

Determinants of Repurchase Intentions at Online Stores in Indonesia

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ABSTRACT

The rapid growth of the internet users in Indonesia poses a challenge to marketers to explore and develop the potential for e-commerce. In this article, consumer trust is expected to encourage customers to make repurchases in online stores. This article aims to build a determinant model of repurchase intention at online stores in Indonesia. This article is based on a survey of Indonesian online store consumers. Respondents were asked to provide responses related to satisfaction, trust, website quality, and repurchase intention. There were 193 final respondents obtained from 300 distributed questionnaires. The model was tested using Structural Equation Modeling (SEM) with AMOS 18. The results revealed the role of the mediating variable of customer satisfaction on repurchase intention. The findings are expected to contribute ideas related to the formation of model reinforce the repurchase intention of online store customers. This implies for website designers to design an online store capable of increasing trust and strengthening the repurchase intention.

KEYWORDS

Customer Satisfaction, Customer Trust, Indonesia, Online Store, Repurchase Intention, Website Quality

INTRODUCTION

The growth of e-commerce market in Indonesia is increasing rapidly (Moore, 2017; Widjaya, 2015; Pangestu & Dewi, 2017; Ford & Honan, 2017). ICD Research (<http://www.icd-research.com>) predicts that Indonesia's e-commerce market grows by 42%, exceeding the commerce market development of Malaysia (14%), Thailand (22%), and Philippines (28%) (Mitra, 2014). In early 2016, Frost and Sullivan (2016) predicts that Indonesia's e-commerce market will grow by 31.1% in 2019. The growth of the market is supported by the growing number of internet users in Indonesia (Anggraeni, Dwiatmadja & Yuniawan, 2017). Internet World Stat data shows that as of June 2016, 34.1% of Indonesians have been using the internet (Internet World Stat, 2016). The results of joint research between the E-commerce Association of Indonesia (idEA), Google Indonesia, and TNS (Taylor Nelson Sofres) estimate the value of Indonesia's e-commerce market increased rapidly in 2016, reached Rp. 295 trillion (22.125

DOI: 10.4018/IJEBR.2018070106

billion U.S. dollars) (Erlangga, 2014). This indicates that Indonesia's e-commerce has great potential to grow. In Indonesia, there is a tendency of internet usage to communicate through social media like Facebook, Instagram, Twitter, and so forth.

Although the development of e-commerce in Indonesia has increased, there are still obstacles, including transaction security and customer trust in online transactions. Indonesian consumer trust in online stores and electronic payments has not yet strong (Watts, 2014). Moreover, the community reluctance to use online transactions is also an obstacle need to be scrutinized. This reluctance shows the fear of internet users to use online transactions caused by the doubt about security in online transactions (Damar, 2016; Budiharseno, 2017). Consequently, there are disproportionate growth of the number of internet users and online transactions.

This study investigates the relationship between website quality perceived by customers, online customer satisfaction, online customer trust, and repurchase intention. Repurchase intentions are the starting point to customer loyalty. Loyalty has long been the focus of attention for marketing researchers to explore and develop. Customer loyalty is closely related to the power of repurchase intention on post-purchase evaluation. Customer commitment to stay loyal to an online store is indicated by repurchase behavior (Erciş at al., 2012).

In order to obtain customers loyalty, companies always strive to provide high value products for customers in terms of visible and invisible benefits. In various studies, loyalty and repurchase intention are built through customer satisfaction. There have been many studies examining the relationship between customer satisfaction and repurchase intention. However, this topic is still interesting to study since there is still much controversy about the relationship. Anuwichanont and Mechinda (2009), Kuo and Tang (2011), Eid (2011), Miremadi et al. (2011), Wahyuni and Ginting (2017), Dharmesti and Nugroho (2012), Srivastava (2014) reveal that customer satisfaction has significant effect on repurchase intention. However, Gautama et al. (2012), Dehghana et al. (2015) find that customer satisfaction has no significant effect on repurchase intention.

There is also a controversy regarding the relationship between website quality and repurchase intention in the context of online business. Amini and Akbari (2014) find that website quality has a significant effect on repurchase intention. On the contrary, Shin et al. (2013), Hasanov and Khalid (2015) suggest that website quality has no significant effect on repurchase intention. On the other hand, Winnie (2014) reveals that among the examined three dimensions of website quality, only the content of the website having a significant effect, while website design and website structure having no significant effect on repurchase intention.

The research gap indicates that there are still problems in research regarding the relationship between the two concepts. This study is initiated by the controversy of the research results of the relationship. This study aims to reveal the role of e-customer trust concept in mediating customer satisfaction with repurchase intention of online store customers. The concept of e-customer trust is expected to fill the gap between customer satisfaction and repurchase intention. Customer satisfaction will encourage the emergence of repurchase intention if customer satisfaction is able to create customer trust in online stores. This study focuses on answering the question "Is e-customer trust able to bridge the gap between customer satisfaction and repurchase intention at online stores in Indonesia?".

This study focuses on the quality of customer and company relationships in strengthening the repurchase intention in the context of online transactions. The involved antecedents in this study are website quality, customer satisfaction, and customer trust. Online customer trust is built from a quality online store website and customer satisfaction. Hence, this study includes customer trust as the main mediating variable in strengthening the relationship between independent variables of website quality, customer satisfaction and repurchase intention.

In the context of online shopping, website visibility, responsiveness and design play an important role in building customer trust and strengthening customer intention to make repurchases (King et al., 2016; Malhotra, Sahadev, & Purani, 2017; Zheng et al., 2017; Bilgihan, 2016). The relationship between buyers and sellers in online transactions is mediated by online store website, even in some

Table 1. Dimensions of website quality

Specific information	Complete information	Display	Design	Convenience surfing	Source
Relevant information	Adequate information	Attractive display	Ease of navigation	Ease of use	Kim et al. (2004)
Informational fit-to-task	Informational fit-to-task	Web appearance			Kim and Stoel (2004)
Tailored information	Informational fit-to-task	Visual appeal	Innovativeness	Intuitive operations	Loiacono et al. (2007)
Interactivity		Entertainment		Ease of use	Kim and Niehm (2009)
Information quality	Information quality	-	-	-	Ho et al. (2012)
Information quality and service interaction	Information quality	-	-	Usability	Manasra et al. (2013)
-	Information usefulness	-	Site Design	Shopping convenience	Shin et al. (2013)
Website	Website content	-	Website Design		Winnie (2014)
Giving service to the customer	-	-	Site designing	Ease of surfing in site	Amini and Akbari (2014)

cases, websites act as sellers. Website dimensions (Table 1) frequently investigated include navigation website convenience (Kim et al., 2011; Bilgihan, 2016), website security (Shin et al., 2013; Kim et al., 2011), network benefits, website quality (Shin et al., 2013), website usage, website interactivity, website design (Shin et al., 2013), website structure (Winnie, 2014). Besides trust, customer satisfaction is widely researched as an antecedent of repurchase intention (Kim et al., 2011; Fang et al., 2011; Shin et al., 2013).

This study is expected to contribute to the processes occurring in the minds and hearts of consumers known as the black box for marketers. In addition, this research is expected to contribute to the concept of customer trust bridging the gap between customer satisfaction and repurchase intention. In online transactions, consumers do not personally meet the sellers and thus it is very reasonable if consumers doubt the online stores or the managers. Therefore, customer trust in online stores becomes a very decisive capital. This becomes an important contribution for online store managers, owners and consumers to build trust among them.

LITERATURE REVIEW

Online business has distinctive characteristics related to the relationship between company and consumers (Bilgihan & Bujisic, 2015). In physical stores, direct interaction between store managers and customers happens (Pauwels & Neslin, 2015; Wahyuni & Ginting, 2017), whereas in online stores, the interaction occurs through websites or other information technologies (Ahmed, Maati, & Al Mohajir, 2015). In online stores, customer retention activities should be performed vigorously. The absence of direct interaction with customers in online stores creates a lower emotional bond than that in physical stores and thus the creation of customer trust is a necessity that online shop owners must do (Grefen, & Turetken, 2017; Nugroho et al., 2017; Shahrokh & Behyar, 2017).

Customer trust becomes an important capital in online store survival. Customers are willing to make online transactions with a prerequisite that customers trust that online store managers run their

business honestly. In building trust, a customer needs valid, complete, and accessible information. Quality information relates to the products and of online transactions generated by quality websites (Wang et al., 2015; Drossos, Maragoudakis, & Kokkinaki, 2015; Chua, & Banerjee, 2016). Customer trust can also be built from experience in previous online transactions. The satisfying transaction creates the customer trust in online stores.

Website Quality

There are several search related to website quality with various dimensions (Kim & Stoel, 2004; Kim et al., 2004; Ho et al., 2012; Manasra et al., 2013; Shin et al., 2013; Yan & Yu, 2013; Amini & Akbari, 2014; Winnie, 2014; Yang et al., 2014). The widespread of the Internet usage, especially in the context of e-commerce, increasingly demands researchers to explore e-commerce consumer purchase intention. A quality website will provide quality information for consumer decision-making (Yan & Yu, 2013). Discussion about the website quality is inseparable from the discussion about dimensions of website quality formers.

Researchers of quality website frequently refer to the results of research by Loiacono et al. (2007) relating to the dimensions of website quality called WebQual™. The exploration of website quality dimensions in 2002 results in 12 dimensions formed in four concepts, including usefulness, ease of use, entertainment, and complementary relationship. In 2007 Loiacono re-examined the dimensions and proposed four similar and improved concepts.

Previous studies suggest that there is a positive relationship between website quality and customer satisfaction (Amini & Akbari, 2014, Kim & Stoel, 2004, Manasra et al., 2013, Shin et al., 2013), and between website quality and customer trust (Amini & Akbari, 2014, Kim & Stoel, 2004, Manasra et al., 2013, Shin et al., 2013, Winnie, 2014). Kim and Stoel (2004) reveal that a website providing relevant information for customer needs is one dimension of website quality. This quality becomes a significant predictor of online shopper satisfaction. Therefore, online stores strive to respond to customer requests and needs by providing quality information for customers on time (Chuang & Lin, 2013). Although, it is impossible to meet face to face, online shopping allows consumers to interact directly with producers and thus more detailed information about the product can be obtained. This information is hardly obtainable on product sales through physical stores. Consumer needs for more specific products and other information regarding the product can be fulfilled through direct interaction with producers.

Website quality is frequently studied from the aspects of content, navigation, design and structure, appearance and multimedia, and uniqueness. Moustakis et al. (2004) propose nine factors of website quality, including usefulness, reliability, specialization, architecture, navigation ability, efficiency, layout, and animation. While Kim et al. (2004) divides website quality into two dimensions, including the information quality (relevant, reliable, and adequate) and the system quality (loading speed, ease of use, ease of navigation and attractive display). Website in e-commerce serves as a communication medium between sellers and buyers, especially in providing information about products, services, and companies. Therefore, the studies of website quality emphasis on the ability to provide information to consumers. This ability will only work if the website is attractive and easy to explore. Innovative website design is required to achieve all goals. Many researchers emphasize the indicators, including specific information obtained from interactive communication, complete information, attractive website display, innovative website design, and convenience surfing.

Winnie (2014) measures website quality based on website content, website design, and website structure. Website content shows a positive effect on customer e-loyalty directly or through customer trust as a mediating variable. This indicates that the information displayed on the website of online stores becomes the main measurement of website quality. Kim and Niehm (2009) reveal that perceived information quality of customers significantly influences the intention to stay loyal to online retail sites. Online retail websites are designed to provide understanding and convenience for customers during shopping.

Customer Satisfaction

Customer satisfaction in the context of online transactions can be defined as a customer evaluation of online products and services that online shops offer in fulfilling customer wants and needs. Many studies seek to find the antecedents and consequences of customer satisfaction. In this study, the quality of the website is regarded as an antecedent of customer satisfaction, while the trust and repurchase intention are the consequences. Kim and Stoel's research (2004) has revealed the dimensions of website quality that predict the satisfaction of online shoppers. The quality dimension of service used is based on Loiacono's WebQual™ instrument and produces only three dimensions that become significant predictors of shopper satisfaction, that are, appropriate information, transaction capability, and response time.

Customer Trust

Trust has been used in various research contexts, such as buyer-seller relationships (Delbufalo, 2012; Hernandez and Santos, 2010), and online relations strategies (Friend et al., 2006). The research about seller-buyer relationship is applied both to traditional transactions (Delbufalo, 2012) and online transactions (Kim et al., 2009), (Hernandez and Santos, 2010). In this study the trust is conceptualized as individual trust to the company's product or consumer trust to the online store. The quality of the relationship between the seller and the buyer in the context of online shopping has a positive and significant impact on loyalty. The quality of online relationships is related to customer trust and satisfaction (Shahrokh et al., 2013) Consumers make decisions in choosing an online store based on their beliefs to the online store. Customer trust has a very important role in encouraging the occurrence of online transactions that ultimately expected the online industry can grow rapidly (Kiran and Vasantha, 2014). Beldad et al. (2010) state that trust antecedents can be categorized into three, namely customer / client-based, web-based, and company / organization-based trust.

Repurchase Intention

Previous studies often use different terms with meanings similar to repurchase intentions, with commonly used being repurchase intention. Whereas other terms include brand loyalty, customer loyalty, loyalty intention, intentional loyalty, loyalty store, online loyalty. Some studies suggest that repurchase intentions are closely related to consumer loyalty (Lee et al., 2011). Repurchase intentions are a manifestation of customer loyalty (Zhang et al., 2011). Consumer loyalty is crucial to the company's long-term survival. The repurchase intention in the context of online transactions is a consumer's tendency to visit the website and consider purchasing products or services from the same online store and committed to the online store. This repurchase intention is an attitude to behave that benefits the company of the consequences of continuous purchases in the future. The measure of success of physical (traditional) stores and online stores is no different, that is, customer loyalty is realized by repeat purchase. The role of customer loyalty is very important in online distribution channels, since the business of acquiring customers in online stores can be very expensive (Jiang and Rosenbloom, 2005).

HYPOTHESIS DEVELOPMENT

Customer Satisfaction

Customer satisfaction in the context of online transactions can be defined as a customer evaluation of online products and services offered by online stores in fulfilling customer wants and needs. Many studies attempt to find the antecedents and consequent of customer satisfaction. In this study, website quality into becomes the antecedent of customer satisfaction, while trust and repurchase intention become the consequents. Kim and Stoel (2004) reveal the dimensions of website quality as the predictors of online shopper satisfaction. The dimensions of service quality used in this study is

based on Loiacono's WebQual instrument and generate only three dimensions as significant predictors of shopper satisfaction, including appropriate information, transaction capability, and response time.

Although many varied dimensions are used to examine website quality, the majority of studies agree that the quality of information becomes the main dimension of website quality. Information quality shows the output of communication providing relevant information at the right time. In the context of online business, the relevance of information received and provided by the company through website is supported by interactive capability and easy access to relevant information. In many studies, website quality has a direct effect on customer satisfaction. Quality website with the dimension of information quality and system quality (Fang et al., 2011), ability to provide benefits and interaction quality (Manasra et al., 2013; Pool et al., 2016) have a direct effect on customer satisfaction (Shin et al., 2013; Amini & Akbari, 2014).

H1: There is a positive effect of website quality of online stores on customer satisfaction.

Customer Trust

The concept of trust has been used in various contexts of studies, including seller-buyer relationships (Delbufalo, 2012; Hernandez & Santos, 2010) and online relationship strategies (Friend et al., 2006). The research of seller-buyer relationship is applied to traditional transactions (Delbufalo, 2012) and online transactions (Kim et al., 2009; Hernandez & Santos, 2010). In this study, trust is conceptualized as an individual trust in institutions or a consumer trust in online stores. The quality of the buyer-seller in the context of online shopping has a positive and significant effect on loyalty. The quality of online relationships is related to customer trust and satisfaction (Shahrokh et al., 2013).

Consumers make decisions in selecting an online store based on their trust in the online store. Customer trust has a very important role in encouraging online transactions in order for online industry to grow rapidly (Kiran & Vasantha, 2014). The literature review by Beldad et al. (2010) stating that trust antecedent can be categorized into three, including customer/client-based, web-based, and company/organization-based.

Information quality as a dimension of website quality directly affects the trust of potential customers and regular customers, while system quality indirectly affects the trust through customer satisfaction (Kim et al., 2004). In this study, website quality is predicted to affect customer satisfaction and customer trust. Winnie, (2014) suggests that information quality (website content) and system quality (website design and structure) are positively related to trust, while Yan and Yu, 2013 state that website effectiveness significantly affects customer trust. In summary, website quality affect customer trust (Shin et al., 2013; Amini & Akbari, 2014).

Kim et al., (2004) finds that customer satisfaction has a stronger effect on customer trust compared to other antecedents, especially customers who have made a purchase. Satisfaction has a strong relationship with customer trust (Erciş et al., 2012). High quality products and good service to fulfil the needs and desires of customers will create a satisfying experience for the customer. Customer satisfaction of online store products and services will encourage customer trust in online stores. Several studies state that customer satisfaction has a significant effect on customer trust (Kassim & Abdullah, 2010; Casaló et al., 2011; Chinomona & Sandada, 2013; Chinomona & Dubihlela, 2014).

H2: There is a positive effect of website quality of online stores on customer trust.

H3: There is a positive effect of customer satisfaction of online stores on customer trust of online stores.

Repurchase Intention

Researchers frequently use varied terms with the same meanings as repurchase intention, including brand loyalty, customer loyalty, loyalty intention, intentional loyalty, store loyalty, and online loyalty.

Several studies suggest that repurchase intention is closely related to consumer loyalty (Lee et al., 2011). Repurchase intention is a manifestation of customer loyalty (Zhang et al., 2011). Consumer loyalty is crucial to the company's long-term survival.

Repurchase intention in the context of online transactions is a tendency of consumers to visit the website and consider purchasing products or services from the same online store and to have a commitment to the online store. This intention is an attitude to behave that benefits the company of the consequences of continuous purchases in the future. The indicator of success of physical (traditional) stores and online stores is similar, that is, customer loyalty in the form of repurchase. The role of customer loyalty is very important in online distribution channels because the effort to gain customers in online stores can be very expensive (Jiang & Rosenbloom, 2005).

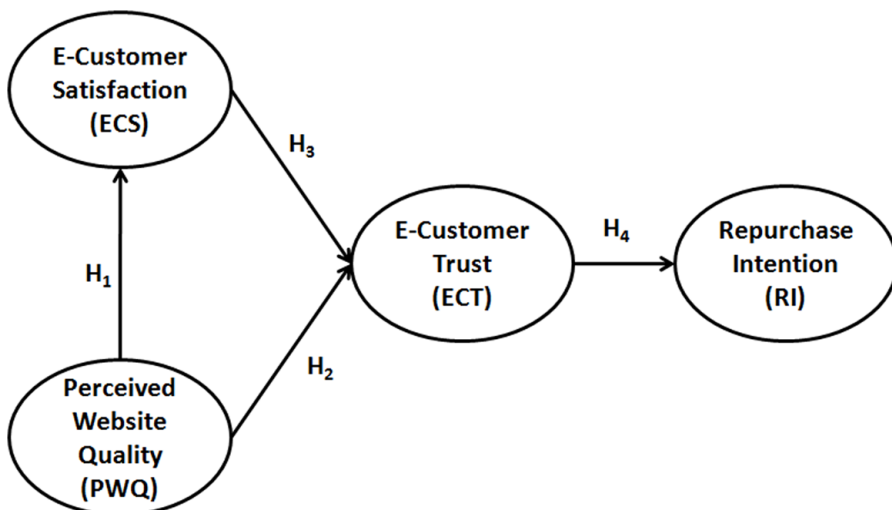
Some of the antecedents involved in strengthening repurchase intention at online stores are customer trust in online stores, consumer evaluation of website quality, and customer satisfaction from transaction experience in online stores. Lee et al. (2011) finds that customer trust has a significant effect on online repurchase intention. Fang et al. (2011), Amini and Akbari (2014) state that customer trust is a significant and positive predictor of repurchase intention.

H4: There is a positive effect of customer trust of online stores on repurchase intention.

RESEARCH MODEL

This study aims to examine the role of trust in encouraging customer repurchase intention at online stores in Indonesia. Customers intend to repurchase when customers have a trust in online transactions, especially at online stores. Consumer trust in online transactions is created by the experience of previous transactions. Website as a medium or a company representative provides customers with services. Quality website services create customer satisfaction from online stores. Website quality is a marketing tool to encourage positive behavior of online store customers (Shin et al., 2013). In addition, website quality is a predictor of customer satisfaction and trust that ultimately can increase repurchase intention. The relationship of the four concepts is shown in Figure 1.

Figure 1. Conceptual Model



METHOD

Instrument Development

Questionnaires were designed to measure customer satisfaction, website quality, customer trust, and repurchase intention. Questionnaires were distributed to customers with online shopping experience. Table 2 and Table 3 show the variable operational description and measurement, respectively.

Data Collection and Sampling

The data in this study were obtained by distributing questionnaires as many as 300 copies. The returned questionnaires were as much as 193, or in other words the response rate was 64.33 percent. After

Table 2. Variable Description and Source

Variable	Description	Source
Website Quality	The customer response to online store website capabilities in providing relevant, informative and well-organized information.	Kim and Stoel (2004)
Customer Satisfaction	The customer condition measured from a thorough evaluation regarding the relationship between customers and online stores.	Casaló et al. (2011)
Customer Trust	Customer trust in the ability of online stores to fulfill transactional obligations.	Wen et al. (2011)
Repurchase Intention	The consumer tendency to visit the website and consider purchasing products or services from the same online store and to have a commitment to the online store.	Curtis et al. (2011); Fang et al. (2011)

Table 3. Variable Indicators

Variable	Item	Indicator	Reference
Website Quality	PWQ1	The ability of the website to provide specific information	Kim and Stoel (2004)
	PWQ2	Website provides complete information	
	PWQ3	Interesting online store website	
	PWQ4	Innovative website design	
	PWQ5	Ease of finding information	
Customer Satisfaction	ECS1	Enjoy online shopping	Wen et al. (2011)
	ECS2	Convenient with online store interaction	Kusumo (2013)
	ECS3	Buying at an online store is a right decision	Casaló et al. (2011)
	ECS4	Pleasure experience at online shopping store	
	ECS5	Satisfied with the whole online shopping experience	
Customer Trust	ECT1	Believe the online store protects its customers	Wen et al. (2011)
	ECT2	Believe the online store vendor is being honest in doing business	
	ECT3	Feel safe during the transaction through an online store	
	ECT4	Believe that online store vendors are capable of running online business activities	Casaló et al. (2011)
	ECT5	Confident that this online store is trustworthy	
Repurchase Intention	RI1	I will be back online shopping in the future	Miremadi et al. (2011)
	RI2	I would recommend the online shopping to friends	
	RI3	I intend to keep shopping online rather than stop online shopping	Wen et al. (2011)
	RI4	I intend to keep shopping online rather than traditional shopping	
	RI5	I intend to shop online at the same vendor	Zhang et al. (2011)

further checking, there were 158 complete questionnaires. During the process of structural equation modeling analysis, there were 23 questionnaires that contained outlier data that cannot be used in further data processing. Finally, the fit model is generated by remaining data from 135 respondents. Table 4 illustrated the demographics of the respondents participating in the study.

RESULTS

The proposed model aimed to examine the causal relationship between website quality and customer trust mediated by customer satisfaction. Structural equation modelling (SEM) analysis was used to test this model. Measurement model estimation and structural model estimation were obtained through

Table 4. Demographic profile of respondents

Item	Category	Frequency	%
Gender	Female	100	74.07
	Male	35	25.93
Age	17 – 18	25	18.52
	19 – 20	67	49.63
	21 – 22	41	30.37
	23 – 24	0	0.00
	>= 25	2	1.48
Online shopping frequency in a month	1 time	69	51.11
	2 times	21	15.56
	3 times	3	2.22
	4 times	2	1.48
	5 times	2	1.48
	6 times	3	2.22
	7 times	1	0.74
	8 times	1	0.74
	blank	33	24.44
Online store access time (minutes)	2 – 22	44	32.59
	23 – 43	31	22.96
	44 – 64	27	20.00
	65 – 85	1	0.74
	86 – 106	0	0.00
	107 – 127	6	4.44
	128 – 148	1	0.74
	149 - 169	1	0.74
	170 - 190	3	2.22
	blank	21	15.56
Online shopping motivation	No limited time (24 hours / 7 days)	73	54.07
	Time-efficient (no queue)	69	51.11
	Varied products	77	57.04
	Economical shopping cost	23	17.04
	Easy to compare price	69	51.11

the use of AMOS software version 18 with maximum likelihood estimation. Model evaluation was done in two stages, including measurement model evaluation and structural model evaluation.

Evaluation of Model Measurement

In this study, confirmatory factor analysis was used to test the measurements. The measurement model was tested using AMOS software version 18 with maximum likelihood estimation method. The loading factor above 0.6 was used to confirm the convergent validity of the measures (Hair et al., 2010). Indicators PWQ1, PWQ2, ECS1, ECS2, ECT4, and RI4 do not meet the minimum limit loading factor specified in this study. Thus, these indicators were omitted from the structural model testing. Table 5 shows the indicators used in the structural model testing in this study.

The reliability and validity of the proposed model in this study was tested. The internal consistency of the data used was tested using Cronbach Alpha, construct reliability, and extracted variance. Table 6 shows that all constructs exceeded the minimum limit of 0.6, indicating that all constructs had met the internal consistency prerequisites (Hair et al., 2010). The extracted variance values of all constructs were greater than 0.5, indicating that more than 50% of the variants were explained by the measurement items.

Table 5. Confirmatory Factor Analysis Results

Construct	Indicator	Std. Loading	S.E.	C.R.	p
Website Quality	WQ3	0.677	0.136	6.049	***
	WQ4	0.815	-	-	-
	WQ5	0.628	0.112	5.929	***
Online Customer Satisfaction	ECS3	0.671	0.080	7.413	***
	ECS4	0.863	-	-	-
	ECS5	0.740	0.110	7.779	
Online Customer Trust	ECT1	0.710	0.094	8.637	***
	ECT2	0.829	0.089	10.277	***
	ECT3	0.806	-	-	-
	ECT5	0.683	0.088	8.527	***
Repurchase Intention	RI1	0.670	0.076	8.694	***
	RI2	0.982	-	-	-
	RI3	0.779	0.079	10.167	***

Table 6. Reliability Index of Constructs

Construct	Cronbach Alpha	C.R	VE
Website Quality	0.785	0.75	0.51
Customer Satisfaction	0.798	0.80	0.58
Customer Trust	0.845	0.84	0.58
Repurchase intention	0.837	0.86	0.67

Structural Model and Hypothesis Testing

At this stage, SEM was used to test the hypothesis of causal relationships between the proposed constructs. Goodness of fit values in Table 7 indicated that all conformity values of the model was in accordance with the data ($X^2 = 155.478$, $GFI = 0.849$, $RMSEA = 0.082$, $AGFI = 0.837$, $TLI = 0.923$, $IFI = 0.941$, $CFI = 0.940$, $X^2/df = 1.898$)

The testing results of the causal relationship between constructs in this study were shown in Table 8. Website quality was significantly related to customer satisfaction ($\beta = 0.358$, $t = 2.355$) and customer trust ($\beta = 0.299$, $t = 2.556$). In addition, the research findings showed that customer satisfaction was significantly related to customer trust ($\beta = 0.691$, $t = 7.274$) and customer trust was significantly related to repurchase intention ($\beta = 0.571$, $t = 4.839$). This indicated that all proposed hypotheses in this study were accepted (Figure 2).

DISCUSSION AND MANAGERIAL IMPLICATION

This research contributes to the strengthening of consumer behavior theory, especially purchasing decisions in the context of online business, customer trust, customer satisfaction, and website quality. The findings of this study strengthen the previous studies stating that customer trust and customer satisfaction play an important role in mediating website quality and repurchase intention.

This study identifies the significant relationship between website quality and customer satisfaction and customer trust. In other words, the higher the website quality experienced by the customer, the more satisfied the customer of online store services and the more the customer trust in online stores.

Table 7. Goodness of Fit

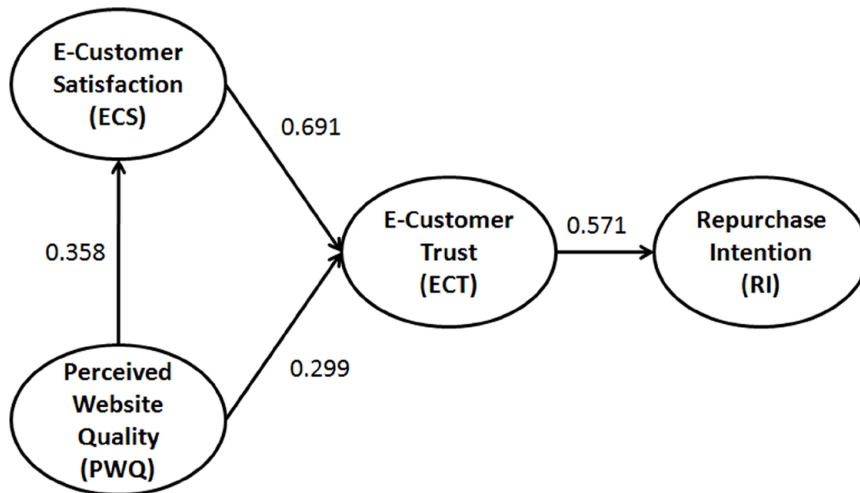
Goodness of Fit Criteria	Score	Cut off Value	Result
Chi-Square (X^2)	115.763	Insignificant p value expected	Fit
Probabilities	0.000		Fit
Goodness-of-Fit Index (GFI)	0.891	≥ 0.90	Marginal Fit
Root Mean Square Error of Approximation (RMSEA)	0.082	≤ 0.08	Fit
Adjusted Goodness-of-Fit Index (AGFI)	0.837	≥ 0.90	Marginal Fit
Tucker Lewis Index (TLI)	0.923	≥ 0.90	Fit
Incremental Fit Index (IFI)	0.941	≥ 0.90	Fit
Comparative Fit Index (CFI)	0.940	≥ 0.90	Fit
Minimum Discrepancy (CMIN/DF)	1.898	≤ 3	Fit

Table 8. Hypothesis Testing Result

Hypothesis				Std. Loading	S.E.	C.R.	p
H1	e-Customer Satisfaction	←	Perceived Website Quality	0.358	0.152	3.330	***
H2	e-Customer Trust	←	Perceived Website Quality	0.299	0.117	3.515	***
H3	e-Customer Trust	←	e-Customer Satisfaction	0.691	0.095	7.112	***
H4	Repurchase Intention	←	e-Customer Trust	0.571	0.118	6.193	***

Note: $X^2 = 115.763$, $***p = 0.000$, $GFI = 0.891$, $RMSEA = 0.082$, $TLI = 0.923$, $AGFI = 0.837$, $IFI = 0.941$, $CFI = 0.940$, $X^2/df = 1.898$

Figure 2. Full Research Model



$X^2=115.763;p=0.000;GFI=0.891;RMSEA=0.082;TLI=0.923;AGFI=0.837;IFI=0.941;CFI=0.940;X^2/df=1.898$

The findings are in line with Shin et al. (2013); Amini and Akbari (2014). The testing of the role using Sobel test shows that customer satisfaction plays a significant role in mediating website quality and customer trust. Other findings suggest that there is a significant causal relationship between customer satisfaction and customer trust and repurchase intention. The findings are in line with Fang et al. (2011); Amini and Akbari (2014). The Sobel test results show that customer trust is a significant mediator between customer satisfaction and repurchase intention.

CONCLUSION

The results of this study reveal that nowadays in Indonesia shopping through online stores has become commonplace. Internet users in Indonesia continue to grow rapidly, making it a great potential for the development of online stores. Indonesian online store consumers have a distinctive characteristic, which is predominantly female than male, young, accessing online stores in a long time to get the best purchase. The frequency of online shopping in Indonesia is still low and accessing online stores in a long time, indicating the level of confidence in the online store is not high enough. Therefore, online store consumers are vulnerable to move to another store.

The development of consumer behavior models in online business becomes a challenge for academics that are highly expected by online marketers. The model tested in this study provides an overview of the intention of repurchasing customers online store in Indonesia. The findings of this study are a very useful implication for online business practitioners in Indonesia. In order to reinforce the intention of repurchasing the customers online store Indonesia can be done by running two effective strategies. First, the strategy involves the chain of quality website - customer satisfaction - customer trust - repurchase intention. In other words, efforts to increase the intention of repurchasing on online store can be done by running a strategy to improve the quality of the website that can satisfy the customer. Thus, customers who are satisfied with the quality of online store website are likely to have a trust in online stores that is likely to ultimately strengthen repurchase intention of customers.

Second, another strategy that can be done is a strategy that follows the quality chain of the website - customer trust - repurchase intentions. This strategy should only be used as an alternative strategy and the first strategy that becomes the main strategy. This alternative strategy is run by improving the quality of websites that can increase the trust of customers in the online store. Customers who

have strong trust in online stores are more likely to have a strong intention to repeat their purchase in the future. This is supported by the fact that the main obstacle that hampered the development of online stores in Indonesia is the lack of consumer trust in online stores. Improved website quality, henceforth, can be done by enhancing attractive website appearance, redesigning more innovative websites, and improving consumer ease of searching product information.

ACKNOWLEDGMENT

Researchers would like to thank the Faculty of Economics and Business of University of Muhammadiyah Malang, especially the Development Center of Business & Entrepreneurship (*Pusat Pengembangan Ekonomi Bisnis & Kewirausahaan / PPEBK*), for generous support.

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