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The Role of Decisions in Intervening Website Quality, e-Promotion, and e-Trust towards e-Repurchase Intention on e-Commerce

Hamdan Hamdan ^{1*)}; Erna Sofriana Imaningsih ²⁾; Sonny Indrajaya ³⁾; Indra Raharja ⁴⁾; Tine Yuliantini ⁵⁾

^{1*)} hamdan@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta, Indonesia

²⁾ erna.sofriana@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta, Indonesia

³⁾ sonny.indrajaya@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta, Indonesia

⁴⁾ indra.raharja@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta, Indonesia

⁵⁾ tine.yuliantini@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This study aims to analyze decisions as a mediating factor of website quality, e-promotion, and e-trust on the e-repurchase intention at Shopee online shop. An important occurrence to be studied during the pandemic is the phenomenon of online shopping behavior.

Methodology: The analysis method used in this study is a quantitative approach with the PLS-SEM data analysis method because it is predictive and able to produce a model with a good test level. The population of this research are consumers in Jakarta through the selection of purposive sampling. The sample obtained according to the criteria is 262 respondents who are accepted and eligible for testing.

Finding: Online shopping decisions affect repurchase intentions while website quality does not but decision acts as a mediator. Promotion does not affect the decision and repurchase intention and decisions do not act as a mediator. Trust affects decisions and repurchase intentions, and decisions can act as mediators, although trust has a stronger influence on repurchase intentions directly.

Conclusion: Decisions give the best role in intervening with website quality and repurchase intentions, but directly website quality does not result in the repurchase. Although the decision does not provide the best role as a promotional mediator with direct or indirect repurchase intentions. In contrast, decisions as a trusted mediator ensure the occurrence of very strong repurchase intentions either directly or indirectly. In addition, this model contributes to e-commerce players, information system developers, and managers as a consideration in implementing strategic decision-making. The differences in the findings and shortcomings of this study are gaps that will become an important study in the context of online shopping behavior, especially the study of promotion which is inversely related to trust and research phenomena.

Keywords: e-purchase decision; e-promotion; e-repurchase intention; e-trust; website quality.

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INTRODUCTION

The shopping trend of Indonesians during the pandemic is that shoppers prefer online shopping to conventional shopping due to the limited mobility of people. In the first semester of 2021, 75% of the people voted online which is an increase compared to the same period in the previous year of 70%. Other data showed that 73% of the people agree that online shopping is easier and 24% do not agree. It is proven that e-commerce in Indonesia is expanding with Tokopedia as the leading company in the fourth quarter of 2021 with up to 37% of market shares (157.44 million) from the same period of the previous year of 114.65 million visitors. Shopee ranks second at 138.78 million and is sequentially followed by Lazada at 28.17 million, Bukalapak at 25.76 million, Orami at 16.68 million, Bilibli at 15.69 million, Ralali at 5.92 million, and Bhinneka 3.31 million visitors (Karnadi, 2022). Although Shopee occupies the second position as a newcomer, cases that have gone viral in several media include shop closures in some countries to termination of employment (Darmayanti, 2022; Iskandar, 2022). This phenomenon shows how important the Fear of Missing Out (FoMO) strategy is in increasing the tendency of online shopping behavior (Ali et al., 2022).

The increase in online shopping behavior is driven by shopping through e-commerce (Ertz et al., 2022), but this uptrend will create increasingly competitive e-commerce competition along with advances in digital technology innovation (Elia et al., 2021), and need an effective strategy to increase online sales volume (Hamdan et al., 2021). Increasingly fierce competition causes repurchase intentions to become important for companies as a form of post-purchase behavior in the context of e-commerce (Imaningsih & Rahmawati, 2020; Melati & Sonny, 2021) which makes it an important topic for further study. Confirmed by (Cuong, 2021) stated that consumer repurchase is very important in the success of e-commerce and creating profitability. The buying process and repurchase intention online are closely related to trust (Bulut & Karabulut, 2018; Hamdan et al., 2021; Khoirunnisa & Astini, 2021), buyer attitude (Fitri & Wulandari, 2020; Hamdan et al., 2022), promotion (Akram et al., 2018), and website quality (Tandon et al., 2020).

Purchasing behavior and post-purchase evaluation occur when social media interact and share information in planning purchases when promotion day arrives (Wang et al., 2019). However, post-purchase consumer regret is very likely to occur because purchasing decisions are made impulsively (Kumar et al., 2021). After all, consumers are usually tempted by the promotional programs provided (Akram et al., 2018). Although consumer trust created through website quality (i.e. information quality, system quality, and service quality) will result in positive post-purchase activity (i.e. EWOM, online customer share, online customer loyalty, and online consumer reviews) (Kousheshi et al., 2019). The dynamic behavior of online shopping in building consumer trust is very difficult (Sullivan & Kim, 2018) while for e-commerce players, consumer trust is an important factor that is very meaningful as a reference for purchasing behavior (Silva et al., 2019).

The tendency of online shopping consumers to make repeat purchases is due to lucrative promotions (Chen & Li, 2020). Planned actions are repeated purchases because consumers are interested in the various promotional offers provided and consumers believe in the quality of the website when they feel the convenience and benefits of the online store's performance (Gorji & Siami, 2020). The consumptive behavior of the Indonesian people makes promotional strategies more competitive in targeting the target market (Nugroho et al., 2015).

However, some consumers consider promotion are not the main factor considered in consuming certain products. The quality of e-commerce websites are also a subject of sensitive criticism for consumers, one of which is the quality of information from sellers that do not match the actual physical goods. Sellers do not include specifications or pictures clearly, thereby eliminating consumer confidence in making further decisions (Kousheshi et al., 2019).

Information security in transactions on trusted websites is a form of fulfilling consumer expectations and is relied on in every promise (Moqbel & Bartelt, 2016). The ethical performance of an e-commerce site is the obligation to maintain privacy and policies to describe products accurately (Pappas, 2016) because trust can encourage successful transactions and reduce social uncertainty (Fang et al., 2011). The higher consumer confidence in making transactions online increases actions on the repurchase (Silva et al., 2019). Therefore, the focus of this study is to reveal the inconsistency of previous studies where promotions tend to lead to impulsive purchases and website quality that causes discrepancies between product descriptions purchased. This raises speculation that consumer trust as an important factor in influencing decisions and repurchase intentions needs to be emphasized.

The importance of considering these factors in building an e-commerce model is a more appropriate and effective strategy for decision-making. The reason is that the phenomenon of online shopping behavior is a trend or habit due to the impact of the pandemic and the rules of social distancing and WFH. This is an opportunity for online shops like Shopee to take advantage of the moment but it requires a high cost in building online shopping habits or tendencies. Emphasizing the factors that are proposed to obtain an empirical model are website quality (Fang et al., 2011; Kousheshi et al., 2019), promotion (Akram et al., 2018; Chen & Li, 2020; Gorji & Siami, 2020), trust (Ponte et al., 2015; Sullivan & Kim, 2018), decisions (Cuong, 2021; Fang et al., 2016), and repurchase intentions (Bulut & Karabulut, 2018; Sullivan & Kim, 2018). The focus of this research is to examine and analyze online shopping decisions as mediating factor of website quality, promotions, and trust in repurchasing intentions at the Shopee online store.

LITERATURE REVIEW

e-Shopping Decision and e-Repurchase Intention

Ajzen, (2011) in coining the theory of planned behavior defines intention as the best predictor of attitudes and behavior for the desired action. Individual desires and needs to choose, buy and use products or services are a form of decision (Kotler & Keller, 2016). This behavior is of course reflected in a person's intentions which are influenced by trust and loyal attitudes (Bulut & Karabulut, 2018). Intention towards something must have a motive to get it (Anderson et al., 2016), and repurchase intention occurs because consumers have made purchase decisions based on certain website performance references (Fang et al., 2016). Meanwhile (Fitriana et al., 2021) states that the decision to donate through applications is influenced by e-product knowledge, e-social influence, and e-trust. It was confirmed by (Cuong, 2021) that purchase decision has a strong relationship with the repurchase intention. Repurchase intention in e-commerce is measured based on aspects (i.e. shopping again at the

same website, reusing the website, and revisiting the website in the future) (Sullivan & Kim, 2018). On this basis the hypothesis of this study can be built (see Figure 1):

H₁, e-shopping decision has a positive significant effect on e-repurchase intention.

Website Quality, e-Shopping Decision, and e-Repurchase Intention

Website quality can be interpreted as the result of processing data and information that provides meaning and benefits (Tandon et al., 2020). Website quality is the extent to which all information available in the content can be understood by consumers. Website quality consists of information quality, system quality, and service quality (Bastaman & Royyansyah, 2017; Kousheshi et al., 2019). Research by (Dapas et al., 2019) suggests that website quality has a positive effect on purchasing decisions. Meanwhile, (Akram et al., 2018) suggested that the quality of the website has a positive and significant effect on online shopping decisions. When consumers are interested in the visual appearance of a particular product, action will likely occur to make a repeat purchase (Yandi & Septrizola, 2019). In addition, (Hamdan & Rizka, 2021; Wilson et al., 2019) revealed that the quality of website design can influence consumer repurchase intention. Consumers intend to use the website because of the quality, relevance, and actual information that can lead to trust to use it (Anderson et al., 2016). Website quality affects satisfaction and repurchase intention in e-shopping (Tandon et al., 2020). Based on discussions of relevant previous research reviews, the hypotheses in this study can be built (see Figure 1):

H_{2a}, website quality has a positive significant effect on e-repurchase intention.

H_{2b}, website quality has a positive significant effect on e-shopping decisions.

H_{2c}, mediation of e-shopping decisions between website quality and e-repurchase intention is positively significant.

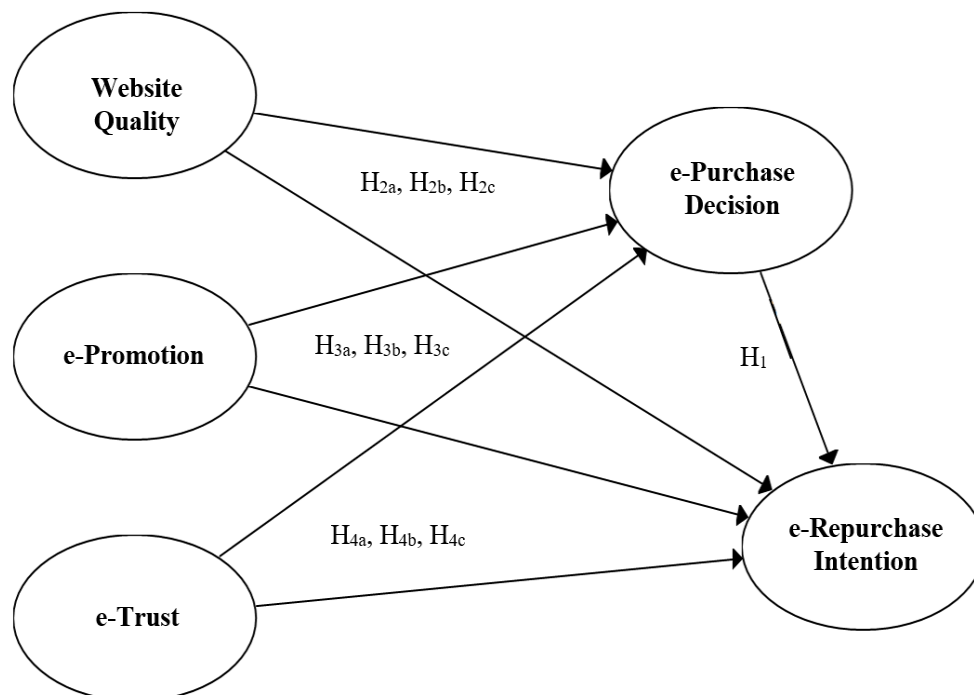


Figure 1. Research Model

e-Promotion, e-Shopping Decision, and e-Repurchase Intention

Promotion is defined as a form of corporate communication in marketing its products online (Gorji & Siami, 2020). Consumers will be interested in making purchases when online retailers offer various promotions, one of which is cashback (Lestari & Wahyono, 2021). The better the promotional programs offered by online shops, the better consumer buying behavior (Akram et al., 2018). As confirmed by research (Erdini & Susilo, 2015), promotion has a positive effect on consumer purchasing decisions online. In addition, advertising activity is a major part of the promotion strategy which is very helpful in increasing purchasing decisions (Lutfie & Marcelino, 2020). Furthermore, the relationship between promotions and repurchase intention has been studied (Gorji & Siami, 2020), resulting in promotions having an effect on consumer repurchase at online retail, and the initial procedure of promotional strategies before the emergence of repurchase intentions is to stimulate purchase decisions. Previous studies have analyzed the relationship between promotions and repurchase intention such as (Chen & Li, 2020; Zhu et al., 2020). Based on discussions of relevant previous research reviews, the hypotheses in this study can be built (see Figure 1):

H_{3a}, e-promotion has a positive significant effect on e-repurchase intention.

H_{3b}, e-promotion has a positive significant effect on e-shopping decisions.

H_{3c}, e-shopping decision mediation between e-promotion and e-repurchase intention is positively significant.

e-Trust, e-Shopping Decision, and e-Repurchase Intention

Trust is the pillar of business in building consumer value and is an important factor in creating consumer loyalty (Ponte et al., 2015). Trust arises when consumers get certainty and testimonials based on product experience (Silva et al., 2019). Trust influences purchasing decisions in online shops (Soni & Verghese, 2018). As confirmed by the results of research conducted by (Wibowo & Suryoko, 2018) where trust has a significant influence on decisions to use e-Money products. However (Astini, 2020) stated that trust had no significant effect on online shopping decisions. Trust in a business does not appear instantly but must be built from the start of the business (Moqbel & Bartelt, 2016). Trust is the willingness of consumers to trust and use online shopping sites (Fitriana et al., 2021; Pappas, 2016), and as a planned action (Wardhani & Chen, 2021). Consumer trust is perceived as a consumer's perceived reliability as expected to be reused online (Ponte et al., 2015). The existence of a trust factor built by business people can attract consumers to shop online through a website that was built (Harris & Goode, 2010). Research by (Sullivan & Kim, 2018) confirms that online trust has a positive effect on repurchase intention, while (Cuong, 2021) states that repurchase intention is influenced by purchase decisions. Based on discussions of relevant previous research reviews, the hypotheses in this study can be built (see Figure 1):

H_{4a}, e-trust has a positive significant effect on e-repurchase intention.

H_{4b}, e-trust has a positive significant effect on e-shopping decisions.

H_{4c}, e-shopping decision mediation between e-trust and e-repurchase intention is positively significant.

METHOD

Design, Population and Sample, Data Collection Technique

The design of this study uses a quantitative approach because it aims to measure behavior and attitudes (Sekaran & Roger, 2016). The characteristics of shopping behavior and the number of consumers at the Shopee online shop in Jakarta are very difficult to generalize precisely so the research uses a nonprobability purposive sampling where the sample must meet certain criteria (Sekaran & Roger, 2016). The sample has several respondent profiles (i.e. gender, age, education, and monthly income). In addition to the respondent profile on the questionnaire compiled through the google form, a control statement is made which aims to ensure that the respondent is by the sample criteria before the respondent answers each statement item from each construct (i.e. are you over 17 years old? and have you ever shopped through the website?). The results of the distribution of the questionnaire through social media after screening the data were 262 samples. This number of samples met the recommendations (Hair et al., 2014) between 5 and 10 times the number of reflective indicators.

Measurement, Data Analysis Method

To ensure that the questionnaire produces good validity and reliability according to the rules (Hair et al., 2014), measurement adaptations from international reputable scientific articles are carried out that are relevant to the research theme. E-repurchase intention was measured using 3 items (Bulut & Karabulut, 2018; Sullivan & Kim, 2018), 3 items for e-shopping decision (Gorji & Siami, 2020; Huang & Zhou, 2019), 6 items for website quality (Kousheshi et al., 2019; Tandon et al., 2020), and 4 items for e-promotion (Firdausy & Fernanda, 2021; Gorji & Siami, 2020). Each item perceived by the respondents was assessed using a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree), the selection of a 5-point scale was due to the easier alignment of respondents' perceptions (Revilla et al., 2014). Because the questionnaire items were adapted from scientific articles in English, they were translated into Indonesian as their Mother Language (Brislin, 1970) so that each respondent had the same knowledge in understanding each item of the questionnaire that was built. In addition, because this research model is predictive, the PLS-SEM approach is very appropriate to use. PLS-SEM is a data analysis method that functions as a prediction in generating relevant models (Hair et al., 2014).

RESULTS AND DISCUSSION

Results

The primary data obtained from the distribution of questionnaires were 262 questionnaires that were acceptable and suitable for testing because they met the number and criteria of the sample according to the suggestions (Hair et al., 2014). After collecting primary data, the respondent characteristics analysis and PLS-SEM method analysis were then carried out. Characteristics of respondents will be described based on gender, age, education, and income which are presented in Table 1.

Table 1. Respondents' profile

Characteristics	N = 262
Gender:	
Male	99(37.8%)
Female	163(62.2%)
Age:	
17 – 20 years	88(33.6%)
21 – 30 years	100(38.2%)
31 – 40 years	74(28.2%)
Education:	
High School/Equivalent	66(25.2%)
Diploma	79(30.2%)
Bachelor	108(41.2%)
Postgraduate	9(3.4%)
Monthly income:	
<IDR 1.000.000	59(22.5%)
IDR 1.000.001 – IDR 3.000.000	49(18.7%)
IDR 3.000.001 – IDR 5.000.000	82(31.3%)
>IDR 5.000.001	72(27.5%)

Based on consumer responses from 262 questionnaires, data was obtained that 163 (62.2%) female responses were more in number than male consumers 99 (37.8%). This shows that women in the context of online shopping behavior dominate more than men because it is known that women have a higher lifestyle and usually women are more affected by the emotional nature of purchases than functionally. Regarding the age of respondents which varies, the responses of respondents aged 17 – 29 years amounted to 88 (33.6%), ages 21 – 30 years amounted to 100 (38.2%), and ages 31 – 40 years amounted to 74 (28.2%). This shows that the majority of respondents are women of productive age, namely the age of 21 – 30 years 100(38.2%) where at that age the purchasing decision process is more oriented to the type of irrational behavior because in this study women's responses dominate.

Respondents with high school education were 66 (25.2%), diploma 79 (30.2%), undergraduate 108 (41.2%), and postgraduate 9 (3.4%). This shows that the dominance of education tends to be more graduates because it is known that currently more women are continuing their studies and also in terms of population. Another reason is that fresh graduates who are millennials and generation Z certainly which have higher knowledge of transactions or online shopping behavior. In addition, the income of most respondents is 82 (31.3%) between IDR 3,000,001 – IDR 5,000,000, it is certain that respondents have purchasing power, especially with online shopping offers being cheaper than offline shopping.

Outer Model

Validity and reliability are the instruments that can measure what should be measured with a good level of reliability (i.e. Loading Factor "LF> 0.70" and Average Variance Extracted "AVE>0.50" is valid", Cronbach's Alpha "CA>0.60 - 0.70 is good", Composite Reliability "CR>0.70 - 0.95" is satisfactory) (Hair et al., 2014). On this basis LF<0.70 was excluded from the model (i.e. Wqu1, Wqu3, Wqu6, and e-Pro2) (see Figure 2 items in red and Table 2),

with the reason to get the model at a good level of testing and can be tested furthermore (Hair et al., 2014).

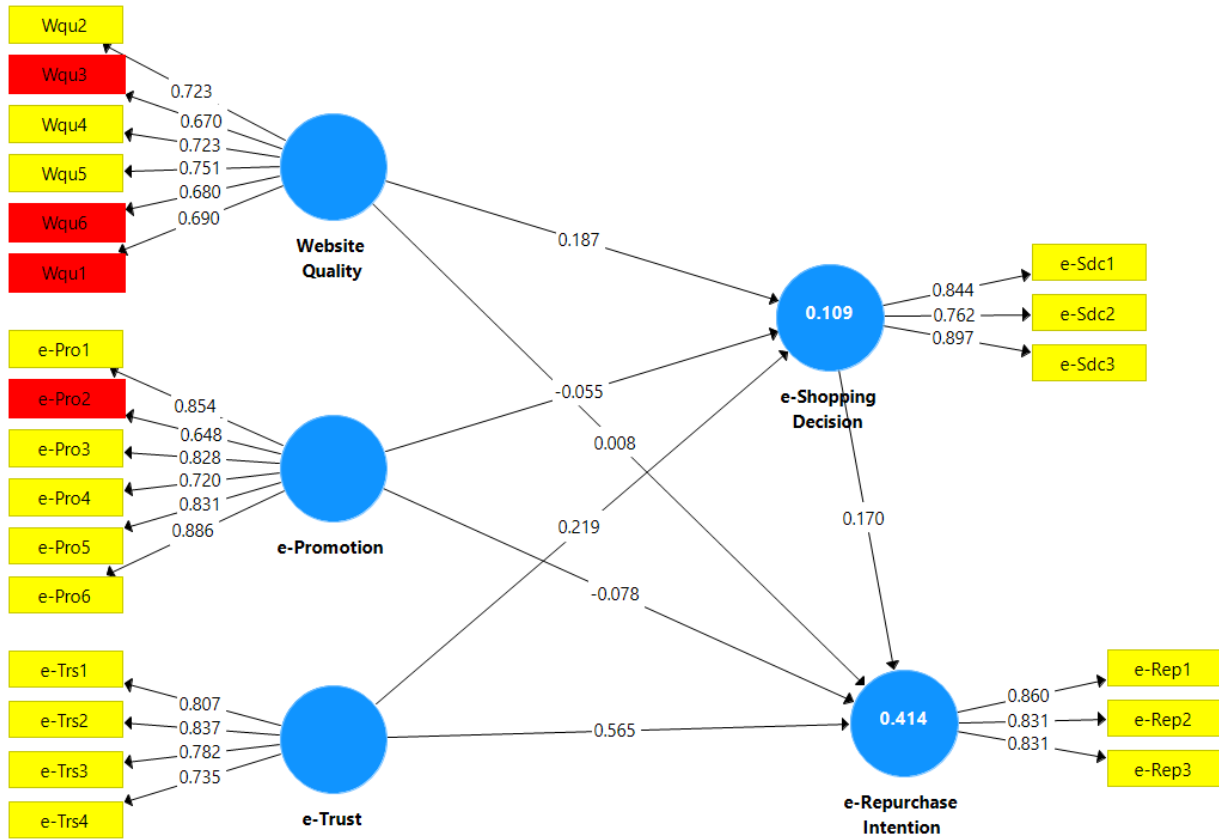


Figure 2. Outer Model: Factor Loading Results Before Modification

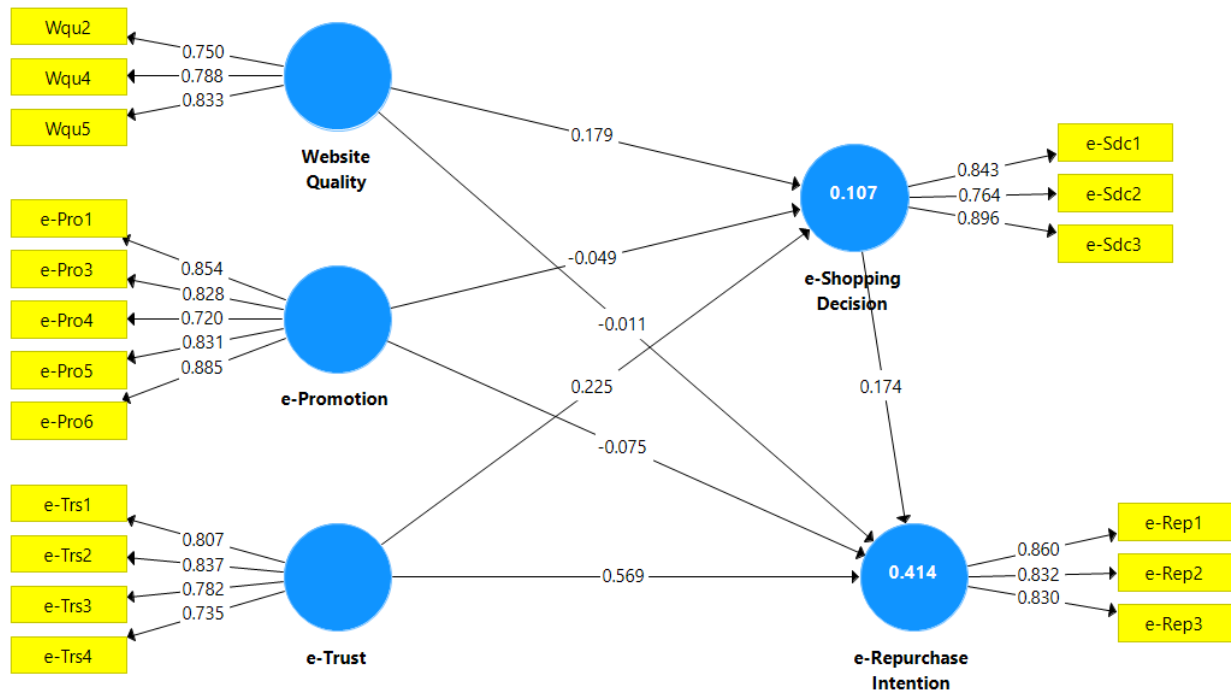


Figure 3. Outer Model: Factor Loading Results After Modification

Table 2. Validity and Reliability Results

Manifest Variable	Validity		Reliability		Accepted
	LF	AVE	CA	CR	
e-Repurchase Intention :					
e-Rep1, will do more transactions	0.860	0.707	0.793	0.878	Yes
e-Rep2, make your next purchase soon	0.832				Yes
e-Rep3, willing to recommend	0.830				Yes
e-Shopping Decision :					
e-Sdc1, the right choice	0.843	0.699	0.782	0.874	Yes
e-Sdc2, confident to buy	0.764				Yes
e-Sdc3, happy and satisfied shopping in this online shop	0.896				Yes
Website Quality :					
Wqu1, the website has complete features	0.690	0.626	0.702	0.833	Dropout
Wqu2, the website has security	0.750				Yes
Wqu3, the website has the correct information	0.670				Dropout
Wqu4, relevant information	0.788				Yes
Wqu5, the website has up-to-date information	0.833				Yes
Wqu6, the website provides benefits	0.680				Dropout
e-Promotion :					
e-Pro1, display of attractive promotion types	0.854	0.682	0.894	0.914	Yes
e-Pro2, display the number of attractive promotions	0.648				Dropout
e-Pro3, attractive price discount	0.828				Yes
e-Pro4, free coupons, or free shipping	0.720				Yes
e-Pro5, attractive cashback	0.831				Yes
e-Pro6, flash sale	0.885				Yes
e-Trust :					
e-Trs1, reliability	0.807	0.626	0.800	0.870	Yes
e-Trs2, honesty	0.837				Yes
e-Trs3, caring	0.782				Yes
e-Trs4, credibility	0.735				Yes

Furthermore, discriminant validity aims to determine whether a reflective indicator is a good measure of its construct with the principle that each indicator must be highly correlated, while different constructs should not be highly correlated (Ghozali & Latan, 2015). Evaluation of discriminant validity using Cross Loadings, Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) values (Henseler et al., 2015).

Table 3. Cross Loadings Results

Constructs	Website Quality	e-Promotion	e-Trust	e-Shopping Decision	e-Repurchase Intention
Wqu2	0.750	0.107	0.219	0.175	0.116
Wqu4	0.788	0.063	0.198	0.189	0.145
Wqu5	0.833	0.040	0.264	0.204	0.181
e-Pro1	0.033	0.854	-0.018	-0.041	-0.090
e-Pro3	0.091	0.828	0.006	-0.016	-0.038
e-Pro4	0.170	0.720	0.074	-0.001	-0.009
e-Pro5	0.048	0.831	-0.017	-0.035	-0.069
e-Pro6	0.108	0.885	-0.044	-0.037	-0.108
e-Trs1	0.282	0.102	0.807	0.217	0.455
e-Trs2	0.211	-0.105	0.837	0.182	0.507
e-Trs3	0.143	-0.105	0.782	0.233	0.440
e-Trs4	0.269	0.027	0.735	0.243	0.532
Constructs	Website Quality	e-Promotion	e-Trust	e-Shopping Decision	e-Repurchase Intention
e-Sdc1	0.226	0.020	0.207	0.843	0.254
e-Sdc2	0.121	-0.139	0.221	0.764	0.296
e-Sdc3	0.250	0.016	0.264	0.896	0.282
e-Rep1	0.146	-0.044	0.469	0.251	0.860
e-Rep2	0.116	-0.047	0.553	0.237	0.832
e-Rep3	0.211	-0.148	0.523	0.344	0.830

The value of cross-loadings aims to ensure the correlation of the construct with the item is greater than the other constructs. The expected cross-loading value is >0.70 (Ghozali & Latan, 2015). This model has met these criteria because the correlation of the construct with the item is greater than the other construct items, meaning that the model is at the level of good test criteria (see Table 3). Furthermore, the Fornell-Larcker Criterion assessment is presented in the following table.

Table 4. Fornell-Larcker Criterion Results

Constructs	Website quality	e-Promotion	e-Trust	e-Shopping decision	e-Repurchase intention
Website quality	0.791				
e-Promotion	0.085	0.826			
e-Trust	0.289	-0.025	0.791		
e-Shopping decision	0.240	-0.040	0.287	0.836	
e-Repurchase intention	0.189	-0.097	0.616	0.332	0.841

The Fornell-Larcker Criterion value aims to compare the value of the square root of the AVE of each correlated construct with other constructs (Henseler et al., 2015). The square root value of AVE must be greater than the correlation values of other constructs, meaning the

model meets discriminant validity (Fornell & Larcker, 1981). On this basis, the model meets the good rating at the level of the good test criteria (see Table 4).

Table 5. HTMT Results

Constructs	Website Quality	e-Promotion	e-Trust	e-Shopping Decision	e-Repurchase Intention
Website Quality					
e-Promotion	0.142				
e-Trust	0.379	0.131			
e-Shopping Decision	0.320	0.090	0.348		
e-Repurchase Intention	0.247	0.106	0.764	0.419	

The most sensitive assessment is the Heterotrait-Monotrait (HTMT) approach because an alternative method is recommended for assessing discriminant validity. The recommended value is HTMT <0.90 (Henseler et al., 2015). On this basis, all construct correlations met the assessment of discriminant validity (HTMT <0.90), meaning that the model was at the level of good test criteria (see Table 5).

Inner Model

After getting the outer model at a good test level according to the provisions, it is continued to evaluate the inner model including VIF, R^2 , Q^2 , and path coefficients (Sarstedt et al., 2017).

Table 6. VIF Results

Constructs	e-Repurchase Intention	e-Shopping Decision
Website Quality	1.137	1.101
e-Promotion	1.013	1.010
e-Trust	1.150	1.094
e-Shopping Decision	1.120	

VIF aims to determine the highly correlated exogenous construct (Sekaran & Roger, 2016). VIF value <5, and vice versa correlation was found (Sarstedt et al., 2017). On this basis, the model is at the level of good test criteria (VIF <5) because there is no correlation between the constructs built in the model (see Table 6).

R^2 is an approach to assessing the strength of exogenous constructs by explaining endogenous constructs. The value of R^2 is between 0 – 1, if the value of R^2 is (0.75 = strong), (0.50 = moderate), and (0.25 = weak) (Sarstedt et al., 2017). The results of the R^2 value of e-repurchase intention (0.414) as the variance of website quality, e-promotion, e-trust, and e-shopping decision produce weak abilities. Meanwhile, the R^2 e-shopping decision (0.107) described by the website quality, e-promotion, and e-trust resulted in an unacceptable model capability (see Table 7).

Table 7. R^2 and Q^2 Results

Constructs	R^2	Q^2
e-Shopping Decision	0.107	0.069
e-Repurchase Intention	0.414	0.280

However, referring to the results of the relevant prediction model, Q^2 e-shopping decision (0.069>0) and e-repurchase intention (0.280>0) resulted in a relevant model (see Table 7)

(Sarstedt et al., 2017). This means that the model can still be accepted and developed for further research models.

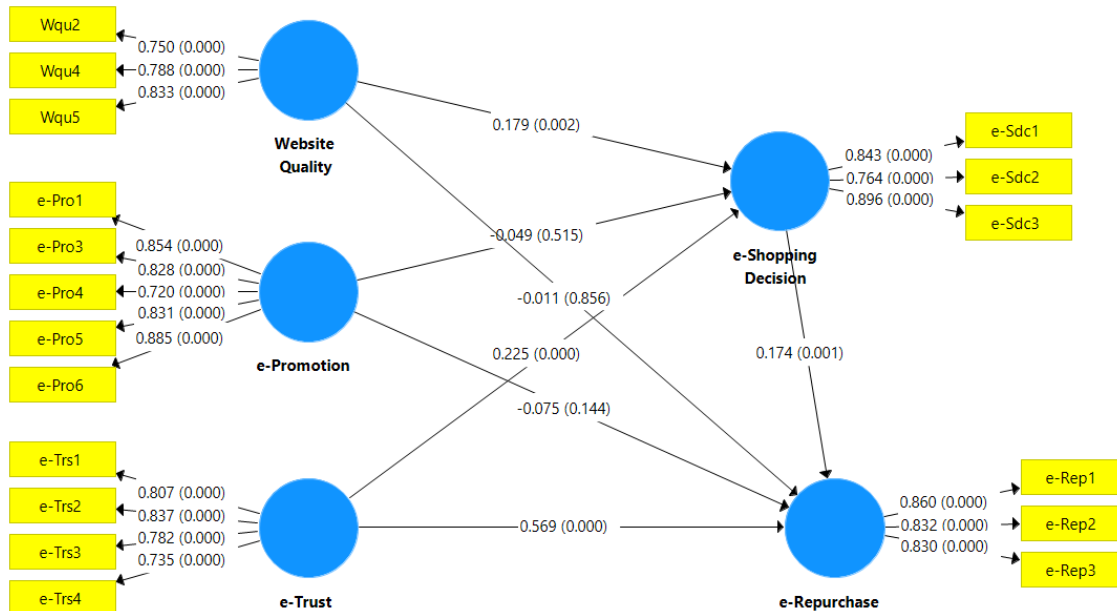


Figure 4. Structural Model

The path coefficient aims to ensure the strength of the influence of each construct at the level of significance. The efficiency value is (-1 to +1) the closer to +1 the construct relationship is, the stronger or vice versa (Sarstedt et al., 2017). Significance value with error rate ($\alpha=5\%$) or ($p<0.05$) or vice versa (Hair et al., 2014). This research has produced an empirical model that will be explained based on the results of the construct linkage path coefficients according to the hypothetical model that was built (see Figure 4 and Table 8).

Table 8. Path Coefficient Results

Hypothesis	β	p	Accepted
H ₁ , e-Shopping Decision → e-Repurchase Intention	0.174	0.001	Yes
H _{2a} , Website Quality → e-Repurchase Intention	-0.011	0.856	No
H _{2b} , Website Quality → e-Shopping Decision	0.179	0.002	Yes
H _{2c} , Website Quality → e-Shopping Decision → e-Repurchase Intention	0.031	0.021	Yes
H _{3a} , e-Promotion → e-Repurchase Intention	-0.075	0.144	No
H _{3b} , e-Promotion → e-Shopping Decision	-0.049	0.515	No
H _{3c} , e-Promotion → e-Shopping Decision → e-Repurchase Intention	-0.009	0.536	No
H _{4a} , e-Trust → e-Repurchase Intention	0.569	0.000	Yes
H _{4b} , e-Trust → e-Shopping Decision	0.225	0.000	Yes
H _{4c} , e-Trust → e-Shopping Decision → e-Repurchase Intention	0.039	0.016	Yes

Discussion

The results of the study obtained empirical models in answering the objectives and hypotheses that were built, as well as providing an understanding in the context of shopping behavior at the Shopee online shop. First, the model (H₁, accepted) is justified by (Cuong,

2021; Fang et al., 2016) that shopping decisions have a significant positive effect on online repurchase intentions. When consumers have firmly decided to buy products at online shops, they will certainly have a strong intention to repurchase. The role of each decision indicator includes (i.e. the right choice, confidence to buy, happy and satisfied shopping at this online shop) can make a strong and tangible contribution to the repurchase intention built by the indicator (i.e. will make more transactions, make purchases soon, and willing to recommend it). In addition, shopping behavior in online shops is preferred by women compared to men with an age range between 21 to 30 years, an education level undergraduate, and an income between IDR 3,000,001 to IDR 5,000,000. This happens because women usually use emotional factors more in the buying decision-making process, especially at that age they are more susceptible to being influenced by lifestyle and supported by sufficient purchasing power as a middle economic status.

Second, (H_{2a} , rejected) and confirmed by (Pham & Nguyen, 2019; Sari et al., 2020; Suhaily & Soelasih, 2017) that website quality has no significant negative effect on electronic repurchase intentions. This means that in every activity, shopping behavior with the current website quality at a particular shop is considered to have fulfilled its performance through its various services (i.e. the website already has security, relevant information, and up-to-date information). Therefore, consumers who feel the performance of the quality of the website at certain online shops that are built through its aspects cannot contribute to building consumer intentions to repurchase (i.e. consumers will continue to make transactions, make further purchases, and are willing to recommend them). This is also because the impact of the pandemic has limited consumer mobility as a result of the trend towards online consumer shopping behavior getting higher, especially the acceleration of digital technology adaptation that is increasingly intensive and innovative for e-commerce players in creating competitive advantages. In line with the previous data, the results of the model (H_{2b} , accepted) and confirmed by (Abou-Shouk & Khalifa, 2017; Ihsan et al., 2022) that website quality has a significant positive effect on e-shopping decisions. Where consumers will decide to transact because the quality of the website has a good performance in facilitating every purchase decision-making process. In addition, it is reinforced by the findings of the model (H_{2c} , accepted) and confirmed by research (Jiang et al., 2015; Tandon et al., 2020) that the role of e-shopping decisions as a mediator of website quality on e-repurchase intention has a positive and significant effect. Where decision ability plays an important role in intervening website quality to create repurchase intention. Conceptually, the consumer's decision to buy a product at a particular online shop will certainly lead to an intention to repurchase which is caused by the expected quality performance of the website.

The results of the third model (i.e. H_{3a} , H_{3b} , and H_{3c} , rejected) have been approved by research (Hanaysha, 2018; Matthew et al., 2021; Yuvita, 2019) which states that the relationship between e-promotion, online shopping decisions, and e-repurchase intention produces an insignificant negative effect. This means that promotions provided by certain online shops (i.e. types of promotions, price discounts, free coupons or free shipping, cashback, and flash sales) are not the main consideration for consumers to make repurchases (i.e. will make more transactions, immediately make the next purchase, and willing to recommend it) because promotion is common as the current consumer trend in the context of shopping behavior in online shops. Consumers no longer consider that every promotion offered by an online shop is important in influencing their every activity as an online shopping decision choice (i.e. the

right choice, confidence to buy, and happy and satisfied shopping at this online shop). In addition, online shopping decisions have not been able to play their role as a mediation between promotions and repurchase intentions. Decision involvement cannot intervene in promotion as a result of repurchase intention. This might happen because the current competitors' promotional strategies in each of their offerings are very competitive to get a higher market share.

While the findings of the fourth model are in line with the phenomenon of the object of research (i.e. H_{4a}, H_{4b}, and H_{4c}, accepted). This result is reinforced by (Cuong, 2021; Soni & Verghese, 2018; Sullivan & Kim, 2018) that the effect of trust on repurchase intentions and the decision to act as a mediator produces a significant positive effect. Consumers who believe in the performance of a particular online shop (i.e. reliability, honesty, caring, and credibility) without the slightest doubt that consumers will make repeat purchases in this way (i.e. will make more transactions, make the next purchase soon, and are willing to recommend). Consumer confidence in a shopping website at a particular shop is the right choice in deciding to make online shopping decisions. The trust built by its aspects makes an important contribution in influencing shopping decisions which are reflected in the aspects (i.e. the right choice, confidence to buy, and happy and satisfied shopping at this online shop). In addition, online shopping decisions as the best intermediary for strengthening the relationship between trust and repurchase intentions at online shops (Arief, H., 2022). This provides an understanding that the decisions made by its aspects provide an important role as a mediator between the aspects of trust and each aspect of repurchase intentions.

CONCLUSION

The research model built aims to provide an empirical understanding in the context of shopping behavior in online shops. The result is that although it is certain that the consumer's intention to shop again is due to having made an online shopping decision. However, the quality of the website does not influence the intention to shop again but has only proven to have a real influence on online shopping decisions. In particular, the role of decisions that contribute as a mediator adds to the ability of website quality in influencing repurchase intentions. These results provide an understanding that consumers who make purchasing decisions at certain online shops caused of the quality of the website will not necessarily repurchase. This can happen due to competition between business actors in offering each variant and type of product and the performance of the website with its various advantages which is increasingly competitive resulting in a sense of loyalty and customer commitment is still questionable. Moreover, with various conveniences in accepting and accelerating the adaptation of increasingly innovative and intensive information technology, the current trend of online shopping behavior is even more dynamic.

In contrast to the results of the relationship between promotions and intention to re-purchase through decisions such as mediation, it has not been proven. This is because the promotions provided by online hops are common habits and trends that do not make consumers consider it important and become the main consideration in carrying out online shopping behavior activities. The reason is that whether or not there is a promotion offered, consumers will still make a purchase decision and there may be an intention to repurchase. This is due to the

impact of the pandemic which gave rise to social distancing rules. This resulted in limited community mobility which led to working from home and the forced adaptation of receiving information and digital systems intensively. This has led to higher online shopping behavior and has become a consumer trend to date. However, trust in influencing repeat shopping intentions and the role of the decision as mediation is proven to be important as a form of consumer's main consideration in doing shopping activities at certain online shops. This implies how important trust is for consumers without having to be intervened by decisions. Because high trust will certainly lead to the emergence of consumer intentions to shop again.

Furthermore, the managerial implication of this research is the truth of the information, accepted according to the situation and conditions, and provides up-to-date information (Kousheshi et al., 2019; Tandon et al., 2020), reliability, honesty, caring, and credibility (Fang et al., 2011; Harris & Goode, 2010). This will form a positive attitude to make product/brand selections, shop or seller selections, and increase the number of purchases (Kotler & Keller, 2016) which in turn will make more transactions, make repeat purchases shortly, and are willing to recommend (Bulut & Karabulut, 2018; Prasad et al., 2019; Tandon et al., 2020). Building trust in the current trend of online shopping behavior is very important to maintain customer value because of the increasing competition with faster technological innovation, allowing for various conveniences or accessibility, service quality, and so on as an alternative in online shopping behavior activities. As a result, business actors must be customer-oriented while maintaining the trust and performance of the website in achieving excellence and business continuity.

Suggestions for future research is the need to develop this model further because the research has fulfilled the relevant model predictions (Sarstedt et al., 2017). It is also important to note the limitations of this research approach, namely how to build gender-differentiated measures in the online shopping decision-making process and the trust model as a mediator because it produces a stronger influence than mediated by decisions and involves promotions using more precise measurements. Finally, the researchers think other factors that contribute greatly to the buying or post-purchase process are FoMO Marketing Strategy (Ali et al., 2022), review ratings (Hamdan & Yuliantini, 2021), and negative eWOM mitigation (Halim et al., 2022).

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