

## FACTORS AFFECTING REPURCHASE INTENTION ON LAZADA IN DKI JAKARTA

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### **Abstract**

*The purpose of this research is to identify and analyze the effect of trust, perceived risk, reference group, behavior control awareness, usefulness and convenient and business competency to repurchase intention on Lazada consumers in DKI Jakarta. The form of research used is descriptive research and causality research, in which variables are measured by 5 point likert scale. This research used data collected by questionnaires with non-probability sampling technique and purposive sampling method and used 102 respondents. Processed with statistic program and statistical method is multiple regression. The results on this research indicate that the variables of trust, reference group, behavior control awareness and business competency have a positive effect to repurchase intention, which is supported in previous studies. But, the variables perceived risk and usefulness and convenient have no effect to repurchase intention.*

**Keywords:** *trust, perceived risk, reference group, behavior control awareness, usefulness and convenient, business competency*

### **INTRODUCTION**

Indonesia is a developing country that is very open to the development of new technologies such as the increasingly sophisticated internet. Internet users in Indonesia are increasing very quickly, this is also influenced by the development of technology and information that continues to grow which makes people have to be able to adapt to existing developments. Based on reports obtained from BPS (Badan Pusat Statistik), the number of internet users in Indonesia has increased every year. DKI Jakarta is a province with a fairly high percentage of internet users and every year there is always a significant increase in the number of internet users. In 2018 it was 65.89% with 6,871,009 internet users, then increased in 2019 by 73.46% with 7,716,312 internet users, and in 2020 there was an increase again by 77.61% with the number of internet users as many as 8,208,344 people (Statistik Telekomunikasi Indonesia 2020). There was a change that previously trading activities were carried out traditionally, namely by meeting between traders and buyers.

Turned into trading activities carried out online and supported by technological developments that are increasingly sophisticated. With the number of internet users in Indonesia, it can open up huge opportunities, especially for traders who can switch to online trading activities. E-commerce is a business that is a buying and selling transaction through internet media that connects sellers and buyers online. Only by using the internet network, you can introduce, market, and sell products or services to consumers anytime and anywhere. Based on the report of the 2021 Bank Indonesia annual meeting, data shows the value of e-commerce transactions that occur in Indonesia has increased quite high every year. In this case it can be said that there are many e-commerce users. The increasing number of users and e-commerce transactions in Indonesia, has made the e-commerce industry in Indonesia have a very big opportunity, so in Indonesia many e-commerce have emerged such as, Bukalapak, Lazada, Blibli, Tokopedia, Shopee, and others (Laporan Pertemuan Tahunan Bank Indonesia 2021).

Buying interest Repeat is the desire and intention of the buyer to make another purchase at the same company because of factors originating from that individual consumer Alone. (Febiwenesya, 2023). The first strategy definition put forward by Chandler states that “Strategy is the long-term goal of a company, as well as the utilization and allocation of all necessary resources to achieve that goal”. A good understanding of the concept of strategy and other related concepts is crucial to the success of the developed strategy (Saddewisasi et al, 2018). Along with the times and technology, internet usage in the world today continues to increase. The rapid development of internet users in this era of globalization has led to changes in culture in human life. The e-commerce phenomenon that began to grow rapidly in Indonesia is an online trading site. One of the online trading sites that are developing in Indonesia today is lazada.co.id. In buying and selling sites that affect success and profitability are consumer repurchase intentions. (Putra, 2020)

Online shopping can be done using a mobile app, desktop or even a mobile site. According to a Forbes article written by Julia Tokareva, it is stated that many consumers prefer online shopping via mobile applications compared to desktops. ([www.forbes.com](http://www.forbes.com)). Based on Top Brand Index data, it says that the percentage of assessment of a product brand in the category of online buying and selling sites, the results say that Lazada in

2018 to 2021 has decreased in percentage which makes Lazada the third rank of the Top Brand Index Fase 2 in the Online Buying and Selling Site. ([www.topbrand-award.com](http://www.topbrand-award.com)). The occurrence of this decrease indicates a gap that occurs in Lazada, such as less attractive to consumers because of competitors. This research is a replication of previous research conducted by Le-Hoang (2020) entitled "Factors Affecting Online Purchase Intention: The Case of E-Commerce on Lazada." There are several factors that influence the online shopping intention of Lazada consumers in Ho Chi Minh City. Researchers want to re-study on the same object, Lazada with a different object location, in DKI Jakarta in order to find out whether there is an influence of trust, perceived risk, reference group, behavior control awareness, usefulness and convenient, and business competency on repurchase intention of Lazada consumers in DKI Jakarta.

### **TRUST ON REPURCHASE INTENTION**

Trust is one of the important variables to develop and maintain relationships between customers and sellers regarding financial matters if it functions properly it will gain a competitive advantage in the financial market (Kotler et.al. 2019, 284). Le-Hoang (2020) stated that trust is one of the factors that can influence consumer intentions in buying a product or service online and is also supported by research by Bernarto et.al. (2019) which states that if the level of customer trust is high, there is a high possibility for customers to repurchase. Then there is a positive relationship of trust on the interest in repurchasing in online shopping transactions. With a higher level of trust, consumers will increase their interest in repurchasing in online shopping transactions.

Based on the explanation above, the research hypothesis is determined:

Ha<sub>1</sub> : There is a positive influence of trust on repurchase intention of Lazada consumers in DKI Jakarta.

### **PERCEIVED RISK ON REPURCHASE INTENTION**

The perceived risk faced by consumers will be greater for services that have high experience and trust attributes, and also first-time users will tend to face greater uncertainty (Wirtz & Lovelock 2018, 43). Le-Hoang (2020) states that the uncertainty associated with transactions in online shopping will pose many different risks. The risk perceived by consumers in online shopping will be higher due to not being able to fully

monitor seller behavior and/or concerns related to security in online shopping (Heriyana, et al. 2019). Perceived risk is a consumer's subjective assessment of the uncertainty of a risky event with concerns arising from the event (Ashghar and Nurlatifah 2020). Then there is a negative relationship between perceived risk and repurchase interest in online shopping. The higher the level of risk perceived by consumers, the lower the interest in repurchasing.

Based on the explanation above, the research hypothesis is determined:

Ha<sub>2</sub> : There is a negative effect of perceived risk on repurchase intention of Lazada consumers in DKI Jakarta.

### **REFERENCE GROUP ON REPURCHASE INTENTION**

The reference group serves as a source for comparison, there can be influence and norms for people's opinions, values, and behavior in acting (Schiffman and Wisenblit 2019). Le-Hoang (2020) states that consumer perceptions are reflected in subjective norms about how reference groups influence online shopping. Reference groups can have an effect on strengthening consumers' desire to repurchase online (Atmaja and Puspitawati 2019). Then there is a positive relationship between the reference group and repurchase intention. The stronger the reference from the group, the stronger the decision to repurchase.

Based on the explanation above, the research hypothesis is determined:

Ha<sub>3</sub> : There is a positive influence of reference group on repurchase intention of Lazada consumers in DKI Jakarta.

### **BEHAVIOR CONTROL AWARENESS ON REPURCHASE INTENTION**

Perceived Control Theory states that consumers have a need to control behavior during services. The higher the perceived level of control during the service, the higher the level of customer satisfaction (Wirtz and Lovelock 2018, 52). Le-Hoang (2020) states that behavior control awareness is an action that shows the level of behavioral control rather than the results of its behavior. A perception contained in the individual's mind about something that can make it easier or more difficult for someone to do a certain thing (Ariyanto 2018). Behavior control awareness will influence consumers to repurchase a

product in accordance with what they believe (Wahyuni and Fadli 2021). The higher the level of control felt by consumers and the higher the level of consumer satisfaction, the more satisfied consumers are with the services provided will influence consumers to repurchase.

Based on the explanation above, the research hypothesis is determined:

Ha\_4 : There is a positive influence of behavior control awareness on repurchase intention of Lazada consumers in DKI Jakarta.

### **USEFULNESS AND CONVENIENT ON REPURCHASE INTENTION**

Usefulness refers to the extent to which people find it useful in using the application (Malhotra, Naresh K. 2020, 708). Convenient makes the buying experience more comfortable, offering convenience and support to many customers (Kotler et.al., 2019, 412). Le-Hoang (2020) states that purchasing management is important because with very good, fast, and very useful purchasing management, buyers will easily make purchasing decisions and make purchases. Usefulness is the level of consumer confidence in online shopping that can improve the performance of these consumers (Puspitasari and Briliana 2017). Sullivan and Kim (2018) state that perceived usefulness is related to online trust, it is not clear in explaining how the value of a product or service is created and the extent to which it affects trust in the online environment. When consumers feel comfortable with the services provided, consumers tend to feel that the decision to choose and buy is the right decision, so consumers will consider making a repurchase (Hariyanto 2021). This is something that makes consumers feel easy and comfortable when shopping online. The higher the level of ease and convenience of shopping online, the higher the interest in repurchasing. So there is a positive influence of usefulness and convenient on the intention to repurchase.

Based on the explanation above, the research hypothesis is determined

Ha\_5 : There is a positive effect of usefulness and convenient on repurchase intention of Lazada consumers in DKI Jakarta.

### **BUSINESS COMPETENCY ON REPURCHASE INTENTION**

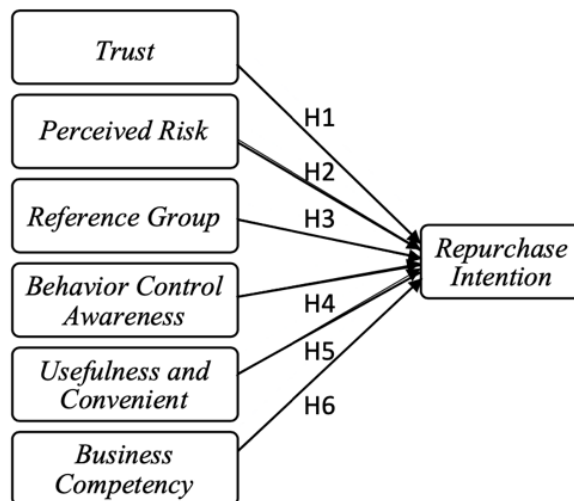
Business competency is a business orientation capability in identifying customer needs and how to sell the product (Szczepanska-Woszczyna, Katarzyna 2021, 80). Le-Hoang (2020) states that business competency is a purchasing method that can be easily used, product quality and product introduction information are complete and useful for consumers, thereby making the relationship between online merchants and buyers run well. This will lead to a positive relationship between business competency and consumer repurchase interest.

Based on the explanation above, the research hypothesis is determined:

Ha<sub>6</sub> : There is a positive influence of business competency on repurchase intention of Lazada consumers in DKI Jakarta.

## **REPURCHASE INTENTION**

Intention to repurchase is influenced by general beliefs about the quality of services provided by the company rather than individual satisfaction ratings, specific transactions that form immediately during and after consumption (Wirtz and Lovelock 2018, 55). Situations that occur in the level of preference will be taken into consideration in the decision to repurchase (Puspitasari and Briliana 2017). Repurchase intention is the intention and desire of consumers to make decisions in terms of an online transaction situation in the minds of consumers (Ashghar and Nurlatifah 2020). Repurchase intention is the intention to repurchase a product twice or better with the same type of product or a different type of product (Abdullah and Suyono 2019). It can be concluded that repurchase intention is the desire and intention of consumers to make transactions again in online shopping.



Picture 1.

Research Model

## RESEARCH METHODS

This research uses descriptive and causal research. The purpose of descriptive research is to describe the sample data in accordance with describing the characteristics of the object. While the purpose of causal research is to find out or test one variable with other variables whether there is a change or not. Lazada is the object of this research. For this study, the population used is Lazada consumers and the number of samples used is 102. With reference to the opinion expressed by Hair, Jr., et. al. (2019, 132) then this number can be used in this study. The sampling technique in this study uses non-probability sampling with the purposive sampling method, that is, the sampling technique can only fill out the questionnaire once and by considering the appropriate criteria (Sugiyono 2019, 131).

Respondents in this study fit the following criteria: respondents who are at least 18 years old, respondents who have transacted online shopping using Lazada at least once, respondents who are domiciled and have ID cards in DKI Jakarta. This study uses a Likert scale to measure the variables, with a 5-point scale from strongly disagree to strongly agree. This study uses data collected directly from respondents by distributing questionnaires in the form of Google Form and distributed via social media, such as Whatsapp, Instagram, Line, and Telegram, obtained 131 respondents and 102 respondents who fit the criteria.

## OPERATIONAL DEFINITION

Repurchase intention is the desire and intention of consumers to make transactions again in online shopping, Trust is the belief that consumers have about a product offered by an online seller that can affect consumers' intentions to buy products online. Perceived risk is the perception in the minds of consumers regarding matters related to the uncertainty that will occur in making repurchase decisions in online transactions. Reference Group is something that is believed by other people or groups about a product or company, so that it can influence someone to buy back. Behavior Control Awareness is a perception that each individual has regarding the actions taken in interacting with online merchants, it will lead to consumer intentions and motivations to repurchase. Usefulness and convenient is a perception of the ease and convenience that consumers get in a technology system when shopping online which will be taken into consideration in making a repurchase. Business competency is a professionalism that is formed by the company so that consumers feel the benefits of the company's business competency so that consumers will consider making a repurchase.

## VALIDITY AND RELIABILITY TESTING

Validity test is used to measure whether or not a questionnaire data is valid. Reliability test aims to measure a questionnaire which is an indicator of a variable.

**Table 1. Validity and Reliability Test Results**

Variable	Items	r count	r table (df=n-2)	Cronbach Alpha
Trust	X1.1	0,819	0,1638	0,796
	X1.2	0,775		
	X1.3	0,807		
	X1.4	0,770		
Perceived Risk	X2.1	0,819	0,1638	0,671
	X2.2	0,873		
	X2.3	0,827		
Reference Group	X3.1	0,747	0,1638	0,609
	X3.2	0,751		
	X3.3	0,746		
Behavior Control Awareness	X4.1	0,353	0,1638	0,605
	X4.2	0,517		
	X4.3	0,660		

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	X4.4	0,652		
	X4.5	0,700		
	X4.6	0,558		
Usefulness and Convenient	X5.1	0,799		
	X5.2	0,853	0,1638	0,829
	X5.3	0,788		
	X5.4	0,817		
Business Competency	X6.1	0,853		
	X6.2	0,857	0,1638	0,827
	X6.3	0,745		
	X6.4	0,800		
Repurchase Intention	Y1	0,832		
	Y2	0,809	0,1638	0,732
	Y3	0,817		

Source: Result of data processing with statistical program (January 2022)

Based on table 1, it can be concluded that all statement items are declared valid because  $r$  count is greater than  $r$  table, which is 0.1638. Ghazali (2018, 51-52) states that if  $r$  count  $>$   $r$  table, then the indicator is declared valid and the questionnaire is feasible to use. Sekaran & Bougie (2016, 290) state that decision making regarding reliability testing is based on the Cronbach Alpha value if the value is less than 0.60 then the variable is said to be unreliable. The results of the reliability test according to the table above show that all variables have a Cronbach Alpha value above 0.60, so it can be concluded that each variable from the questionnaire is said to be reliable.

## RESULTS AND DISCUSSION

**Table 2 Descriptive Statistics of Respondents**

Characteristics	Description	Frequency	Percent
Gender	Man	37	36,3
	Woman	65	63,7
Age	18-23 years old	61	59,8
	24-29 years old	22	21,6
	30-35 years old	10	9,8
	> 36 years old	9	8,8

Source: Result of data processing with statistical program (January 2022)

**Table 3 Variable Descriptive Statistics**

Variable	Indicator	Mean	Std. Deviation	Minimum	Maximum	Mode
Trust	X1.1	4,35	0,684	2	5	5
	X1.2	4,17	0,732	2	5	4

Source: Result of data processing with statistical program (January 2022)

	X1.3	4,49	0,593	3	5	5
	X1.4	4,23	0,770	2	5	5
Perceived Risk	X2.1	3,96	1,098	1	5	5
	X2.2	3,71	1,174	1	5	4
	X2.3	3,63	1,043	1	5	4
Reference Group	X3.1	4,11	0,770	2	5	4
	X3.2	4,37	0,757	2	5	5
	X3.3	4,24	0,706	3	5	4
Behavior Control Awareness	X4.1	4,27	0,692	3	5	4
	X4.2	4,29	0,623	3	5	4
	X4.3	3,88	0,848	1	5	4
	X4.4	4,12	0,800	2	5	4
	X4.5	4,00	0,821	2	5	4
	X4.6	4,11	0,743	2	5	4
Usefulness and Convenient	X5.1	4,58	0,588	2	5	5
	X5.2	4,38	0,690	2	5	5
	X5.3	4,34	0,637	2	5	4
	X5.4	4,49	0,728	2	5	5
Business Competency	X6.1	4,34	0,652	2	5	4
	X6.2	4,26	0,659	2	5	4
	X6.3	4,36	0,715	2	5	5
	X6.4	4,25	0,713	2	5	4
Repurchase Intention	Y1	4,45	0,607	3	5	5
	Y2	3,77	0,878	2	5	3
	Y3	4,37	0,659	3	5	5

**Table 4 T-Test Results**

hypothesis	Variable	t	Sig.	Result
H1	Trust → Repurchase Intention	6,501	0,000	<i>Supported</i>
H2	Perceived Risk → Repurchase Intention	-0,075	0,940	<i>Not Supported</i>
H3	Reference Group → Repurchase Intention	2,337	0,022	<i>Supported</i>
H4	Behavior Control Awareness → Repurchase Intention	2,149	0,034	<i>Supported</i>
H5	Usefulness and Convenient → Repurchase Intention	-0,084	0,933	<i>Not Supported</i>
H6	Business Competency → Repurchase Intention	2,056	0,043	<i>Supported</i>

Source: Result of data processing with statistical program (January 2022)

Hypothesis 1 has a t-count value on the trust variable which is 6.501 with a sig value. 0.000. The calculated t value is greater than the t table ( $6.501 > 1.660$ ) and the sig. ( $0.000 < 0.05$ ), then there is support for  $H_a$  or  $H_a$  is accepted, meaning that there is a positive influence of trust on repurchase intention on Lazada consumers in DKI Jakarta. This study is in accordance with the results of Le-Hoang's research (2020). Hypothesis 2 has a calculated t value on the perceived risk variable which is -0.075 with a sig value. 0.940. The value of t count is greater than t table ( $-0.075 > -1.660$ ) and the value of sig. ( $0.940 < 0.05$ ), then there is no support for  $H_a$  or  $H_a$  is rejected, meaning that there is no effect of perceived risk on repurchase intention on Lazada consumers in DKI Jakarta. Hypothesis 3 has a value of t arithmetic on the reference group variable is 2,337 with a value of sig. 0.022.

The calculated t value is greater than the t table ( $2.337 > 1.660$ ) and the sig. ( $0.022 < 0.05$ ), then there is support for  $H_a$  or  $H_a$  is accepted, meaning that there is a positive influence of the reference group on repurchase intention of Lazada consumers in DKI Jakarta. This study is in accordance with the results of Le-Hoang's research (2020). Hypothesis 4 has a t-count value on the behavior control awareness variable which is 2.149 with a sig value. 0.034. The value of t count is greater than t table ( $2.149 > 1.660$ ) and the value of sig. ( $0.034 < 0.05$ ), then there is support for  $H_a$  or  $H_a$  is accepted, meaning that there is a positive influence of behavior control awareness on repurchase intention of Lazada consumers in DKI Jakarta.

This study is in accordance with the results of Le-Hoang's research (2020). Hypothesis 5 has a value of t arithmetic on the variable usefulness and convenient is -0.084 with a value of sig. 0.933. The value of t count is greater than t table ( $-0.084 > -1.660$ ) and the value of sig. ( $0.933 > 0.05$ ), then there is no support for  $H_a$  or  $H_a$  is rejected, meaning that there is no influence of usefulness and convenient on repurchase intention of Lazada consumers in DKI Jakarta. Hypothesis 6 has a t-count value on the business competency variable which is 2.056 with a sig value. 0.043. The calculated t value is greater than the t table ( $2.056 > 1.660$ ) and the sig. ( $0.043 < 0.05$ ), then there is support for  $H_a$  or  $H_a$  is accepted, meaning that there is an influence of usefulness and convenient on repurchase intention of Lazada consumers in DKI Jakarta. This study is in accordance with the results of Le-Hoang's research (2020).

## CONCLUSION

This study shows that trust, reference group, behavior control awareness, and business competency have a positive influence on repurchase intention. The results of this study show the same results in a study conducted by Le-Hoang (2020). Meanwhile, perceived risk, and usefulness and convenient variables have no effect on repurchase intention. In this study, the researcher realizes that this research is far from perfect and there are limitations experienced. Some of the limitations in this study include: 1) the limitations of the variables used in the study, 2) the limited time and energy needed to complete the research, 3) the limitations of the respondents in this study using only 102 samples. Based on the limitations presented, the researcher suggests several recommendations that are expected to be useful for future researchers who want to raise a similar theme. Some recommendations are as follows: 1) adding other variables that are expected to affect repurchase intention, such as perceived value, word of mouth, satisfaction and promotion 2) conducting research with a wider area coverage 3) conducting research using a larger sample taken can better represent the population.

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