer satisfaction;
- H₅: Customer satisfaction has a positive and significant effect on repurchase intention;
- H₆: Customer satisfaction is able to significantly mediate perceived ease of use on repurchase intention;
- H₇: Customer satisfaction is able to significantly mediate perceived enjoyment on repurchase intention.

METHODS OF RESEARCH

This study uses a quantitative approach and is an associative research because it examines the effect of causality or causality between perceived ease of use and perceived enjoyment as an independent variable on repurchase intention as the dependent variable, as well as knowing the effect of customer satisfaction as a mediating variable. Data was collected by distributing questionnaires through Google Form. This research was conducted in Denpasar City which is the capital city of Bali Province. The city of Denpasar was chosen because Denpasar is the city center where most of the people are aware of and follow technological developments, and have facilities to access Shopee as an online shopping platform. The scope of this research is people in Denpasar City who have shopped online using the Shopee application. The population of this study is the entire community of Denpasar City, based on the Denpasar Data Center (2020) totaling 651,601 people. The sample of this study was taken by purposive sampling method, where the sample criteria were the people of Denpasar City who had shopped through Shopee. According to Utama (2012), the sample size was obtained based on the number of indicators multiplied by 5 to 10. In this study there were 12 indicators, so the sample size in this study was 12 times 5 to 10, which ranged from 60 to 120 samples. This study uses a questionnaire as an instrument in collecting data from respondents. This study uses Partial Least Square (PLS), with the help of SmartPLS 3 software.

RESULTS AND DISCUSSION

The selected respondents are residents of Denpasar City who have shopped through the Shopee application. Respondents in this study were mostly women, as many as 60 people (62.50%) and the rest were men as many as 36 people (37.50%). All respondents are residents of Denpasar City who have shopped through the Shopee application, with an age range of less than 21 years to more than 51 years. The majority of respondents fall into the age group of 21 to less than 31 years, as many as 42 people (43.75%). Respondents who are included in the age of less than 21 years are 22 people (22.92%), respondents who are included in the age of 31 to less than 41 years are 20 people (20.83%), respondents who are included in the age of 41 to less of 51 years as many as 9 people (9.38%) while the rest are over 51 years old as many as 3 people (3.13%). Most of the respondents had a D4/S1 education level, as many as 67 people (69.79%), while the rest had a junior high school education level of 3 people (3.13%), 18 high school students (18.75%), and masters degree. as many as 8 people (8.33%).

Respondents' income ranged from less than Rp. 2,500,000 to more than Rp. 10,000,000. Income < 2,500,000 as many as 24 people (25.00%), income between 2,500,001 - 5,000,000 as many as 9 people (9.38%), income between 5,000,001 - 7,500,000

as many as 22 people (22.92 %), income between 7,500,001 – 10,000,000 as many as 23 people (23.96%), and income > 10,000,000 as many as 18 people (18.75%). The occupations of the respondents in this study came from various fields which were dominated by work as private employees as many as 33 people (34.38%), students as many as 22 people (22.92%), civil servants as many as 19 people (19.79%) , 13 people are self-employed (13.54%), while the rest work as BUMN employees, doctors and housewives each 3 people (3.13%).

From the results of the bootstrapping test with SmartPLS 3.0, the t-statistics and p-values presented in Table 1 can be described as follows:

Table 1 – Direct Effects between Variables

Variable	T Statistics (O/STDEV)	P Values	Information
<i>Perceived Ease of Use (X₁) ->Repurchase Intention (Y)</i>	1,993	0,047	H1 accepted
<i>Perceived Enjoyment (X₂) ->Repurchase Intention (Y)</i>	2,951	0,003	H2 accepted
<i>Customer Satisfaction (M) ->Repurchase Intention (Y)</i>	5,015	0,000	H3 accepted
<i>Perceived Ease of Use (X₁) ->Customer Satisfaction (M)</i>	9,122	0,000	H4 accepted
<i>Perceived Enjoyment (X₂) ->Customer Satisfaction (M)</i>	2,433	0,015	H5 accepted

Source: processed data, 2021.

Table 2 – Indirect Effects Between Variables

Variable	T Statistics (O/STDEV)	P Values	Information
<i>Perceived Ease of Use (X₁) ->Customer Satisfaction (M) -> Repurchase Intention (Y)</i>	4,158	0,000	H7 accepted
<i>Perceived Enjoyment (X₂) ->Customer Satisfaction (M) -> Repurchase Intention (Y)</i>	2,277	0,023	H8 accepted

Source: processed data, 2021.

Table 3 – Calculation of VAF (*Variance Accounted For*)

Variabel	Direct Effect	Indirect Effect	Total Effect	VAF (%)
<i>Perceived Ease of Use (X₁) ->Repurchase Intention (Y)</i>	0,201	0,328	0,529	62
<i>Perceived Enjoyment (X₂) ->Repurchase Intention (Y)</i>	0,221	0,102	0,324	31

Source: processed data, 2021.

Based on Table 3, the relationship between perceived ease of use and repurchase intention is partially mediated by customer satisfaction. This can be seen in the VAF value of 62%, which means that the value is greater than 20% and less than 80% (20% VAF 80%). Likewise, the relationship between perceived enjoyment and repurchase intention is partially mediated by customer satisfaction. This can be seen in the VAF value, which is 31%, which means that the value is greater than 20% and less than 80% (20% VAF 80%).

The results of the study prove that repurchase intention is influenced by the perceived ease of use variable positively and significantly. This means that the higher the consumer's perception of the ease of using the Shopee application, the higher the level of repurchase intention behavior. An increase in the ease of use of a site will provide a sense of comfort for consumers when making a purchase on the site so as to increase interest in repurchasing.

Perceived ease of use is indicated by the positive response shown by consumers using the Shopee application in Denpasar City towards ease of access. Ease will affect a person's decision to reuse a technology in the future. Someone tends to reuse applications that are considered as something they believe will help their effectiveness in conducting transactions. The high frequency of application usage encourages consumers to seek more information and then use it to fulfill their perceived needs and desires. This is what triggers a person's interest in making a repurchase (repurchase intention).

The results of this study are in line with the results of research by Amin et al (2014) which suggests that the ease of use of a system will be able to increase consumer interest in making positive and significant repurchases. Juniwati (2015), reveals that it is very important for marketers to pay attention to the ease of purchasing a product. The easier the purchase

procedure, the more interested consumers will be to make a repurchase. Chong (2013) and Adiutama et al (2014) also stated that perceived ease of use had a positive and significant effect on repurchase intention.

Ease of Use relates to the convenience of consumers when making purchases on the website, namely the ease of using the web, ease of transactions, and other conveniences that do not make it difficult for consumers to make purchases at Shopee. Ease of Use is necessary in the buying process because in order to make it easy for consumers and not to experience confusion in using the web when going to the purchase process or payment process. Respondents in this study had good answers regarding the ease of using the Shopee web or application.

The results showed that perceived enjoyment had a positive and significant effect on repurchase intention. This means that if the perceived enjoyment increases, the intention to repurchase at Shopee's e-commerce will also increase. Feelings of pleasure, comfort and liking for the system provided by Shopee e-commerce will increase interest in buying back at Shopee e-commerce.

Shopee e-commerce consumers have a very good perception of perceived enjoyment in terms of pleasure. A complete and varied product selection when exploring Shopee's e-commerce makes consumers feel like they have a pleasant experience. This encourages consumers to re-purchase Shopee e-commerce in the future. Repurchase interest at Shopee is also influenced by convenience (joy), namely consumers have a more comfortable feeling compared to offline shopping because they are not disturbed by other people's activities so that consumers feel more flexible in repurchasing products at Shopee e-commerce. Another factor that influences repurchase interest is likes (fun), Shopee e-commerce must provide an attractive appearance so that consumers feel like it. The display in Shopee's e-commerce system is currently equipped with live streaming, live chat, social sharing and hashtag features to make it easier for sellers and buyers to find the desired product. If consumers get a good display and an easy-to-understand shopping system, consumers will not hesitate to make purchases again at Shopee e-commerce.

The results of this study are in line with the research results of Trisnawati et al (2012) which states that an attractive site design and providing good information when shopping online are elements of perceived enjoyment that have a positive and significant influence in increasing consumer desire to repurchase (repurchase intentions). Baskara and Sukaatmadja (2016) argue, to have a positive and significant impact on repurchase interest, the company must be able to create an attractive site and provide comfort when visited. The results of research by Pramesthi and Haryanto (2013) reveal that the pleasure that consumers feel when visiting online shopping sites can affect consumer interest in repurchasing. Similar results were obtained in a study conducted by Tambunan and Handayani (2017), which stated that perceived enjoyment had a positive and significant effect on repurchase intention.

The results showed that customer satisfaction had a positive and significant effect on repurchase intention. This means that the better customer satisfaction on the site, the higher the repurchase intention using the Shopee application. Respondents have a high repurchase intention on product purchases because they are satisfied with the provider, both in their products and services, this is based on a pleasant shopping experience.

The results of this study are in line with the results of research by Lin and Lekhawipat (2014) which state that customer satisfaction plays a very important role in influencing repurchase intention. Satisfied consumers tend to have an interest in repurchasing compared to dissatisfied consumers. The higher the level of consumer satisfaction, the higher the consumer's interest in repurchasing (Zhou, 2013). Research by Baskara and Sukaatmadja (2016) also shows the same thing, namely customer satisfaction has a positive and significant effect on repurchase intention.

The results showed that perceived ease of use had a positive and significant effect on customer satisfaction. This means that the higher the perceived ease of use, the higher customer satisfaction with the use of the Shopee application. The positive benefits felt by consumers are an indicator of the shape of the perception of user convenience, so that the

perceived ease can increase user satisfaction.

The results of this study are in line with the research results of Amin et al (2014) which state that perceived ease of use has a significant positive effect on customer satisfaction. The ease that consumers feel in learning and using a system can increase customer satisfaction. Similar results were stated by Hidayat et al (2014), where the results of his research stated that perceived ease of use can affect customer satisfaction positively and significantly. Research conducted by Tandon et al (2016) also obtained similar results where perceived ease of use has a positive effect on customer satisfaction. This means that the greater the convenience felt by consumers when making purchases will increase consumer satisfaction in shopping through e-commerce.

The results of the study prove that perceived enjoyment is significantly and positively influenced by customer satisfaction. This means that the better the perceived enjoyment, the higher the customer satisfaction when using the Shopee application. Perceived enjoyment is intrinsic motivation and emphasizes the pleasure, excitement and satisfaction that comes from the activities carried out by consumers. Consumers find that the perceived benefits of using the Shopee application have a large influence on satisfaction.

The results of this study are in line with the results of research by Juniwati (2015) which suggests that perceived enjoyment has a positive and significant effect on customer satisfaction. The pleasure or enjoyment that consumers feel when making a purchase has an important influence on consumer behavior. Research conducted by Wen et al (2011) states that the appearance of an attractive website or application is one of the elements of perceived enjoyment that will increase customer satisfaction positively and significantly when making a purchase. Baskara and Sukaatmadja (2016) argue that the quality of the site and website design that offers a variety of products and various prices can attract consumers to visit it. The pleasure or enjoyment felt by consumers in browsing websites can directly increase consumer satisfaction.

The results of the study prove that customer satisfaction is able to mediate the relationship between perceived ease of use and repurchase intention. It can be said that the customer satisfaction variable serves to bridge the relationship between perceived ease of use and repurchase intention. This means that the higher the perceived ease of use by consumers, it can increase consumer satisfaction so that it can make consumers intend to repurchase. The convenience that has been provided by the Shopee application is important to increase user satisfaction. User satisfaction can be an intervening variable between perceived ease of use and interest in re-use. This shows that customer satisfaction must also be considered to increase interest in reusing the Shopee application.

The results of this study are in line with the research results of Oroh et al (2015) and Lin et al (2010) which state that the effect of perceived ease of use on repurchase intention shows an indirect effect through customer satisfaction. Chen's research (2012) which states that it is important for companies to be able to improve services for consumers, one of which is the ease of using the system.

The results of the study prove that customer satisfaction is able to mediate the relationship between perceived enjoyment and repurchase intention. It can be said that the customer satisfaction variable serves to bridge the relationship between perceived enjoyment and repurchase intention. This means that the higher the consumer's perceived enjoyment, the higher the consumer's satisfaction, which will increase consumer interest in repurchasing. The pleasure or enjoyment that consumers feel when making a purchase has an important influence on increasing user satisfaction. User satisfaction can be an intervening variable between the user's perception of pleasure and interest in reuse. This shows that customer satisfaction must also be considered to increase interest in reusing the Shopee application.

The results of this study are in line with the results of research by Lin et al (2010) which states that the effect of perceived enjoyment on repurchase intention shows an indirect effect through customer satisfaction. Research by Baskara and Sukaatmadja (2016) shows that customer satisfaction plays a significant role in mediating the effect of perceived enjoyment on repurchase intention.

CONCLUSION

Based on the results we can conclude that Perceived ease of use has a positive and significant effect on repurchase intention. Perceived enjoyment has a positive and significant effect on repurchase intention. Customer satisfaction has a positive and significant effect on repurchase intention. Perceived ease of use has a positive and significant effect on customer satisfaction. Perceived enjoyment is significantly and positively influenced by customer satisfaction. Customer satisfaction is able to mediate the relationship between perceived ease of use and repurchase intention. Customer satisfaction is able to mediate the relationship between perceived enjoyment and repurchase intention.

Suggestions that can be given are for Shopee, related to the results of this study, it should be able to increase the ease of use felt by customers in using the application to shop, whether it's the ease of finding the desired product, the ease of communicating with the seller, as well as the ease of payment and ease of use. delivery problem.

Suggestions for further research are expected to be able to add or replace one of the independent variables, for example with customer engagement variables, customer involvement, shopping experience, or the Shopee shake phenomenon, to make it more interesting. The author suggests for further researchers to replace the intervening variable with another variable, for example by using the trust variable. Then further research can also replace indicators that are more relevant to the research so that they can obtain the expected research results and are closer to the truth. In addition, further research can also use different subjects and research objects and increase the number of respondents studied.

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