

BAB V

PENUTUP DAN IMPLIKASI MANAJERIAL

Pada bab ini menjelaskan kesimpulan yang diperoleh dari hasil penelitian serta membahas implikasi manajerial. Selain itu, pada bab ini juga akan menguraikan saran-saran yang dapat diberikan berdasarkan temuan penelitian.

5.1 Kesimpulan

Penelitian ini memanfaatkan *Technology Acceptance Model* (TAM) untuk mengevaluasi pengaruh persepsi kemudahan penggunaan dan kegunaan terhadap niat pembelian ulang. Selain itu, kepuasan konsumen berperan sebagai mediasi dalam penelitian ini. Seluruh variabel, dianalisis secara mendalam menggunakan perangkat lunak SmartPLS versi 3.0 sebagai alat bantu dalam pengolahan data. Berdasarkan hasil analisis data dan pengujian hipotesis, menunjukkan bahwa semakin tinggi persepsi kemudahan dalam penggunaan aplikasi TIX ID, maka semakin tinggi pula niat konsumen untuk melakukan pembelian ulang. Ini mengindikasikan bahwa kemudahan navigasi, kemudahan transaksi, hingga efisiensi waktu dalam menggunakan aplikasi TIX ID menjadi faktor penting dalam membentuk niat konsumen untuk kembali melakukan pembelian melalui aplikasi tersebut.

Penelitian ini menunjukkan bahwa pengguna yang merasakan manfaat nyata dari penggunaan aplikasi TIX ID, seperti kecepatan proses transaksi, kemudahan memilih jadwal tayang, serta fleksibilitas pembayaran, cenderung memiliki keinginan yang lebih besar untuk melakukan pembelian ulang. Semakin

besar manfaat yang dirasakan dari penggunaan aplikasi, maka semakin besar pula loyalitas konsumen untuk tetap menggunakan aplikasi tersebut. Hasil analisis mengindikasikan bahwa konsumen yang merasa puas setelah menggunakan aplikasi TIX ID, baik dari aspek pelayanan, pengalaman berbelanja, hingga kenyamanan bertransaksi, cenderung memiliki intensi yang kuat untuk menggunakan kembali aplikasi tersebut di masa depan. Kepuasan konsumen menjadi jembatan antara pengalaman pengguna dan loyalitas terhadap aplikasi.

Hasil penelitian ini menegaskan bahwa kemudahan dalam penggunaan aplikasi sangat menentukan tingkat kepuasan konsumen. Jika konsumen merasa bahwa aplikasi TIX ID mudah dioperasikan, tidak memerlukan usaha besar untuk memahami fitur-fiturnya, serta mampu menyelesaikan transaksi dengan lancar, maka hal tersebut akan meningkatkan kepuasan konsumen secara keseluruhan. Serta semakin bermanfaat dan efektif aplikasi dalam membantu aktivitas pembelian tiket bioskop dan makanan/minuman, maka pengguna akan merasa puas dan terdorong untuk terus menggunakannya.

Penelitian ini juga menunjukkan bahwa hubungan antara kemudahan penggunaan dan niat pembelian ulang tidak hanya bersifat langsung, tetapi juga melalui kepuasan konsumen. Artinya, kemudahan yang dirasakan akan meningkatkan kepuasan konsumen, yang kemudian mendorong konsumen untuk melakukan pembelian ulang. Sama halnya dengan kemudahan penggunaan, persepsi kegunaan juga berpengaruh secara tidak langsung terhadap niat pembelian ulang melalui kepuasan konsumen. Dengan kata lain, konsumen yang merasakan manfaat nyata dari aplikasi TIX ID akan merasa puas, dan kepuasan tersebut

mendorong mereka untuk tetap loyal dan berniat melakukan pembelian ulang di masa mendatang.

Secara keseluruhan, seluruh hipotesis yang diajukan dalam penelitian ini terbukti positif dan signifikan, baik pengaruh langsung maupun mediasi. Hasil ini juga memperkuat validitas dari *Technology Acceptance Model* (TAM) yang menjadi dasar teori dalam penelitian, dimana kemudahan dan kegunaan suatu teknologi dapat mendorong penerimaan pengguna dan memengaruhi intensi dalam menggunakan teknologi tersebut secara berulang. Penelitian ini juga menunjukkan bahwa TIX ID sebagai aplikasi pemesanan tiket digital memiliki keunggulan yang mampu menciptakan kemudahan, manfaat, dan kepuasan yang tinggi bagi konsumennya. Maka dari itu, perusahaan pengembang aplikasi seperti TIX ID sebaiknya terus meningkatkan kualitas pelayanan, mengembangkan fitur-fitur yang mudah dipahami, serta menjaga fungsionalitas aplikasi agar tetap efisien dan *user-friendly*, sehingga dapat mempertahankan loyalitas pengguna dan meningkatkan niat pembelian ulang.

5.1.1 Profil Responden

Penelitian ini menggunakan kuesioner yang disebarakan melalui platform WhatsApp dan Instagram milik peneliti. Berdasarkan karakteristik responden, mayoritas adalah perempuan. Dari segi usia, kelompok responden terbanyak berada pada rentang usia 22-26 tahun. Sementara itu, berdasarkan pendapatan bulanan, sebagian besar responden memiliki penghasilan di atas Rp3.500.000. Pada sisi pendidikan, latar belakang yang paling dominan adalah tingkat Sarjana (S1).

5.1.2 Statistik Deskriptif

Berdasarkan hasil penelitian, kemudahan penggunaan memperoleh nilai *mean* yang tergolong tinggi. Dari seluruh indikator pada variabel ini, indikator kelima (PKP5) “TIX ID menghemat waktu pembelian tiket menonton film” memiliki nilai tertinggi dan indikator pertama (PKP1) “Menurut saya, TIX ID menyediakan berbagai pilihan produk (makanan, minuman, jenis film, jenis bioskop)” memiliki nilai terendah.

Pada variabel kegunaan, diperoleh *mean* yang tinggi. Indikator ketiga (PK3) “TIX ID mudah digunakan” menjadi indikator dengan nilai tertinggi. Sementara itu, indikator kedua (PK2) “Saya dapat berinteraksi dengan TIX ID secara fleksibel ketika membutuhkan bantuan” memiliki nilai *mean* terendah.

Selanjutnya, variabel kepuasan konsumen menunjukkan nilai rata-rata dikategorikan tinggi. Pada variabel ini, indikator kedua (KK2) “Saya merasa puas menggunakan TIX ID” memperoleh nilai rata-rata tertinggi, sedangkan indikator kelima (KK5) “Saya merekomendasikan TIX ID ke orang sekeliling saya” mendapatkan nilai rata-rata terendah.

Terakhir, variabel niat pembelian ulang memiliki rata-rata termasuk kategori tinggi. Indikator kelima (NPU5) “Saya berniat akan menggunakan TIX ID sesuai kebutuhan” memiliki rata-rata tertinggi. Sementara indikator ketiga (NPU3) “Saya berniat akan terus menggunakan TIX ID” memperoleh nilai rata-rata terendah.

5.1.3 Hasil Hipotesis

1. Hipotesis pertama (**H1 diterima**): Analisis data membuktikan kemudahan penggunaan berpengaruh positif dan signifikan terhadap niat pembelian ulang.
2. Hipotesis kedua (**H2 diterima**): Pengujian hipotesis kegunaan berpengaruh positif dan signifikan terhadap niat pembelian ulang.
3. Hipotesis ketiga (**H3 diterima**): Hasil penelitian menunjukkan kepuasan konsumen secara positif dan signifikan mempengaruhi niat pembelian ulang.
4. Hipotesis keempat (**H4 diterima**): Berdasarkan hasil analisis menghasilkan kemudahan penggunaan mempengaruhi kepuasan konsumen secara positif dan signifikan.
5. Hipotesis kelima (**H5 diterima**): Pengolahan data membuktikan bahwa kegunaan berpengaruh positif dan signifikan terhadap kepuasan konsumen.
6. Hipotesis keenam (**H6 diterima**): Berdasarkan hasil analisis dan pengujian pada penelitian, membuktikan kepuasan konsumen berperan sebagai mediator yang signifikan dan positif pengaruh kemudahan penggunaan terhadap niat pembelian ulang.
7. Hipotesis ketujuh (**H7 diterima**): Berdasarkan hasil analisis dan pengujian, membuktikan bahwa kepuasan konsumen berhasil memediasi pengaruh kegunaan terhadap niat pembelian ulang secara positif dan signifikan.

5.2 Implikasi Manajerial

Hasil penelitian menunjukkan bahwa kemudahan penggunaan aplikasi TIX ID memainkan penting dalam tingkat kepuasan pengguna. Nilai tambahan yang diberikan sangat dihargai oleh pelanggan, seperti proses pemesanan tiket yang mudah, pilihan produk yang beragam (jenis film, makanan, minuman, dan bioskop), dan kemudahan transaksi tanpa perlu mengantri secara langsung. TIX ID harus terus mengevaluasi dan mengembangkan kemudahan aplikasinya, seperti memperbarui proses pemesanan dan pembayaran, agar pengalaman pengguna tetap positif dan memuaskan. Selain itu, hasil penelitian menunjukkan bahwa kepuasan konsumen memediasi pengaruh kemudahan pengguna terhadap niat pembelian ulang pada aplikasi TIX ID. Artinya, kemudahan penggunaan saja tidak cukup, perusahaan juga harus memastikan harapan konsumen terhadap produk dan layanan terpenuhi agar tercipta kepuasan yang mendorong loyalitas dan pembelian ulang. Oleh karena itu, perusahaan perlu secara rutin mengukur tingkat kepuasan konsumen dan menindaklanjuti seluruh saran yang diberikan konsumen untuk menjaga serta meningkatkan kepuasan konsumen.

TIX ID harus memastikan seluruh fitur yang ditawarkan berjalan optimal, responsif, dan dapat diandalkan. TIX ID juga perlu mengembangkan fitur baru yang relevan dengan kebutuhan pengguna. Inovasi yang berorientasi pada pengalaman pengguna, seperti rekomendasi film, metode pembayaran yang lebih variatif, pemberian informasi terkait tiket, dapat meningkatkan nilai tambah aplikasi di pandangan konsumen. Berdasarkan hasil penelitian, kegunaan aplikasi memiliki peran krusial dalam membentuk kepuasan konsumen sekaligus mempengaruhi niat

konsumen untuk melakukan pembelian ulang. Apabila konsumen merasa bahwa suatu aplikasi atau layanan memberikan manfaat nyata, meningkatkan efisiensi, serta memudahkan aktivitas mereka, maka kebutuhan dan harapan konsumen akan terpenuhi dengan baik. Hal ini secara langsung mendorong konsumen untuk kembali menggunakan layanan di masa depan. TIX ID memberikan tampilan sederhana namun informatif dan memberikan berbagai layanan seperti fitur *watchlist*, pilihan bioskop yang beragam, informasi mengenai promo dan voucher yang selalu diperbarui. Selain itu TIX ID juga memberikan layanan kepada konsumen yang ingin membeli tiket untuk berbagai *event*, ini akan menjadi nilai tambah yang meningkatkan kegunaan aplikasi. Secara keseluruhan, peningkatan kegunaan aplikasi merupakan salah satu kunci strategis yang harus menjadi fokus manajemen dalam upaya mempertahankan kepuasan konsumen dan mendorong niat pembelian ulang, sehingga dapat memperkuat posisi TIX ID sebagai platform pilihan utama dalam pembelian tiket film bioskop.

Selain itu, TIX ID perlu meningkatkan stabilitas aplikasi sehingga meminimalisir terjadinya gangguan dalam penggunaan aplikasi. TIX ID juga perlu melakukan evaluasi terhadap kinerja aplikasi sehingga dapat melakukan inovasi yang menyesuaikan kebutuhan konsumen. Bagi perusahaan lain yang berada dalam industri hiburan perlu memastikan kualitas sistem pada aplikasi, dengan sistem yang berkualitas akan meningkatkan kemudahan dan manfaat yang nyata bagi konsumen, sehingga konsumen merasa puas dan memiliki niat untuk melakukan pembelian di masa depan. Bagi konsumen, konsumen diharapkan untuk memberikan saran atau masukan pada aplikasi TIX ID agar terus meningkatkan

kualitas aplikasi dan dapat memenuhi kebutuhan konsumen. Dengan peningkatan tersebut, akan memberikan pengalaman yang memuaskan bagi para konsumen. Konsumen dapat memanfaatkan seluruh pelayanan dan produk yang ditawarkan oleh aplikasi TIX ID. Selain itu konsumen dapat memanfaatkan promo dan voucher yang diberikan TIX ID untuk meningkatkan kepuasan konsumen.

Berdasarkan hasil penelitian, variabel kemudahan penggunaan memiliki nilai rata-rata tertinggi. Hasil ini menegaskan bahwa kemudahan penggunaan dalam aplikasi TIX ID menjadi keunggulan utama yang dirasakan oleh konsumen. Oleh karena itu, TIX ID disarankan untuk terus mempertahankan dan meningkatkan kemudahan akses, menyediakan berbagai jenis produk dan layanan, serta menyesuaikan fitur aplikasi sesuai kebutuhan konsumen agar pengalaman konsumen tetap optimal. Sementara itu, variabel dengan nilai rata-rata terendah adalah niat pembelian ulang. Meskipun masih tergolong tinggi, nilai ini menunjukkan ruang untuk peningkatan loyalitas pengguna. Upaya untuk meningkatkan kualitas aplikasi, seperti memperbaiki navigasi, stabilitas, serta memberikan solusi atas masalah yang sering dialami pengguna saat melakukan pemesanan dan pembayaran, dapat berkontribusi dalam membangun niat pembelian ulang di masa mendatang.

5.3 Keterbatasan Dan Saran Penelitian

Berdasarkan temuan penelitian, terdapat keterbatasan dan saran antara lain:

1. Penelitian ini tidak menyelidiki banyak elemen yang berpengaruh terhadap keinginan untuk melakukan pembelian kembali, seperti kenikmatan yang

dirasakan dan tingkat kepercayaan. Oleh karena itu, penelitian mendatang bisa mengkaji faktor kenikmatan yang dirasakan dan keyakinan yang dapat memperkuat niat untuk pembelian ulang.

2. Penelitian ini hanya memanfaatkan teori (TAM) untuk mengevaluasi persepsi kemudahan penggunaan dan kegunaan. Sementara teori untuk menganalisis lebih dalam mengenai kepuasan konsumen dan niat pembelian ulang tidak digunakan. Sehingga untuk penelitian selanjutnya dapat menggunakan *Expectation Confirmation Theory* dan *Theory of Planned Behavior*.
3. Penelitian ini hanya dapat mengumpulkan data menggunakan kuesioner yang disebarluaskan melalui WhatsApp dan Instagram. Untuk memperluas jangkauan responden, penelitian selanjutnya dapat mempertimbangkan penggunaan platform seperti Line, Twitter, atau lainnya untuk pengumpulan responden.
4. Penelitian ini hanya berfokus pada generasi Z. Untuk penelitian selanjutnya, disarankan agar cakupan responden diperluas dengan melibatkan generasi milenial.
5. Beberapa pernyataan dari indikator penelitian ini tidak sesuai dengan responden dan memiliki nilai *loading factor* tidak memenuhi persyaratan. Sehingga terjadinya perubahan jumlah indikator pada penelitian ini. Oleh karena itu, penelitian selanjutnya perlu lebih berhati-hati dalam menentukan pernyataan indikator dan memodifikasi pernyataan indikator untuk mendukung hasil penelitian.

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LAMPIRAN





Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Perkenalkan saya Kezia Stevany Silalahi mahasiswa Universitas Atma Jaya Yogyakarta program studi Manajemen Fakultas Bisnis dan Ekonomika. Saat ini saya sedang menjalankan penelitian sebagai salah satu syarat untuk dapat menyelesaikan tugas akhir. Penelitian ini bertujuan untuk memahami bagaimana persepsi konsumen terhadap aplikasi TIX ID. TIX ID merupakan salah satu aplikasi yang menyediakan layanan dan produk untuk pembelian tiket film di bioskop secara *online*.

Untuk mendukung kelancaran penelitian ini, mohon atas kesediaan Anda untuk berpartisipasi mengisi kuesioner ini dengan kriteria responden sebagai berikut:

1. Pengguna aplikasi TIX ID.
2. Telah melakukan pembelian tiket film di bioskop menggunakan TIX ID dalam satu hingga tiga bulan terakhir.

Pengisian kuesioner ini hanya membutuhkan waktu 10-15 menit. Semua jawaban akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian sesuai dengan standar etika penelitian.

Terima kasih atas perhatian dan partisipasi yang sudah Anda berikan.



Lampiran 2 Kuesioner

Kuesioner

A. Pertanyaan Filter

- 1) Apakah Anda menggunakan aplikasi TIX ID?
- 2) Apakah Anda telah melakukan pembelian tiket film di bioskop menggunakan TIX ID dalam satu hingga tiga bulan terakhir?

B. Profil Responden

- 1) Jenis Kelamin
 - a. Perempuan
 - b. Laki-laki
- 2) Usia
 - a. 17-21
 - b. 22-26
 - c. 27-31
 - d. 32-36
- 3) Pendapatan/bulan
 - a. < Rp1.500.000
 - b. Rp1.500.000 - Rp2.500.000
 - c. Rp2.500.000 - Rp3.500.000
 - d. > Rp3.500.000
- 4) Pendidikan
 - a. SMA/SMK
 - b. D1, D2, D3
 - c. S1

d. S2

e. S3

C. Persepsi Kemudahan Penggunaan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Menurut saya, TIX ID menyediakan berbagai pilihan produk (makanan, minuman, jenis film, jenis bioskop).					
2	Menurut saya, TIX ID memberikan diskon khusus untuk pembelian misalnya <i>Flash Sale</i> dan <i>Buy One Get One</i> .					
3	Produk yang sudah saya beli mudah untuk dilacak dalam aplikasi TIX ID.					
4	Proses pembelian di TIX ID tergolong mudah.					
5	TIX ID menghemat waktu pembelian tiket menonton film.					
6	TIX ID menyediakan berbagai metode pembayaran yang memudahkan saya.					
7	TIX ID dapat membantu saya untuk menonton film dengan mudah.					
8	TIX ID membantu saya membeli tiket film dan makanan secara cepat.					

D. Persepsi Kegunaan

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	TIX ID memberikan informasi yang jelas dan mudah dipahami dalam melakukan proses pembelian produk.					

2	Saya dapat berinteraksi dengan TIX ID secara fleksibel ketika membutuhkan bantuan.					
3	TIX ID mudah digunakan.					
4	Menurut saya, menggunakan TIX ID menyenangkan.					
5	Saya tidak melakukan kesalahan saat menggunakan TIX ID.					
6	Menurut saya, menggunakan TIX ID tidak membutuhkan biaya.					
7	Saya tidak perlu membaca petunjuk saat menggunakan TIX ID.					

E. Kepuasan Konsumen

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya merasa senang menggunakan TIX ID.					
2	Saya merasa puas menggunakan TIX ID.					
3	TIX ID memberikan pengalaman menyenangkan bagi saya.					
4	Proses pembelian di TIX ID terasa menyenangkan bagi saya.					
5	Saya merekomendasikan TIX ID ke orang sekeliling saya.					

F. Niat Pembelian Ulang

No	Pertanyaan	Skala				
		STS	TS	N	S	SS

1	Saya akan menggunakan TIX ID kembali ketika akan membeli tiket menonton film.					
2	Saya berharap dapat melakukan pembelian kembali di TIX ID.					
3	Saya berniat untuk terus menggunakan TIX ID.					
4	Saya berniat akan melanjutkan penggunaan TIX dari pada membeli tiket secara langsung.					
5	Saya berniat akan menggunakan TIX ID sesuai kebutuhan.					
6	Di masa mendatang, TIX ID menjadi pilihan utama untuk melakukan pembelian tiket menonton film.					



Lampiran 3 Kuesioner Google Form

TIX ID

PENGARUH PERSEPSI KEMUDAHAN PENGUNAAN DAN KEGUNAAN TERHADAP NIAT PEMBELIAN ULANG MENGUNAKAN APLIKASI TIX ID

Perkenalkan saya Kezia Stevany Silalahi mahasiswa Universitas Atma Jaya Yogyakarta program studi Manajemen Fakultas Bisnis dan Ekonomika. Saat ini saya sedang menjalankan penelitian sebagai salah satu syarat untuk dapat menyelesaikan tugas akhir. Penelitian ini bertujuan untuk memahami bagaimana persepsi konsumen terhadap aplikasi TIX ID. TIX ID merupakan salah satu aplikasi yang menyediakan layanan dan produk untuk pembelian tiket film di bioskop secara *online*.



Untuk mendukung kelancaran penelitian ini, mohon atas kesediaan Anda untuk berpartisipasi



program studi Manajemen Fakultas Bisnis dan Ekonomika. Saat ini saya sedang menjalankan penelitian sebagai salah satu syarat untuk dapat menyelesaikan tugas akhir. Penelitian ini bertujuan untuk memahami bagaimana persepsi konsumen terhadap aplikasi TIX ID. TIX ID merupakan salah satu aplikasi yang menyediakan layanan dan produk untuk pembelian tiket film di bioskop secara *online*.

Untuk mendukung kelancaran penelitian ini, mohon atas kesediaan Anda untuk berpartisipasi mengisi kuesioner ini dengan kriteria responden sebagai berikut:

1. Pengguna aplikasi TIX ID.
2. Telah melakukan pembelian tiket film di bioskop menggunakan TIX ID dalam satu hingga tiga bulan terakhir.

Pengisian kuesioner ini hanya membutuhkan waktu 10-15 menit. Semua jawaban akan dijaga kerahasiaanya dan hanya digunakan untuk kepentingan penelitian sesuai dengan standar etika penelitian.

Terima kasih atas perhatian dan partisipasi yang sudah Anda berikan.

keziastevs28@gmail.com [Ganti akun](#)

 Tidak dibagikan



Berikutnya

Kosongkan fo



**PENGARUH PERSEPSI KEMUDAHAN
PENGUNAAN DAN KEGUNAAN
TERHADAP NIAT PEMBELIAN ULANG
MENGUNAKAN APLIKASI TIX ID**

Apakah Anda menggunakan aplikasi TIX ID? *

- ☐ Ya
- ☐ Tidak

**Apakah Anda telah melakukan pembelian
tiket film di bioskop menggunakan TIX ID
dalam satu hingga tiga bulan terakhir? ***

- ☐ Ya
- ☐ Tidak

Kembali

Berikutnya

Kosong

formulir

DATA RESPONDEN

Jenis Kelamin *

- ☐ Perempuan
- ☐ Laki-laki

Usia *

- ☐ 17 - 21
- ☐ 22 - 26
- ☐ 27 - 31
- ☐ 32 - 36

Pendapatan/bulan *

- ☐ < Rp1.500.000
- ☐ Rp1.500.000 - Rp2.500.000
- ☐ Rp2.500.000 - Rp3.500.000
- ☐ > Rp3.500.000



Pendidikan *

Pendapatan/bulan *

- ☐ < Rp1.500.000
- ☐ Rp1.500.000 - Rp2.500.000
- ☐ Rp2.500.000 - Rp3.500.000
- ☐ > Rp3.500.000

Pendidikan *

- ☐ SMA/SMK
- ☐ D1, D2, D3
- ☐ S1
- ☐ S2
- ☐ S3

Kembali

Berikutnya

Kosong

formulir

Pertanyaan Penelitian "Persepsi Kemudahan Penggunaan"

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

1. Menurut saya, TIX ID menyediakan berbagai pilihan produk (makanan, minuman, jenis film, jenis bioskop).

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

2. Menurut saya, TIX ID memberikan diskon khusus untuk pembelian misalnya *Flash Sale* dan *Buy One Get One*.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

3. Produk yang sudah saya beli mudah untuk dilacak dalam aplikasi TIX ID.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



4. Proses pembelian di TIX ID tergolong mudah. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

5. TIX ID menghemat waktu pembelian tiket menonton film. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



6. TIX ID menyediakan berbagai metode pembayaran yang memudahkan saya. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

7. TIX ID dapat membantu saya untuk menonton film dengan mudah. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



8. TIX ID membantu saya membeli tiket film dan makanan secara cepat.



Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan

formulir



Pertanyaan Penelitian "Persepsi Kegunaan"

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

**1. TIX ID memberikan informasi yang jelas *
dan mudah dipahami dalam melakukan
proses pembelian produk.**

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

2. Saya dapat berinteraksi dengan TIX ID secara fleksibel ketika membutuhkan bantuan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

3. TIX ID mudah digunakan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



4. Menurut saya, menggunakan TIX ID menyenangkan.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

5. Saya tidak melakukan kesalahan saat menggunakan TIX ID.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



6. Menurut saya, menggunakan TIX ID tidak membutuhkan banyak waktu.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

7. Saya tidak perlu membaca petunjuk saat menggunakan TIX ID.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



Pertanyaan Penelitian "Kepuasan Konsumen"

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

1. Saya merasa senang menggunakan TIX ID. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

2. Saya merasa puas menggunakan TIX ID. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

3. TIX ID memberikan pengalaman menyenangkan bagi saya. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



4. Proses pembelian di TIX ID terasa menyenangkan bagi saya.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

5. Saya merekomendasikan TIX ID ke orang sekeliling saya.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



Pertanyaan Penelitian "Niat Pembelian Ulang"

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

**1. Saya akan menggunakan TIX ID kembali *
ketika akan membeli tiket menonton film.**

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

2. Saya berharap dapat melakukan pembelian kembali di TIX ID.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

3. Saya berniat untuk terus menggunakan TIX ID.

*

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



4. Saya berniat akan melanjutkan penggunaan TIX dari pada membeli tiket secara langsung. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

5. Saya berniat akan menggunakan TIX ID sesuai kebutuhan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



6. Di masa mendatang, TIX ID menjadi pilihan utama untuk melakukan pembelian tiket menonton film. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Berikutnya

Kosongkan
formulir



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PENGUNAAN DAN KEGUNAAN TERHADAP NIAT PEMBELIAN ULANG MENGUNAKAN APLIKASI TIX ID

keziastevs28@gmail.com [Ganti akun](#)

 Tidak dibagikan



PENUTUP

Terima kasih atas partisipasi yang telah Anda berikan dalam membantu proses penelitian ini. Tentunya partisipasi Anda akan dijaga kerahasiaannya oleh peneliti.

Salam hormat, Kezia.

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[Kirim](#)

[Kosongkan formulir](#)



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Lampiran 4 Hasil Pengisian Kuesioner

timestamp	Apakah Anda menggunakan aplikasi TIX ID?	Apakah Anda telah melakukan pembelian tiket film di bioskop menggunakan TIX ID dalam satu hingga tiga bulan terakhir?	Jenis Kelamin	Usia	Pendapatan/bulan	Pendidikan
4/12/2025 23:21:01	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/12/2025 23:22:10	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/12/2025 23:36:29	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/12/2025 23:41:18	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/12/2025 23:44:09	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/12/2025 23:52:34	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/13/2025 0:10:23	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/13/2025 0:21:51	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 0:23:45	Ya	Ya	Laki-laki	17 - 21	> Rp3.500.000	S1
4/13/2025 0:29:28	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 0:47:31	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/13/2025 0:48:00	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1

4/13/2025 0:51:34	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/13/2025 0:53:32	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/13/2025 0:58:52	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 1:04:27	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/13/2025 1:08:05	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 1:27:31	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 1:33:14	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 1:44:02	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 2:02:53	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 2:07:29	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/13/2025 2:32:48	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 5:25:27	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/13/2025 5:48:07	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	SMA/SMK
4/13/2025 6:06:45	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 6:41:23	Ya	Ya	Laki-laki	17 - 21	> Rp3.500.000	SMA/SMK

4/13/2025 7:23:19	Ya	Ya	Perempuan	17 - 21	Rp2.500.000 - Rp3.500.000	S1
4/13/2025 7:33:20	Ya	Ya	Perempuan	17 - 21	> Rp3.500.000	S1
4/13/2025 7:41:47	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 7:51:07	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 7:54:09	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 8:39:11	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 8:40:15	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 8:43:50	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/13/2025 8:50:46	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/13/2025 8:58:28	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	SMA/SMK
4/13/2025 8:59:19	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/13/2025 9:07:57	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/13/2025 9:23:01	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 10:02:07	Ya	Ya	Laki-laki	27 - 31	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 10:09:33	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1

4/13/2025 10:27:18	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 10:29:46	Ya	Ya	Laki-laki	27 - 31	> Rp3.500.000	S2
4/13/2025 10:37:08	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 10:56:02	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/13/2025 11:05:04	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 11:07:52	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 11:13:26	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 11:35:12	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	SMA/SMK
4/13/2025 11:39:39	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 11:41:32	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/13/2025 12:01:36	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 12:06:58	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 12:19:34	Ya	Ya	Perempuan	17 - 21	Rp2.500.000 - Rp3.500.000	S1
4/13/2025 12:32:47	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 12:51:42	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1

4/13/2025 12:52:26	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/13/2025 12:58:58	Ya	Ya	Laki-laki	17 - 21	Rp2.500.000 - Rp3.500.000	S1
4/13/2025 13:20:50	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/13/2025 13:26:41	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	SMA/SMK
4/13/2025 13:27:49	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 13:34:05	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 13:45:07	Ya	Ya	Laki-laki	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 13:54:02	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 14:53:09	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 16:26:29	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/13/2025 17:17:56	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/13/2025 17:18:50	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/13/2025 18:06:44	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/13/2025 18:19:05	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	SMA/SMK
4/13/2025 18:40:17	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	SMA/SMK

4/13/2025 19:09:29	Ya	Ya	Laki-laki	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/13/2025 19:18:25	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/13/2025 19:43:23	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	SMA/SMK
4/13/2025 22:37:27	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/14/2025 5:22:17	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/14/2025 9:42:27	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/14/2025 10:10:39	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/14/2025 12:11:15	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/14/2025 15:22:55	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/14/2025 15:30:44	Ya	Ya	Perempuan	17 - 21	> Rp3.500.000	SMA/SMK
4/14/2025 21:44:26	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/14/2025 22:51:10	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/15/2025 6:58:17	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/15/2025 11:20:28	Ya	Ya	Perempuan	17 - 21	> Rp3.500.000	SMA/SMK
4/15/2025 18:41:20	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1

4/16/2025 13:58:33	Ya	Ya	Laki-laki	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/18/2025 20:27:50	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/20/2025 14:40:22	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/22/2025 17:09:38	Ya	Ya	Perempuan	27 - 31	> Rp3.500.000	S1
4/22/2025 18:44:54	Ya	Ya	Perempuan	27 - 31	> Rp3.500.000	D1, D2, D3
4/23/2025 11:19:24	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 11:25:03	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 11:28:04	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 11:28:09	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/23/2025 11:29:19	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/23/2025 11:38:24	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 11:42:50	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/23/2025 11:42:55	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 11:44:12	Ya	Ya	Laki-laki	27 - 31	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 11:47:16	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1

4/23/2025 11:47:31	Ya	Ya	Laki-laki	27 - 31	Rp2.500.000 - Rp3.500.000	D1, D2, D3
4/23/2025 11:53:15	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 11:57:51	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 12:01:06	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 12:03:48	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 12:07:16	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 12:07:55	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 12:10:49	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 12:16:13	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 12:16:41	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 12:18:57	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 12:18:57	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 12:29:44	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 12:31:26	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 12:35:42	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1

4/23/2025 12:50:53	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/23/2025 12:54:57	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 13:03:21	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 13:10:52	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 13:22:10	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 13:32:14	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 13:32:34	Ya	Ya	Perempuan	17 - 21	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 13:35:26	Ya	Ya	Laki-laki	17 - 21	> Rp3.500.000	SMA/SMK
4/23/2025 13:37:45	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 13:39:52	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 13:41:48	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/23/2025 14:04:30	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 14:10:55	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 14:28:06	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/23/2025 14:31:12	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	SMA/SMK

4/23/2025 14:37:30	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 14:39:13	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/23/2025 15:06:14	Ya	Ya	Perempuan	17 - 21	> Rp3.500.000	SMA/SMK
4/23/2025 15:29:19	Ya	Ya	Perempuan	32 - 36	> Rp3.500.000	S1
4/23/2025 15:36:10	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 15:37:35	Ya	Ya	Perempuan	32 - 36	> Rp3.500.000	S1
4/23/2025 15:48:16	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 15:54:09	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 16:03:46	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	SMA/SMK
4/23/2025 16:14:03	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/23/2025 16:14:11	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/23/2025 16:14:37	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	SMA/SMK
4/23/2025 16:15:20	Ya	Ya	Laki-laki	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:22:02	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 16:26:51	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1

4/23/2025 16:32:29	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:35:42	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:38:08	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 16:40:16	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:43:36	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:51:25	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 16:51:33	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	D1, D2, D3
4/23/2025 16:52:26	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 16:52:42	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 16:53:09	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 16:57:21	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/23/2025 16:57:38	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 17:03:54	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 17:08:26	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	S1
4/23/2025 17:10:16	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1

4/23/2025 17:10:57	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK
4/23/2025 17:17:03	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/23/2025 17:19:03	Ya	Ya	Perempuan	17 - 21	Rp2.500.000 - Rp3.500.000	SMA/SMK
4/23/2025 17:22:39	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 17:26:10	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 17:34:03	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 17:40:20	Ya	Ya	Laki-laki	27 - 31	> Rp3.500.000	S1
4/23/2025 17:46:17	Ya	Ya	Laki-laki	17 - 21	< Rp1.500.000	S1
4/23/2025 18:03:57	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	SMA/SMK
4/23/2025 18:16:59	Ya	Ya	Laki-laki	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 18:29:20	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 18:32:52	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 18:35:18	Ya	Ya	Laki-laki	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 18:38:04	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 18:39:01	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1

4/23/2025 18:40:59	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 19:08:48	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
4/23/2025 19:09:01	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/23/2025 19:12:17	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	SMA/SMK
4/23/2025 19:23:12	Ya	Ya	Laki-laki	32 - 36	> Rp3.500.000	D1, D2, D3
4/23/2025 19:25:50	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
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4/23/2025 19:30:02	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/23/2025 19:32:07	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	SMA/SMK
4/23/2025 19:41:19	Ya	Ya	Perempuan	17 - 21	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 19:42:35	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 19:50:01	Ya	Ya	Perempuan	17 - 21	< Rp1.500.000	S1
4/23/2025 19:58:17	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
4/23/2025 20:03:14	Ya	Ya	Laki-laki	22 - 26	> Rp3.500.000	SMA/SMK

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4/23/2025 20:31:17	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
4/23/2025 20:33:37	Ya	Ya	Laki-laki	27 - 31	> Rp3.500.000	D1, D2, D3
4/23/2025 20:40:34	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
4/23/2025 20:58:39	Ya	Ya	Perempuan	32 - 36	> Rp3.500.000	S1
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4/23/2025 21:36:31	Ya	Ya	Perempuan	22 - 26	Rp1.500.000 - Rp2.500.000	S1
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4/23/2025 22:08:31	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
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4/23/2025 22:34:19	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1

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4/23/2025 23:17:24	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1
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4/24/2025 2:53:18	Ya	Ya	Perempuan	22 - 26	< Rp1.500.000	S1
4/24/2025 7:05:51	Ya	Ya	Perempuan	22 - 26	> Rp3.500.000	S1

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4/24/2025 13:04:12	Ya	Ya	Laki-laki	22 - 26	< Rp1.500.000	S1
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4/24/2025 17:21:43	Ya	Ya	Perempuan	22 - 26	Rp2.500.000 - Rp3.500.000	S1
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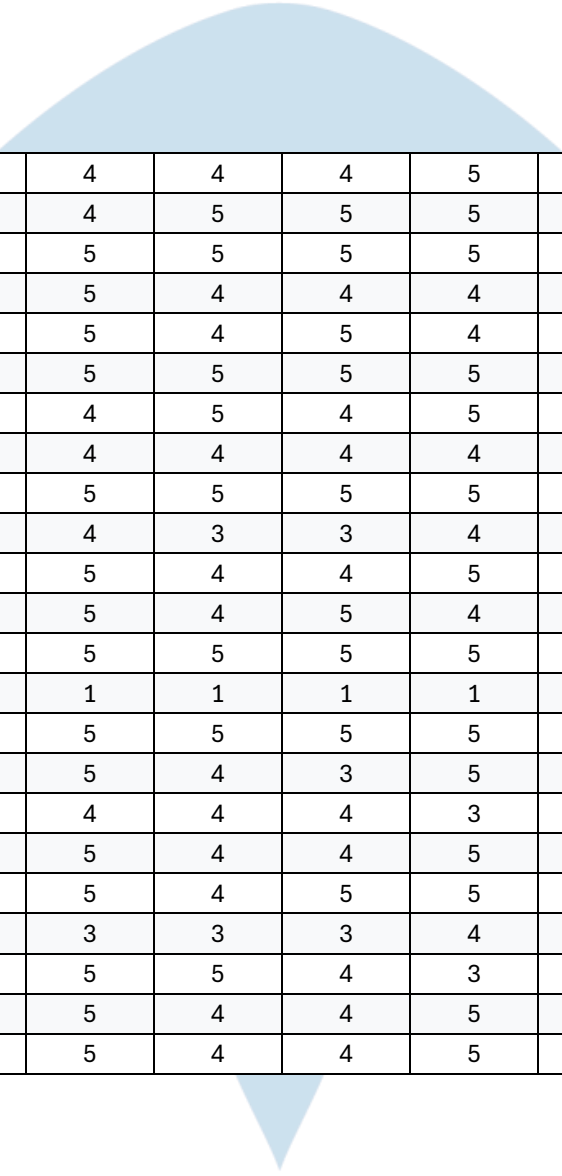
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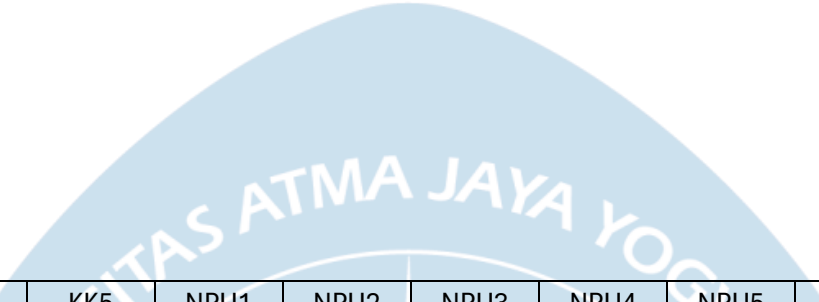
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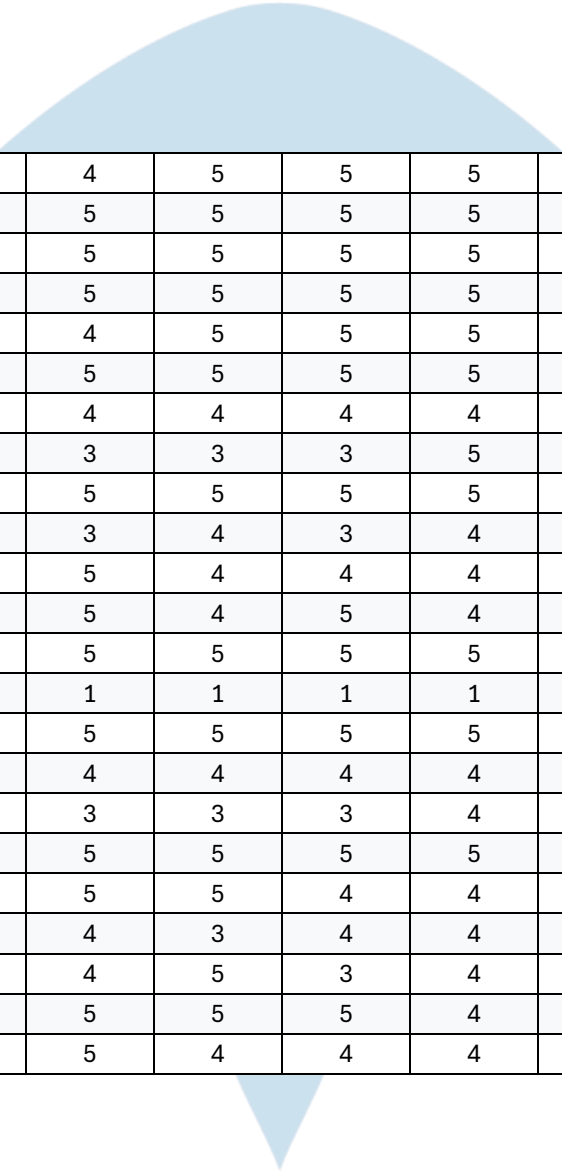
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Lampiran 5 Hasil Uji Pilot Test 50 Responden

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square ...
Kepuasan...	0.723	0.712
Niat Pem...	0.614	0.589

f Square

Matrix	f Square
	Kegunaan Kepuasan... Niat Pem... _Kemuda...
Kegunaan	0.977 0.080
Kepuasan...	0.006
Niat Pem...	
_Kemuda...	0.236 0.340

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Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...	
Kegunaan	0.730	0.738	0.822	0.482	
Kepuasan_Konsumen	0.810	0.821	0.869	0.573	
Niat Pembelian_Ulang	0.828	0.840	0.875	0.542	
_Kemudahan_Penggunaan	0.866	0.871	0.898	0.558	

Discriminant Validity

	Kegunaan	Kepuasan_Konsumen	Niat Pembelian_Ulang	_Kemudahan_Penggunaan
Kegunaan	0.694			
Kepuasan_Konsumen	0.811	0.757		
Niat Pembelian_Ulang	0.656	0.667	0.736	
_Kemudahan_Penggunaan	0.571	0.673	0.725	0.747

Discriminant Validity

	Kegunaan	Kepuasan_Konsumen	Niat Pembelian_Ulang	_Kemudahan_Penggunaan
KK1	0.514	0.614	0.405	0.460
KK2	0.606	0.736	0.504	0.534
KK3	0.584	0.795	0.465	0.547
KK4	0.644	0.788	0.471	0.559
KK5	0.702	0.831	0.649	0.457
NPU1	0.355	0.530	0.790	0.676
NPU2	0.635	0.573	0.847	0.539
NPU3	0.418	0.474	0.741	0.527
NPU4	0.501	0.430	0.743	0.651
NPU5	0.496	0.491	0.657	0.391
NPU6	0.504	0.454	0.614	0.356
PK1	0.703	0.672	0.508	0.541

Discriminant Validity

	Kegunaan	Kepuasan_Konsumen	Niat Pembelian_Ulang	_Kemudahan_Penggunaan
PK1	0.703	0.672	0.508	0.541
PK2	0.767	0.587	0.522	0.369
PK3	0.739	0.543	0.438	0.387
PK6	0.630	0.504	0.391	0.338
PK7	0.621	0.480	0.395	0.315
PKP1	0.355	0.444	0.463	0.670
PKP2	0.612	0.569	0.552	0.653
PKP3	0.420	0.427	0.553	0.705
PKP4	0.381	0.456	0.437	0.707
PKP5	0.351	0.456	0.569	0.821
PKP7	0.366	0.576	0.579	0.802
PKP8	0.474	0.557	0.603	0.847

Outer Loadings

	Kegunaan	Kepuasan_Konsumen	Niat Pembelian_Ulang	_Kemudahan_Penggunaan
KK1		0.614		
KK2		0.736		
KK3		0.795		
KK4		0.788		
KK5		0.831		
NPU1			0.790	
NPU2			0.847	
NPU3			0.741	
NPU4			0.743	
NPU5			0.657	
NPU6			0.614	
DK1	0.703			

Outer Loadings

Matrix

	Kegunaan	Kepuasan_Konsumen	Niat Pembelian_Ulang	_Kemudahan_Penggunaan
PK1	0.703			
PK2	0.767			
PK3	0.739			
PK6	0.630			
PK7	0.621			
PKP1				0.670
PKP2				0.653
PKP3				0.705
PKP4				0.707
PKP5				0.821
PKP7				0.802
DKPR				0.847



Lampiran 6 Hasil Olah Data Smart PLS 3

Nilai Mean, Min, Max

Indicators:	Indicator Correlations		Raw File							
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	
PKP1	1	0	4.411	4.000	1.000	5.000	0.614	2.559	-0.947	
PKP3	2	0	4.506	5.000	1.000	5.000	0.620	3.039	-1.274	
PKP4	3	0	4.530	5.000	1.000	5.000	0.680	4.172	-1.738	
PKP5	4	0	4.640	5.000	1.000	5.000	0.591	9.840	-2.354	
PKP7	5	0	4.534	5.000	1.000	5.000	0.625	3.201	-1.395	
PKP8	6	0	4.538	5.000	1.000	5.000	0.612	3.472	-1.390	
PK1	7	0	4.458	5.000	1.000	5.000	0.606	2.952	-1.075	
PK2	8	0	4.245	4.000	1.000	5.000	0.714	1.065	-0.793	
PK3	9	0	4.565	5.000	1.000	5.000	0.654	5.853	-1.907	
PK6	10	0	4.427	5.000	1.000	5.000	0.738	3.621	-1.584	
PK7	11	0	4.316	4.000	1.000	5.000	0.826	2.438	-1.409	
KK1	12	0	4.435	5.000	1.000	5.000	0.660	1.908	-1.086	
KK2	13	0	4.466	5.000	1.000	5.000	0.650	2.246	-1.176	
KK3	14	0	4.415	5.000	1.000	5.000	0.675	2.006	-1.120	
KK4	15	0	4.407	5.000	1.000	5.000	0.741	2.810	-1.404	
KK5	16	0	4.375	5.000	1.000	5.000	0.720	0.833	-0.960	

Indicators:	Indicator Correlations		Raw File							
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	
PK2	8	0	4.245	4.000	1.000	5.000	0.714	1.065	-0.793	
PK3	9	0	4.565	5.000	1.000	5.000	0.654	5.853	-1.907	
PK6	10	0	4.427	5.000	1.000	5.000	0.738	3.621	-1.584	
PK7	11	0	4.316	4.000	1.000	5.000	0.826	2.438	-1.409	
KK1	12	0	4.435	5.000	1.000	5.000	0.660	1.908	-1.086	
KK2	13	0	4.466	5.000	1.000	5.000	0.650	2.246	-1.176	
KK3	14	0	4.415	5.000	1.000	5.000	0.675	2.006	-1.120	
KK4	15	0	4.407	5.000	1.000	5.000	0.741	2.810	-1.404	
KK5	16	0	4.375	5.000	1.000	5.000	0.720	0.833	-0.960	
NPU1	17	0	4.427	5.000	1.000	5.000	0.694	2.166	-1.234	
NPU2	18	0	4.360	4.000	1.000	5.000	0.734	2.388	-1.225	
NPU3	19	0	4.356	4.000	1.000	5.000	0.711	1.509	-1.039	
NPU4	20	0	4.375	5.000	1.000	5.000	0.747	2.754	-1.368	
NPU5	21	0	4.455	5.000	1.000	5.000	0.625	3.192	-1.197	
NPU6	22	0	4.391	5.000	1.000	5.000	0.712	1.671	-1.132	

Nilai Outer Loadings

Outer Loadings

Matrix				
	Kegunaan	Kemudahan Penggunaan	Kepuasan Konsumen	Niat Pembelian Ulang
KK1			0.821	
KK2			0.859	
KK3			0.873	
KK4			0.825	
KK5			0.714	
NPU1				0.789
NPU2				0.823
NPU3				0.839
NPU4				0.765
NPU5				0.724
NPU6				0.779



Outer Loadings

Matrix				
	Kegunaan	Kemudahan Penggunaan	Kepuasan Konsumen	Niat Pembelian Ulang
NPU6				0.779
PK1	0.756			
PK2	0.773			
PK3	0.775			
PK6	0.741			
PK7	0.727			
PKP1		0.783		
PKP3		0.714		
PKP4		0.755		
PKP5		0.762		
PKP7		0.796		
PKP8		0.799		

Nilai Construct Reliability and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...	
Kegunaan	0.811	0.812	0.869	0.570	
Kemudahan Penggunaan	0.861	0.863	0.897	0.591	
Kepuasan Konsumen	0.877	0.879	0.911	0.673	
Niat Pembelian Ulang	0.877	0.878	0.907	0.620	

Nilai *Fornell Larcker*

Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy t
	Kegunaan	Kemudahan Penggunaan	Kepuasan Konsumen	Niat Pembelian Ulang
Kegunaan	0.755			
Kemudahan Penggunaan	0.725	0.769		
Kepuasan Konsumen	0.732	0.710	0.820	
Niat Pembelian Ulang	0.758	0.746	0.809	0.787

Nilai *Cross Loadings*

Discriminant Validity

	Kegunaan	Kemudahan Penggunaan	Kepuasan Konsumen	Niat Pembelian Ulang
KK1	0.599	Kemudahan Penggunaan	0.821	0.662
KK2	0.601	0.617	0.859	0.720
KK3	0.647	0.584	0.873	0.646
KK4	0.603	0.571	0.825	0.650
KK5	0.549	0.549	0.714	0.637
NPU1	0.556	0.632	0.655	0.789
NPU2	0.622	0.549	0.686	0.823
NPU3	0.627	0.584	0.694	0.839
NPU4	0.614	0.615	0.601	0.765
NPU5	0.566	0.586	0.574	0.724
NPU6	0.593	0.558	0.605	0.779

Discriminant Validity

	Kegunaan	Kemudahan Penggunaan	Kepuasan Konsumen	Niat Pembelian Ulang
PK1	0.756	0.635	0.603	0.584
PK2	0.773	0.529	0.544	0.591
PK3	0.775	0.591	0.572	0.544
PK6	0.741	0.493	0.538	0.529
PK7	0.727	0.482	0.502	0.609
PKP1	0.543	0.783	0.526	0.524
PKP3	0.553	0.714	0.519	0.558
PKP4	0.573	0.755	0.532	0.570
PKP5	0.471	0.762	0.526	0.528
PKP7	0.574	0.796	0.590	0.637
PKP8	0.624	0.799	0.573	0.611

Nilai *Inner Model R*, *F*, dan *Q Square*

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Kepuasan Konsumen	0.603	0.600
Niat Pembelian Ulang	0.738	0.734

f Square

Matrix	f Square	
		Kegunaan Kemudahan Penggunaan Kepuasan Konsumen Niat Pembelian Ulang
Kegunaan	0.252	0.089
Kemudahan Penggunaan	0.170	0.091
Kepuasan Konsumen	0.313	
Niat Pembelian Ulang		

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5
	SSO	SSE	$Q^2 (=1-SSE/SSO)$		
Kegunaan	1265.000	1265.000			
Kemudahan Penggunaan	1518.000	1518.000			
Kepuasan Konsumen	1265.000	763.999		0.396	
Niat Pembelian Ulang	1518.000	836.139		0.449	

Construct Crossvalidated Communality

Total	Case1	Case2	Case3	Case4	Case5
	SSO	SSE	$Q^2 (=1-SSE/SSO)$		
Kegunaan	1265.000	823.170		0.349	
Kemudahan Penggunaan	1518.000	886.179		0.416	
Kepuasan Konsumen	1265.000	626.830		0.504	
Niat Pembelian Ulang	1518.000	814.592		0.463	

Nilai *Path Coefficients*

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Forma
	Original Sample...	Sample Mean ...	Standard Deviation (STDEV)	T Statistic...	P Values
Kegunaan -> Kepuasan Konsumen	0.459	0.464	0.084	5.486	0.000
Kegunaan -> Niat Pembelian Ulang	0.249	0.250	0.070	3.543	0.000
Kemudahan Penggunaan -> Kepuasan Konsumen	0.377	0.367	0.076	4.951	0.000
Kemudahan Penggunaan -> Niat Pembelian Ulang	0.242	0.239	0.071	3.434	0.001
Kepuasan Konsumen -> Niat Pembelian Ulang	0.455	0.457	0.065	7.015	0.000

Nilai total *Indirect Effect*

Total Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Form
	Original Sample...	Sample Mean...	Standard Deviation (STDEV)	T Statistic...	P Values
Kegunaan -> Niat Pembelian Ulang	0.209	0.211	0.045	4.627	0.000
Kemudahan Penggunaan -> Niat Pembelian Ulang	0.172	0.168	0.044	3.872	0.000
Kegunaan -> Kepuasan Konsumen					
Kemudahan Penggunaan -> Kepuasan Konsumen					
Kepuasan Konsumen -> Niat Pembelian Ulang					

Nilai *Specific Indirect Effects*

Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original Sample...	Sample Mean...	Standard Deviation...	T Statistic...	P Values	
Kegunaan -> Kepuasan Konsumen -> Niat Pembelian Ulang	0.209	0.211	0.045	4.627	0.000	
Kemudahan Penggunaan -> Kepuasan Konsumen -> Niat Pembelian Ulang	0.172	0.168	0.044	3.872	0.000	

Nilai *Total Effects*

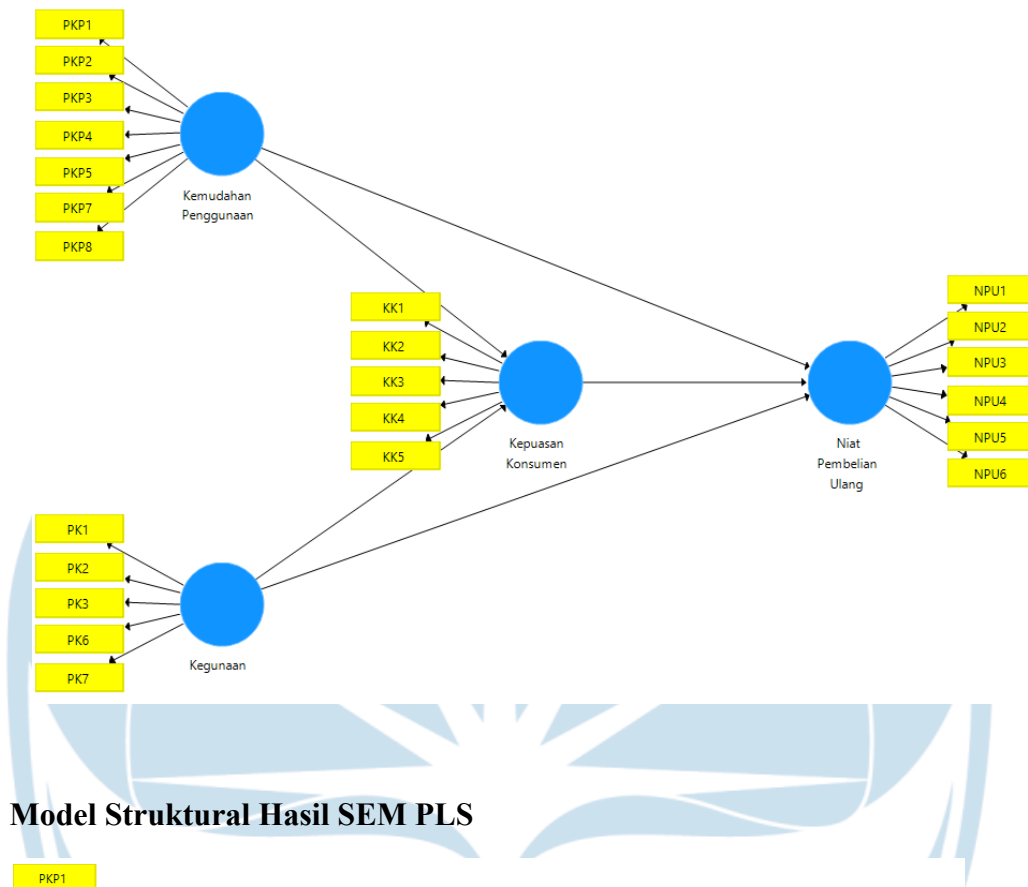
Total Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Form
	Original Sample...	Sample Mean...	Standard Deviation (STDEV)	T Statistic...	P Values
Kegunaan -> Kepuasan Konsumen	0.459	0.464	0.084	5.486	0.000
Kegunaan -> Niat Pembelian Ulang	0.458	0.461	0.069	6.656	0.000
Kemudahan Penggunaan -> Kepuasan Konsumen	0.377	0.367	0.076	4.951	0.000
Kemudahan Penggunaan -> Niat Pembelian Ulang	0.414	0.407	0.068	6.057	0.000
Kepuasan Konsumen -> Niat Pembelian Ulang	0.455	0.457	0.065	7.015	0.000

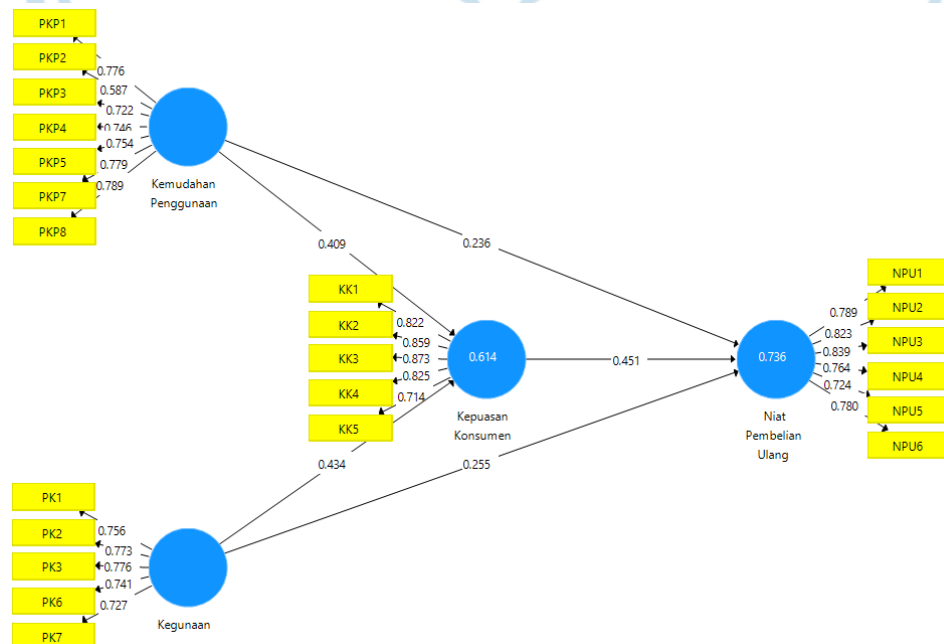


Lampiran 7 Hasil Struktur Kerangka Smart PLS 3

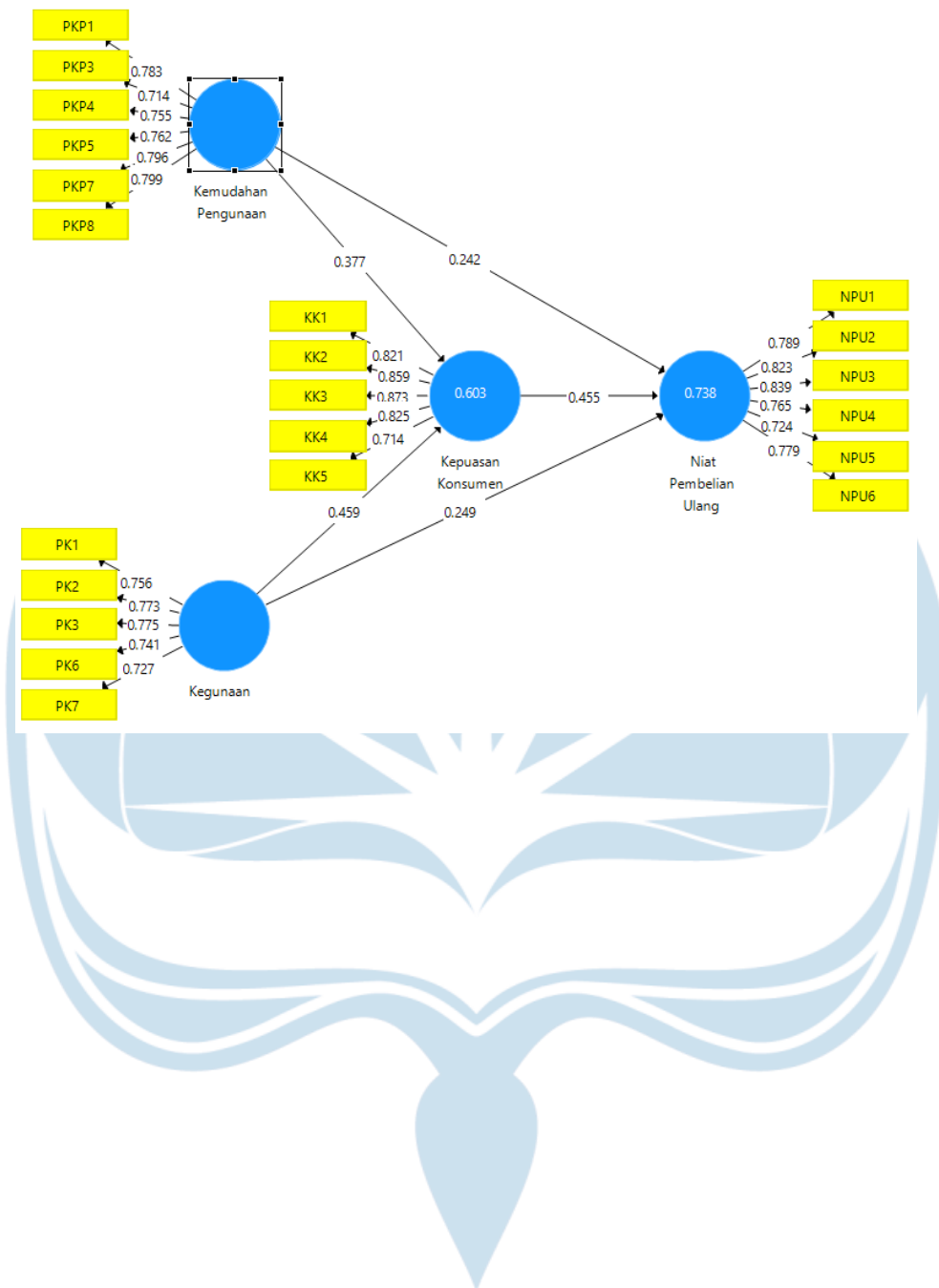
Model Struktural SEM PLS



Model Struktural Hasil SEM PLS



Model Struktural Hasil SEM PLS (Tanpa PKP2)





Lampiran 8 Hasil Struktur Kerangka Smart PLS 3



Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase intention: the perspective of the e-commerce market in Indonesia

Inggang Perwangsa Nuralam, Nur Yudiono, Muhamad Robith Alil Fahmi, Eliana Sandy Yuliaji & Taufic Hidayat

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Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase intention: the perspective of the e-commerce market in Indonesia

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ABSTRACT

This research aims to investigate TAM as a theoretical framework for explaining customer behavior in online purchases through e-commerce, with customer satisfaction serving as a mediating variable towards repurchase intention. A quantitative approach was employed, utilizing statistical analysis as a research tool, with Partial Least Squares Structural Equation Modeling (PLS-SEM) employed to test the outer and inner model outputs. Furthermore, a questionnaire was utilized as the research instrument distributed to 400 respondents who met the research criteria, with 300 valid questionnaires used for analysis. The findings of this research indicate that perceived ease of use and perceived usefulness significantly influence customer satisfaction, albeit not directly impacting repurchase intention significantly. However, customer satisfaction significantly and directly affects repurchase intention. On another note, customer satisfaction exhibits full mediation effects influencing the relationship between perceived ease of use and perceived usefulness towards repurchase intention. In this regard, this study acknowledges the TAM model as a theoretical lens concerning consumer behavior in the context of technology adoption for online shopping, particularly within the domain of e-commerce platforms in Indonesia.

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TAM; perceived ease of use; perceived usefulness; customer satisfaction; repurchase intention

SUBJECTS

Marketing; Consumer Behaviour; Business, Management and Accounting;

1. Introduction

The growth of technology usage, marked by the advent of the internet and digitalization, has facilitated users in accessing various needs integrated with information systems. The emergence of electronic commerce (e-commerce) has revolutionized trade and operations globally, gradually evolving trading models over the past decade (Chang et al., 2016; Mou et al., 2020). E-commerce is the result of significant technological advancements in the global trading industry, leading to an exponential growth in the number of online stores (Khodadadi et al., 2016; Singh & Söderlund, 2020). The We Are Social Report (2024) indicates that shopping ranks fourth, with less than three-quarters of all internet users engaged in some form of e-commerce activity each month. Furthermore, the primary reason for internet usage in shopping activities regarding researching products and brands accounts for 43.7% of the total individual internet users worldwide. Moreover, among internet users in Indonesia, 81% engage in activities related to top types of websites visited and apps used for shopping. Additionally, online product or service purchases in Indonesia account for 59.3%, and ordering groceries via an online store comprises 34.4%.

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Deloitte Indonesia Perspectives (Deloitte, 2021) also reports that the e-commerce market potential in Indonesia, compared to other ASEAN countries, is the largest, reaching almost 50% of the overall market. Thus, the growth of the e-commerce market in Indonesia signifies a shift in consumer behavior from offline to online shopping. In line with Craven et al. (2020), who highlight the shift in consumer behavior adopting e-commerce beginning in the era of the COVID-19 pandemic, where customers actively avoid offline shopping due to social distancing measures, resulting in an increased shift in market behavior towards online shopping. Therefore, transactions in e-commerce activities in Indonesia, whether through applications or websites, indicate acceptance that can be investigated through the Technology Acceptance Model (TAM).

TAM also constitutes a theory concerning individual actions and perceptions regarding a subject in determining attitudes and interests in behavior (Li et al., 2017). According to Groß (2015), many researchers have utilized TAM to predict technology usage. Although TAM initially emerged as a theory to investigate matters related to technology adoption, based on current developments, TAM has become the primary reference framework for researching technology usage comprehensively. For instance, in the context of online shopping behavior using the internet and integrated into applications or websites as technological environments, TAM has been employed to predict repurchase intention (Hubert et al., 2017; Trivedi & Yadav, 2018). TAM elucidates that there are two main factors influencing the use of information technology systems: perceived usefulness and perceived ease of use (Davis, 1989; Venkatesh & Davis, 1996). Perceived usefulness, as the perception of usefulness, explains that user acceptance attitudes toward information technology systems are crucial (Chang & Chen, 2021; Hubert et al., 2017). On the other hand, perceived ease of use pertains to the comfort factor of the system interface's complexity and the extent to which technology usage should be effortless and easy (Venkatesh & Davis, 2000). In this regard, several studies have highlighted that perceived usefulness and perceived ease of use are significant predictors of behavioral intention (Chang & Chen, 2021; Li et al., 2017; Nguyen Thi et al., 2022). Moreover, Hamid et al. (2016) emphasize that consumers with high confidence in the ease of purchasing a product and the technology's efficient and effective usefulness are more likely to have an intention to repurchase the product.

However, in discussing consumer behavior to form (re)purchase intention, customer satisfaction becomes the emotional response of consumers to a previous purchasing experience (Ha, 2012). Thus, customer satisfaction is a strong predictor determining whether consumers will make a repeat purchase or not (Brusch et al., 2019). Furthermore, customer experience in online purchasing transactions influences the psychological aspect of customers, which also affects customer satisfaction (Ashfaq et al., 2019). Therefore, in e-customer behavior literature, repurchase intention is indicated as the outcome of shopping behavior that emphasizes the importance of customer experience and satisfaction (Khodadadi et al., 2016). Brusch et al. (2019) argue that customers satisfied with online purchases are more inclined to intend to repurchase. Moreover, existing research in the literature seeks to measure the factors controlling customers' intention to repurchase in e-commerce, such as perceived ease of use, perceived usefulness, and customer satisfaction (Ashfaq et al., 2019; Chang & Chen, 2021; Mofokeng, 2021; Trivedi & Yadav, 2018). Notably, creating and maintaining customer satisfaction through the previously indicated factors is a necessary strategy for developing customer satisfaction, as emphasized by Mofokeng (2021) and Vasic et al. (2019).

Therefore, this study focuses on identifying determinants in the growth of the e-commerce market, which continues to thrive in developing countries such as Indonesia, even being the largest e-commerce market in ASEAN. The research aims to investigate TAM as a theoretical framework for explaining customer behavior in online purchases through e-commerce, with customer satisfaction serving as a mediating variable towards repurchase intention. Although Saoula et al. (2023) have comprehensively discussed the drivers and barriers of online customer retention using the uses and gratification theory, their focus is more on customer engagement and motivation, which comprise website design, reliability, and perceived ease of use. However, several previous studies have highlighted that the most significant factor driving repurchase intention is controlling psychological factors (Lăzăroiu et al., 2020; Mawardi et al., 2024; Ventre & Kolbe, 2020). Furthermore, Lăzăroiu et al. (2020), Ventre and Kolbe (2020), and Wei et al. (2018) in their research reviewed TAM as a fundamental theory that can explore customer behavior in online purchases. Hence, this study focuses on psychological factors related to e-commerce adoption

include consumers' perceived usefulness and ease of use of the platform, as grounded in the TAM. Perceived usefulness reflects the extent to which consumers believe that using the e-commerce platform will enhance their shopping efficiency (Davis, 1989). Meanwhile, ease of use refers to how simple and user-friendly consumers find the platform to operate (Davis, 1989). These factors significantly influence customer satisfaction, as platforms perceived as both useful and easy to use are likely to provide a more positive shopping experience (Saoula et al., 2023; Trivedi & Yadav, 2018). This positive experience, in turn, enhances consumers' intention to repurchase. Therefore, understanding and optimizing these psychological factors can help e-commerce platforms retain customers and foster long-term loyalty.

Despite this, various studies have rarely discussed the characteristics of emerging markets, which, as explained by Ventre and Kolbe (2020), differ significantly in terms of market characteristics and behavioral aspects. Furthermore, information asymmetry often poses a challenge that can influence the decision-making process in purchasing products (Ventre & Kolbe, 2020). As an emerging market, Indonesia has experienced significant growth in the e-commerce sector. According to the Global eCommerce Market Report 2024, Indonesia is predicted to become the country with the highest e-commerce growth globally, reaching 30.5%, which is three times the global average growth rate of 10.4% in 2024. However, the emergence of TikTok Commerce, which combines social and shopping elements, has disrupted the dynamics of the e-commerce market in Indonesia. This platform offers specific features, menus, and facilities that enable merchants to display product and service offerings, as well as information and standardization of goods, thereby disturbing domestic market conditions. In response, the Indonesian government, through the Ministry of Trade, has issued trade regulations (e.g. No. 31/2023) targeting S-commerce to create a structured and controllable market dynamic. In this context, this study serves as a mini-evaluation to address specific issues related to consumer behavior in Indonesia. In addition, this study highlights the extent to which the TAM framework remains relevant as a determinant of customer behavior in (re)purchasing products online through e-commerce platforms. Although Ventre and Kolbe (2020) implicitly discussed customer behavior characteristics in emerging markets, their focus was on controlling trust and perceived risk toward purchase intention. Meanwhile, Singh et al. (2018) investigated purchase intention and actual usage behavior in online purchases of electronic and fashion products. Therefore, this study, in addressing this gap, investigates the determinants driving customer satisfaction and repurchase intention in the context of online purchases, particularly in Indonesia, an emerging market.

2. Literature review and hypotheses development

2.1. Technology acceptance model (TAM)

TAM has been extensively discussed in various literature related to customer behavior in online shopping transactions (Groß, 2015; Nguyen Thi et al., 2022). Online shopping behavior utilizes digital technology platforms as the environment for making purchasing decisions, thus TAM has been extensively mandated to predict such customer behavior (Ashfaq et al., 2019; Trivedi & Yadav, 2018). Therefore, TAM serves as a strong theoretical foundation for connecting beliefs with behavior overall, with various previous studies also using TAM for potential technology adoption analysis in various contexts, such as constructing predictions for online shopping behavior (Hubert et al., 2017). In this regard, online shopping within the contextual value in marketing literature becomes a particular benefit providing content consisting of services and information aimed at customers and allowing direct interaction with customers (Tong, 2010). Furthermore, it is assumed that marketing and its contextual value are beneficial for customers, represented by the provision of products and services centered on customer needs (Nguyen Thi et al., 2022; Tong, 2010). Therefore, in the construction of TAM, it is explained that customers in adopting digital technology for online shopping purposes are driven by factors of perceived usefulness and perceived ease of use, as evidenced in previous studies discussing both in relation to repurchase intention (Ashfaq et al., 2019; Trivedi & Yadav, 2018; 2020).

Furthermore, in the study by Hubert et al. (2017), TAM has also been demonstrated as a part of the model construction that determines and shapes customer behavioral intentions. The determination proven by Hubert et al. (2017) is further elucidated by Trivedi and Yadav (2018, 2020) in predicting repurchase

intention, showing significant results. Moreover, Li et al. (2017) have expanded TAM in its construction to find effective tools for understanding marketing literature, particularly how technology acceptance is utilized by customers for online shopping transactions. TAM, as one of the foundational theories of behavior focusing on technology acceptance, has evolved from basic behavioral theories such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) (Ajzen & Fishbein, 1972, 2000). Identifying customer behavior in marketing studies has been predicted due to changes in the business environment transitioning to e-commerce, which is based on information exchange and needs within a single platform. This makes e-commerce a part of e-business that shapes purchasing actions and online transactions through the adoption of digital technology (Ali & Bhasin, 2019; Ashfaq et al., 2019; Trivedi & Yadav, 2018, 2020). Thus, TAM can provide a strong foundational theoretical basis for explaining behaviors in the context of e-business and marketing, particularly in online purchasing behavior.

Given the evolving nature of digital technology and its increasing integration into everyday life, it is essential to assess whether TAM remains relevant for measuring behavioral intention. TAM's strength lies in its ability to explain the factors that influence users' decisions to accept and use technology (Davis, 1989). However, with the increasing ubiquity of technology and its penetration into various aspects of life, it is no longer sufficient to focus solely on behavioral intention (Li et al., 2017; Trivedi & Yadav, 2020). There is a growing need to understand behavioral action—how users transition from intention to actual use and repeated engagement with e-commerce platforms. This shift in focus is particularly important as more users are already familiar with digital technologies. Therefore, it is crucial to extend the application of TAM to measure not only the initial intention to use technology but also to investigate the behavioral actions that follow, such as continued use (Saoula et al., 2023), repurchase intention (Nguyen Thi et al., 2022), and overall customer satisfaction in the online purchasing process.

2.2. Perceived ease of use on customer satisfaction

It is crucial to further explore the theoretical foundations and empirical support for the role of perceived ease of use in online shopping to gain a more thorough understanding. The idea of perceived ease of use in the Technology Acceptance Model by Davis (1989) suggests that people are more inclined to adopt and persist in using a technology if they believe it requires minimal effort. In the realm of online shopping, this idea is especially significant since the level of intricacy or ease of use of an e-commerce site has a direct impact on how consumers behave.

Chen (2012) and Chiu et al. (2009) highlight that the perceived ease of use in online shopping goes beyond the platform's functionality to include the overall user experience, including navigation simplicity, interface intuitiveness, and transaction process efficiency. Together, these factors decrease mental strain, leading to a more pleasant and less pressure-filled shopping experience, ultimately boosting consumer happiness. Additionally, Ashfaq et al. (2019) discovered that an easily navigable platform layout greatly enhances the online shopping experience by decreasing the time and energy needed to finalize purchases. This is in line with the results of Hubert et al. (2017), who suggest that the perception of ease of use can generate positive anticipations of convenience, resulting in higher satisfaction with the online shopping process. This correlation aligns with the TAM model, where the simplicity of using technology plays a vital role in user satisfaction and ongoing usage.

However, there is no consensus on the extent to which perceived ease of use affects customer satisfaction. Amin et al. (2014) and Chen (2012) support the importance of user-friendly design in boosting customer satisfaction, while Ashfaq et al. (2019) discovered no significant impact. This difference could be caused by variations in the research environment, participant groups, or the particular ease of use factors being evaluated. Recent research, like the work done by Miao et al. (2022) and Kaya et al. (2019), has delved deeper into this idea by investigating how web design quality affects perceived ease of use. Their results suggest that effective e-commerce platforms with easy navigation, attractive design, and efficient functionality greatly improve customer satisfaction. These studies emphasize how online shopping environments are constantly changing, with convenience now influenced by improvements in web design and technology. Based on various findings from previous literature research, the research hypotheses are as follows:

H1: Perceived ease of use positively and significantly influences on customer satisfaction

2.3. Perceived usefulness on customer satisfaction

Enhancing customer satisfaction and loyalty continues to be a major obstacle for online retailers and service providers as stated by Sheng and Liu (2010). In order to tackle this difficulty, it is essential for companies to focus on comprehending and fulfilling customer requirements (Türkyilmaz & Özkan, 2007). In the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use are pivotal elements that influence user opinions about technology, according to Davis (1989). Perceived usefulness is the belief that utilizing a specific system will improve performance, whereas perceived ease of use is how much effort a user perceives will be required when using the system (Davis, 1989; Hubert et al., 2017).

Numerous studies have established that perceived usefulness plays a crucial role in shaping customer attitudes and behaviors, such as technology acceptance and contentment (Detlor et al., 2013; Hess et al., 2014; Martins et al., 2014; Morosan, 2012). Perceived usefulness is acknowledged as a crucial factor in the adoption of technology, tied directly to the practical value it offers to users (Revels et al., 2010). Studies have shown that both perceived usefulness and customer satisfaction strongly influence customers' decisions to keep using technology, underscoring its utilitarian value (Zhao & Cao, 2012).

Taman et al. (2013) highlight the significance of perceived usefulness in influencing user satisfaction with e-commerce platforms, specifically in terms of navigation systems. Likewise, Lee and Jun (2007) discovered that within the realm of mobile commerce, customer satisfaction is significantly impacted by perceived usefulness, highlighting its significance as a crucial element in TAM. Therefore, based on the findings of various previous studies, this research designs the following hypotheses:

H2: Perceived usefulness positively and significantly influences on customer satisfaction

2.4. Perceived ease of use on repurchase intention

In the world of online shopping, the perceived ease of using e-commerce platforms is important for determining initial technology acceptance and ongoing use (Davis, 1989). Perceived ease of use describes the ease with which users can use the technology, influencing their choice to adopt and persist in its use. Consistent research indicates that when users find an e-commerce platform easy to navigate and use, they are more likely to purchase from it again (Trivedi & Yadav, 2018, 2020). On the other hand, users may be less likely to come back if they face challenges (Trivedi & Yadav, 2020).

Perceived ease of use has an effect on repurchase decisions and also plays a significant role in the intention to keep using the platform (Okumus & Bilgihan, 2014). Perceived ease of use influences users' psychological comfort, which in turn impacts their satisfaction and likelihood to repurchase (Nguyen Thi et al., 2022; Wen et al., 2011). The overall shopping experience of users is improved when they can easily interact with an e-commerce platform, increasing the likelihood of their return (Chang & Chen, 2021).

In addition, the quality of web design is important for improving perceived ease of use. Characteristics such as convenient payment methods, diverse product selection, and a straightforward buying process help minimize the effort and enhance the convenience of online shopping for users (Hyun et al., 2022; Kaya et al., 2019; Miao et al., 2022). This enhancement in user satisfaction reinforces their desire to purchase again, underscoring the significance of intuitive design in building customer commitment. Based on the findings of various previous studies, this research designs the following hypotheses:

H3: Perceived ease of use positively and significantly influences on repurchase intention

2.5. Perceived usefulness on repurchase intention

The concept of perceived usefulness in the Technology Acceptance Model (TAM) is crucial in influencing users' intentions towards information systems, especially in terms of how technology improves their efficiency (Davis, 1989; Hubert et al., 2017; Mofokeng, 2021). In the realm of online shopping, customers expect e-commerce platforms to provide them with benefits like ease, effectiveness, and a wide variety of products (Ashfaq et al., 2019; Ventre & Kolbe, 2020). Studies consistently show that customers' intentions to repurchase from e-commerce platforms are positively influenced by their perception of usefulness. An e-commerce platform that customers find useful is more likely to retain them, as shown by

Saoula et al. (2023). Furthermore, the pleasure gained from shopping online, categorized as a hedonic factor, also increases the likelihood of customers intending to make future purchases, as they link the platform with a satisfying shopping experience (Shang & Bao, 2022; Wen et al., 2011).

The idea of perceived usefulness is closely connected to customers being fully aware of the benefits provided by the platform. According to Chiu et al. (2009), when consumers have a clear understanding of the benefits, they receive from using an online shopping platform, their likelihood to make repeat purchases goes up. This shows that as customers increasingly see the platform's worth, they are more inclined to come back for future transactions. In general, the link between perceived usefulness and intention to repurchase highlights the need for e-commerce platforms to clearly communicate and provide benefits to users. Having this knowledge is essential for promoting customers to buy again and establishing lasting loyalty (Ashfaq et al., 2019; Ventre & Kolbe, 2020).

H4: Perceived usefulness positively and significantly influences on repurchase intention

2.6. Customer satisfaction on repurchase intention

According to Kolter (2000), customer satisfaction occurs when customers compare their online shopping experience to their initial expectations and have an emotional response. If the expected results are met or surpassed, customers will likely feel satisfied and be more inclined to buy again (Abou-Shouk & Khalifa, 2017). Oliver (1980) reinforces this idea by emphasizing how satisfaction directly and indirectly affects repurchase intention by influencing customer attitudes.

The literature consistently highlights how satisfaction plays a vital role in building and improving intentions to repurchase, particularly in the realm of online shopping. Satisfied customers are more likely to repurchase and establish long-term relationships with the company when their expectations are fulfilled (Ashfaq et al., 2019; Hsiao et al., 2016). This connection is crucial, as customer contentment is a major indicator of repeated purchases in both online and offline situations, according to Tsai and Huang (2007) and Park and Thangam (2019).

Additionally, in today's age of technology, even with the fast pace of e-commerce advancement, customer satisfaction continues to play a crucial role in influencing repeat purchase decisions. Research conducted by Trivedi and Yadav (2018, 2020) and other scholars have demonstrated that happy customers tend to come back to the same online shopping site, leading to an increase in repeat purchase behavior and the development of strong customer loyalty, as noted by Chatzoglou et al. (2022) and Syed et al. (2021). This indicates that satisfaction impacts not just immediate repurchase choices but also plays a vital role in establishing enduring, long-lasting loyalties to a product or service on online platforms. As a result, happy customers are less inclined to look for other options, highlighting the significance of satisfaction in shaping post-purchase behavior and loyalty in the competitive digital marketplace.

H5: Customer satisfaction positively and significantly influences on repurchase intention

2.7. Mediating role of customer satisfaction

Laksana (2008:97) states that customer satisfaction is based on how customers compare their expectations with the actual quality of the product or service. Perceived ease of use plays a key role in determining satisfaction by assessing whether users think utilizing a technology or system will be effortless (Ajzen & Fishbein, 1980; Rouibah et al., 2011). When customers believe a technology is simple to use, it increases their satisfaction, ultimately benefiting the company. Happy customers are more inclined to come back and make repeat purchases, along with spreading their positive experiences to others, thereby growing the company's customer base (Richard et al., 2021).

Davis et al. (1989) were the first to emphasize the importance of perceived ease of use in impacting user behavior, showing that perceived ease of use is essential in influencing users' intentions to adopt a system. Follow-up research, such as that conducted by Salisbury et al. (2001), Nugroho (2009), and Hansen et al. (2017), has consistently shown the beneficial influence of perceived ease of use on customer intentions. Aren et al. (2013) found that perceived ease of use has a positive impact on repurchase

intention, and Chen (2012) also showed that ease of use can lead customers to make additional purchases on the same platform.

Customer satisfaction is often influenced by how frequently a system is used, which is a reflection of its ease of understanding, operation, and use. Companies benefit from this satisfaction because it results in higher levels of loyalty and increased repeat business. Thus, this research aims to investigate how customer satisfaction mediates the link between perceived ease of use and repurchase intention, to comprehend the impact of ease of use on long-term customer engagement and loyalty.

H6: Customer satisfaction mediates positively and significantly between perceived ease of use and repurchase intention

H7: Customer satisfaction mediates positively and significantly between perceived usefulness and repurchase intention

3. Research Methodology

This research employs a quantitative approach, as explained by Creswell and Creswell (2017), which explains the quantitative approach as a method for objectively testing theories by examining the relationships between variables. In the quantitative approach, statistical analysis is used as an investigative tool for testing designed hypotheses (see Figure 1). Partial Least Square Structural Equation Modeling (PLS-SEM) is recognized as a robust inferential statistical analysis for all types of data because it does not require many assumptions and can confirm relationships without needing a strong theoretical foundation (Hair et al., 2014). Additionally, the advantage of PLS-SEM lies in its ability to estimate structural models, particularly when certain model assumptions are met (Hair et al., 2014). Furthermore, Hair et al. (2014) also emphasize the effective use of PLS-SEM in modeling composite variables, but note its difference from Covariance-based Structural Equation Modeling (CB-SEM) in terms of factor modeling. Nonetheless, according to Dash and Paul (2021), PLS-SEM and CB-SEM are often consistent and similar to each other. PLS-SEM was chosen over other statistical methods due to its distinct advantages in handling complex models, particularly when the research is exploratory in nature or when the sample size is relatively small. PLS-SEM is highly effective in situations where the research model is complex, involving multiple constructs and indicators, and where the goal is to predict key target constructs or identify relationships between variables. One of the main reasons for choosing PLS-SEM is its flexibility in handling non-normal data distributions, which can be a limitation in CB-SEM. Unlike CB-SEM, which relies on the assumption of normality, PLS-SEM does not require this assumption, making it more robust in practical research settings where data might not meet these stringent criteria. This study uses PLS-SEM to develop or construct hypotheses, predict complex situations, and facilitate multivariate data analysis. Thus, ensuring the fulfillment of parametric assumptions is crucial in the application of PLS-SEM for data analysis (Hair et al., 2014; Hair et al., 2017), particularly through a quantitative approach.

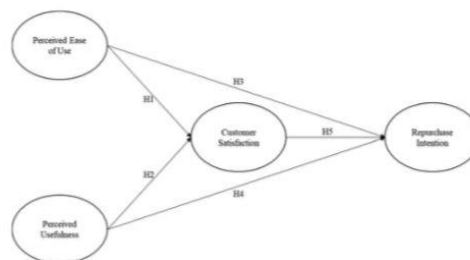


Figure 1. Research model.

3.1. Ethical approval

This study was approved by the Ethics Committee of Brawijaya University, Faculty of Administrative Science, Malang, East Java Province, Indonesia, through the acceptance of a research grant. All participants provided informed consent prior to their involvement in this study, and the research was conducted in accordance with the outlined ethical standards.

3.2. Data collection and sample

In determining the population and sample, this research refers to Bougie and Sekaran (2019), who explain that the population refers to the entire group of people, events, or phenomena of interest that a researcher aims to investigate. Meanwhile, this study focuses on consumer behavior research. As recommended by Roscoe (1975) for determining the number of respondents in behavioral studies, sample sizes range from 30 to 500 to leverage the central limit theorem (Bougie & Sekaran, 2019), as seen in studies on tourist behavior (e.g. Supriono et al., 2023) and consumer behavior (Mawardi et al., 2024). For a robust estimation in the use of PLS-SEM, Hair et al. (2019) recommend a sample size ranging from 100 to 400 respondents. In this vein, this research sets a target of 400 respondents, as this is suitable for the use of PLS-SEM and aligns with the sample size recommendations for behavioral research by Roscoe (1975). Furthermore, this study establishes strict criteria for respondent selection, such as (1) respondents who use the Shopee and Tokopedia applications, and (2) respondents who have made online shopping transactions within the past one to three months. Based on the data collection process, the study received completed questionnaires from 321 participants, but after checking for completeness, only 300 questionnaires were considered usable. The response rate from the total number of respondents in this study is 75%.

3.3. Participant and procedure

In this research, data collection was conducted using a questionnaire as a quantitative approach instrument. The introductory page outlined the respondents' willingness to participate in responding to various items and statements in the questionnaire. Upon agreeing to participate, respondents proceeded with the questionnaire by answering socio-demographic questions, including age, gender, educational background, e-commerce platform used, mode of payment, and amount paid. Additionally, the introductory page stated that the research results would be published in an academic journal, ensuring confidentiality, informing respondents of their rights as participants, emphasizing that their participation was entirely voluntary, and guaranteeing that their responses would remain completely anonymous. Consequently, written consent was obtained in accordance with ethical research procedures concerning human participation.

3.4. Measurement

This study adopts constructs consisting of eight items for perceived ease of use and perceived usefulness from Li et al. (2017), Saoula et al. (2023), and Nguyen Thi et al. (2022), five items for customer satisfaction from Mofokeng (2021) and Chen (2012), and seven items for repurchase intention from Miao et al. (2022) and Saoula et al. (2023). All the selected constructs underwent an adoption process, as the context of both respondents and variables was similar, eliminating the need for any adjustments or modifications in this study. The survey instrument was developed based on the research objectives and a thorough literature review. A five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) was utilized for the survey instrument.

4. Result and analysis

Table 1 presents a descriptive analysis of the demographic characteristics of the respondents who participated in the distributed questionnaire. The questionnaire was specifically tailored for customers who have conducted online shopping transactions on e-commerce platforms in Indonesia. The demographic profile

Table 1. Demography respondent (n=300).

	Demographic	Frequency	Percent (%)
Gender	Male	136	45.33
	Female	164	54.67
Age	20–25	116	38.67
	26–30	153	51
	31–35	31	10.33
	Senior high school	47	15.67
Educational background	Diploma	69	23
	Graduates	168	56.00
	Postgraduates	16	5.33
	Shopee	188	62.67
E-commerce platform	Tokopedia	112	37.33
	Bank Transfer	56	18.67
Mode of payment	COD	23	7.67
	Paylater	105	35
	e-wallet	116	38.67
	< IDR 250.000	80	26.67
Amount paid	IDR 250.001–IDR 500.000	82	27.33
	IDR 500.001–IDR 750.000	53	17.67
	IDR 750.001–IDR 1.000.000	56	18.67
	> IDR 1.000.000	29	9.67

of the research respondents includes gender, age, educational background, e-commerce platforms in Indonesia, mode of payment, and the number of transactions made in their last online shopping purchase.

In PLS-SEM analysis, both the inner and outer models are produced as the two main results of the structural model, as noted by Hair et al. (2019). The inner model explains the relationships between latent variables in the form of a structural model or path matrix, whereas the outer model yields measurements of validity and reliability values (Hair et al., 2019). Furthermore, composite reliability and Cronbach's alpha are crucial for measuring reliability in quantitative research using PLS-SEM, as also recommended by Hair et al. (2017). Therefore, all variables must have composite reliability and Cronbach's alpha values greater than 0.7 (Hair et al., 2017). This criterion is met in this study, with composite reliability values exceeding 0.8, such as perceived usefulness (0.909), perceived ease of use (0.853), customer satisfaction (0.938), and repurchase intention (0.876). Additionally, the Cronbach's alpha values in this study are also above 0.8, such as perceived usefulness (0.885), perceived ease of use (0.808), customer satisfaction (0.917), and repurchase intention (0.835). Hence, these fulfilled values are considered acceptable to ensure adequate reliability (see Table 2). Meanwhile, validity is confirmed through the calculation of average variance extracted (AVE) values and the correlation coefficients between variables, which must be greater than 0.5 (Hair et al., 2017). This study shows that all variables have AVE values greater than 0.5, such as perceived usefulness (0.556), perceived ease of use (0.526), customer satisfaction (0.752), and repurchase intention (0.507). According to Chin (1998), AVE values are a measure of communality for each latent variable and are considered adequate if all variances show values above 0.50.

Following the examination of the inner model results to measure the constructs, an analysis was conducted to determine the response bias of the respondents who serve as the samples in this investigation. This is made possible by the fact that the survey instrument, the questionnaire, is used to collect self-reported responses from the participants and is the only source of information utilized to represent the criteria and predictors (Podsakoff et al., 2003). In the present investigation, an attempt was made to detect and regulate common method variance (CMV) outcomes, especially in PLS-SEM-based research (Chin et al., 2013). The 'partialing general factor', which is used in this study, is best explained as follows: Prior to being added as a new variable, known as the 'general factor', to the current data set and imported into the SmartPLS software, the factor scores for each respondent are first computed based on the original unrotated factor. The study model is developed, and the endogenous construct's R² value is recorded before and after the general factor is added. The general factor's impact is evaluated by computing the difference in R² values. After the general factor is added, a considerable rise in the R² value indicates a serious problem with common method bias, but a modest increase implies that common method bias is not a problem (Tehseen et al., 2017). The initial R² value for repurchase intention was 0.613, as per the examination of the employed technique (Figure 2). The general factor has been calculated, and the resultant R² value is 0.628 (Figure 3). Therefore, there was no discernible change in the

Table 2. Construct measurement.

Variable	Item	Mean	Cronbachs' alpha	Composite reliability	AVE
Perceived Usefulness	Online shopping provides a wide selection of products	3.887	0.885	0.909	0.556
	Online shopping provides special offers/discounts for purchase	4.093			
	Find the product tracking process helpful	3.897			
	Find the purchase process simple	4.037			
	Online shopping saves time	3.880			
	Online shopping provides a variety of convenient methods of payment	3.960			
	Using this platform helps to shop effectively	4.150			
	Using this platform helps to shop productively	4.230			
Perceived Ease of Use	Find it clear and understandable to go online shopping	4.020	0.808	0.853	0.526
	Interact flexibly with online shopping channels	3.853			
	It is easy to become skillful at using online shopping channels	3.993			
	Interacting with online stores is often pleasant	3.953			
	I don't make mistakes when using this platform	3.977			
	Interacting with online stores, doesn't require much effort	3.813			
	I do not need to consult the user manual often when using an online store	3.240			
	Overall, it is easy to use this platform	4.113			
Customer Satisfaction	Generally pleased	4.433	0.917	0.938	0.752
	Very satisfied	4.390			
	The platform is enjoyable	4.300			
	The purchasing process enjoyable	4.407			
	Recommend online shopping	4.340			
Repurchase Intention	Consume products from this platform again	4.247	0.835	0.876	0.507
	Expect to repurchase from this platform soon	4.010			
	Anticipate repurchasing from this platform soon	4.643			
	Intend to continue using this platform rather than discontinue	3.780			
	Intention to continue this platform rather than use traditional shopping	4.227			
	like to continue shopping online as much as possible	4.330			
	In the future, this platform is one of the first places to go when shopping for products online.	4.500			

endogenous variable (repurchase intention) after taking the general factor into account. The CMV test findings indicate that there was no significant common method bias in this investigation.

Table 3 illustrates that the loading factor (convergent validity) values of each construct item can be considered valid, as they meet the requirement of a loading factor value greater than 0.7. However, several items produced loading factor values of less than 0.7. According to Hair et al. (2017), a loading factor value of 0.7 is generally considered valid, but values between 0.4 and 0.7 can still be acceptable, provided that the composite reliability and AVE values meet the criteria for validity and reliability. Therefore, the loading factor results in this study still satisfy the basic requirements for convergent validity.

In measuring discriminant validity, this research refers to Henseler et al. (2015), who recommend the Heterotrait-Monotrait ratio of correlations (HTMT) as a new approach for assessing discriminant validity in variance-based PLS-SEM. For HTMT values to meet discriminant validity, there is a threshold that must be less than 0.9 (Henseler et al., 2015). Hence, Table 4 shows that all HTMT values for each variable are below 0.9, indicating that the standard for discriminant validity has been met.

In this study, to ensure that the analyzed data is free from bias, common method bias was assessed using the Variance Inflation Factor (VIF) values of the inner model. Based on Table 5, all VIF values in this study are less than 3.33, indicating that the model can be considered free from common method bias, as suggested by Kock (2015).

Hypothesis testing in PLS-SEM generates the inner model through the bootstrapping stages, where model-fit and path coefficients are derived as quantities used to determine the overall effect of

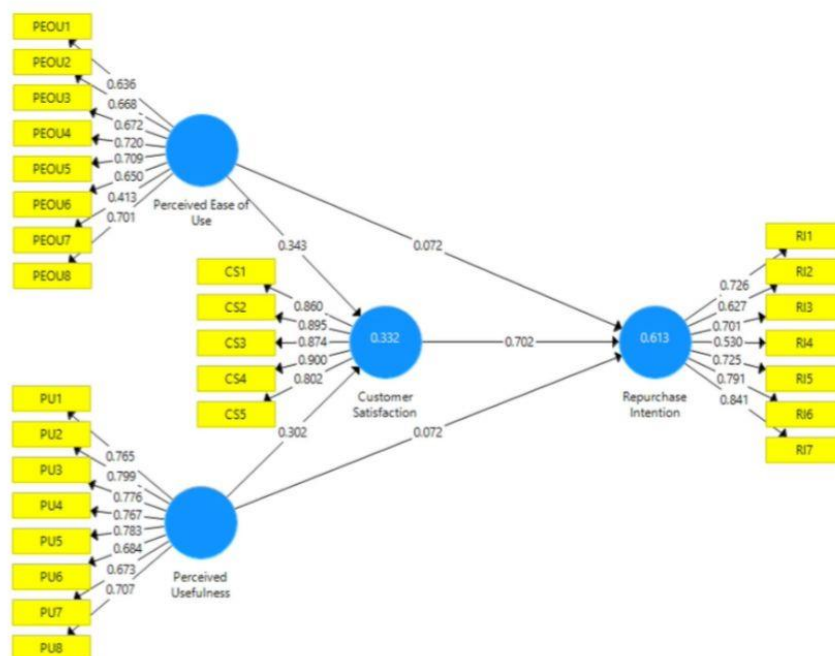


Figure 2. Research model output.

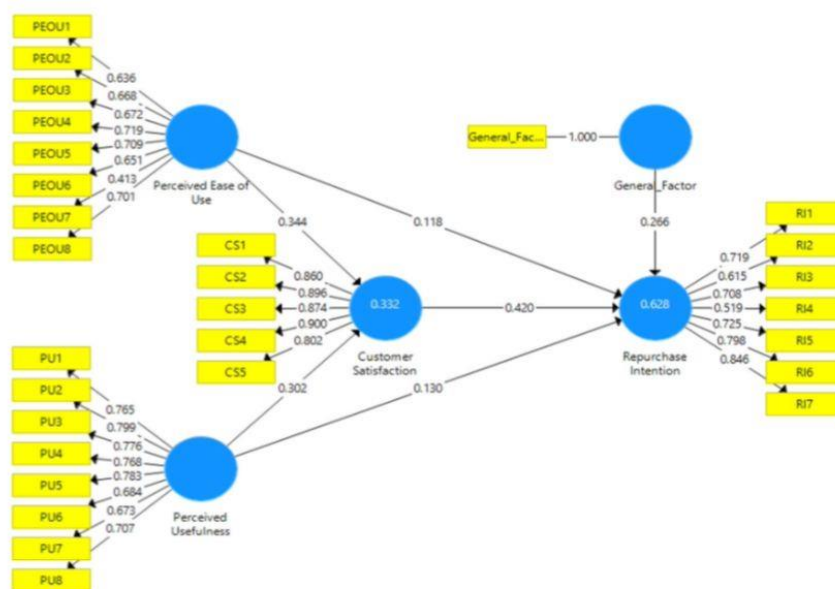
Figure 3. R² value of endogenous construct, general factor as a control.

Table 3. Loading factor.

Item	Perceived usefulness	Perceived ease of use	Satisfaction	Repurchase intention
Online shopping provides a wide selection of products	0.765			
Online shopping provides special offers/discounts for purchase	0.799			
Find the product tracking process helpful	0.776			
Find the purchase process simple	0.767			
Online shopping saves time	0.783			
Online shopping provides a variety of convenient methods of payment	0.684*			
Using this platform helps to shop effectively	0.673*			
Using this platform helps to shop productively	0.707			
Find it clear and understandable to go online shopping		0.636*		
Interact flexibly with online shopping channels		0.668*		
It is easy to become skillful at using online shopping channels		0.672*		
Interacting with online stores is often pleasant		0.720		
I don't make mistakes when using this platform		0.709		
Interacting with online stores, doesn't require much effort		0.650*		
I do not need to consult the user manual often when using an online store		0.413*		
Overall, it is easy to use this platform		0.701		
Generally pleased			0.860	
Very satisfied			0.895	
The platform is enjoyable			0.874	
The purchasing process enjoyable			0.900	
Recommend online shopping			0.802	
Consume products from this platform again				0.726
Expect to repurchase from this platform soon				0.627*
Anticipate repurchasing from this platform soon				0.701
Intend to continue using this platform rather than discontinue				0.530*
Intention to continue this platform rather than use traditional shopping				0.725
like to continue shopping online as much as possible				0.791
In the future, this platform is one of the first places to go when shopping for products online.				0.841

Table 4. Discriminant validity.

	Customer satisfaction	Perceived ease of use	Perceived usefulness	Repurchase intention
Customer Satisfaction				
Perceived Ease of Use	0.576			
Perceived Usefulness	0.558	0.695		
Repurchase Intention	0.861	0.553	0.546	

Table 5. VIF value.

	Customer satisfaction	Perceived ease of use	Perceived usefulness	Repurchase intention
Customer Satisfaction				1.498
Perceived Ease of Use	1.538			1.715
Perceived Usefulness	1.538			1.675
Repurchase Intention				

relationships within the model (see Table 6). Bootstrapping involves resampling the original dataset with replacement to generate multiple simulated samples, thereby improving the reliability of research results. Also, bootstrapping offers more precise and dependable estimates by examining these resamples, particularly in datasets that are small or intricate (Hair et al., 2014; Hair et al., 2017). It aids in confirming results by demonstrating consistency across various samples, minimizing bias, and boosting confidence in the reliability and applicability of the findings (Dash & Paul, 2021).

Additionally, the partial sequential model also yields the coefficient of determination (R^2) values in this study, including customer satisfaction (0.332) and repurchase intention (0.613). R^2 values indicate the proportion of variance explained by the model and provide insights into the model's explanatory power (Hair et al., 2017). Moreover, in PLS-SEM, the model path coefficients can be estimated to maximize the

Table 6. Hypotheses testing.

Hypotheses	Direct effect (β)	Indirect effect (β)	T score	P values	Conclusion
PEOU $\rightarrow$ CS	0.343		6.229	0.000	Accepted
PU $\rightarrow$ CS	0.302		4.887	0.000	Accepted
PEOU $\rightarrow$ RI	0.072		1.471	0.142	Accepted
PU $\rightarrow$ RI	0.072		1.615	0.107	Rejected
CS $\rightarrow$ RI	0.702		17.825	0.000	Accepted
PEOU $\rightarrow$ CS $\rightarrow$ RI		0.241	5.836	0.000	Accepted
PU $\rightarrow$ CS $\rightarrow$ RI		0.212	4.643	0.000	Accepted
N=300 R ² = CS (0.332); RI (0.613)					

R² value of the endogenous constructs, which is particularly useful in research focused on theory development and the prediction of constructs (Hair et al., 2017). R² values indicate the proportion of variance explained by the model and provide insights into the model's explanatory power. This will be supplemented with a discussion of the R² values' implications and their benchmarks according to Hair et al. (2017). Meanwhile, PLS-SEM still lacks an overall Goodness-of-Fit index similar to Chi-square, which typically shows that the ratio of Chi-square values to degrees of freedom is less than the cut-off point of 3 (2.9) (Dash & Paul, 2021). This study found no significant differences between the two groups based on their business location (n=300), with a Chi-square index of 1321.498, indicating that non-response bias was not an issue (Barclay et al., 2002). Additionally, this study presents the Q² value, which measures the model's stability in explaining the impact of exogenous variables on other endogenous variables, with Q² values only applicable to endogenous variables (Hair et al., 2017). Based on the calculations, the Q² value was found to be 0.741, indicating that the predictive relevance of this study's model demonstrates a good level of goodness of fit.

The results of the hypothesis testing formulated in this study show that perceived ease of use ($\beta=0.343$; p-value < 0.05) and perceived usefulness ($\beta=0.302$; p-value < 0.05) have a positive and significant effect on customer satisfaction, thus supporting H1 and H2. However, perceived ease of use ($\beta=0.072$; p-value > 0.05) and perceived usefulness ($\beta=0.072$; p-value > 0.05) have a positive but not significant direct relationship with repurchase intention, so H3 and H4 are not supported. On the other hand, customer satisfaction ($\beta=0.702$; p-value < 0.05) has a positive and significant effect on repurchase intention, supporting H5. This study also investigates the mediating role to explore whether customer satisfaction serves as a full or partial mediator. In this regard, customer satisfaction ($\beta=0.241$; p-value < 0.05) positively and significantly mediates the relationship between perceived ease of use and repurchase intention. Additionally, customer satisfaction ($\beta=0.212$; p-value < 0.05) positively and significantly mediates the relationship between perceived usefulness and repurchase intention, thus supporting H6 and H7. This indicates that customer satisfaction serves as a full mediator. The PLS-SEM analysis also produces a model output that can be observed in Figure 4.

Additionally, the testing of indirect effects has been presented in the bootstrapping results, providing statistical evidence for mediation. The bootstrapping results, including confidence intervals and significance levels, are reported in this study to demonstrate the presence or absence of mediation effects, as recommended by Hair et al. (2017). Table 7 shows that customer satisfaction is a significant mediator.

5. Discussion

TAM has been recognized in marketing and consumer behavior literature as interacting in the context of online shopping technology adoption such as e-commerce. Various previous studies have explored important driving factors in the TAM model proposed by Davis (1989) regarding the nexus between perceived ease of use, perceived usefulness, customer satisfaction, and repurchase intention (e.g. Ashfaq et al., 2019; Chang & Chen, 2021; Hyun et al., 2022; Miao et al., 2022; Trivedi & Yadav, 2018, 2020). Especially in the context of the online shopping market in Indonesia, which is continuously growing according to reports from We Are Social (2023) and Deloitte Indonesia Perspectives (2021), there is an interest in customer behavior indicating a shift in purchasing behavior (from offline to online) through technology adoption. In this vein, this research explores the driving factors that determine Indonesian customers' continued use of e-commerce platforms and even purchase retention. Therefore, the findings of this research are expected to contribute to theoretical development and confirm findings from various previous studies.

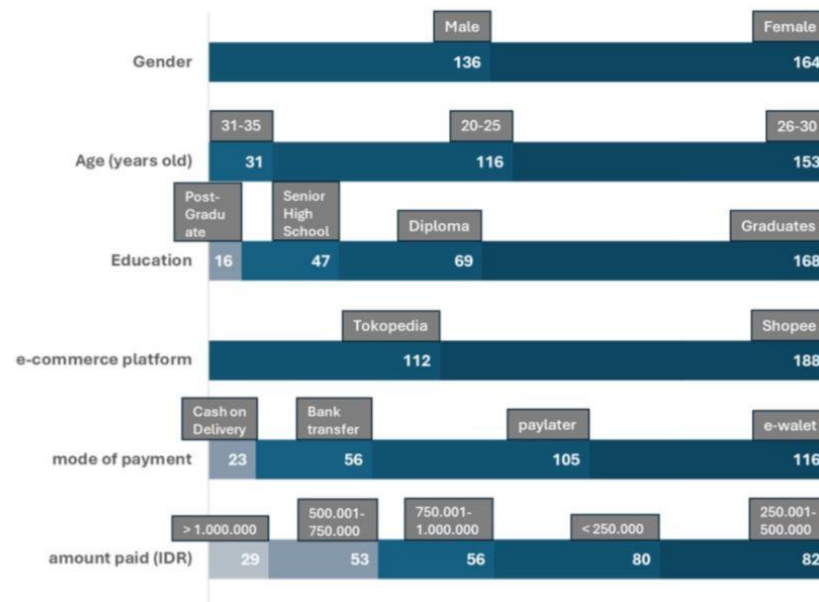


Figure 4. Demography respondent.

Table 7. Indirect effect testing.

	Indirect effect (β)	Sample mean	2.5%	97.5%	P values
PEOU $\rightarrow$ CS $\rightarrow$ RI	0.241	0.248	0.171	0.330	0.000
PU $\rightarrow$ CS $\rightarrow$ RI	0.212	0.211	0.125	0.295	0.000

Firstly, the findings of this study indicate that perceived ease of use and perceived usefulness have a positive and significant effect on customer satisfaction. This suggests that the psychological factors driving behavior and utilitarian aspects strongly contribute to customer satisfaction in using e-commerce platforms, thus confirming findings from several previous studies (Amin et al., 2014; Chen, 2012; Taman et al., 2013). Additionally, perceived ease of use on an e-commerce platform is greatly influenced by consumers' psychological factors, such as trust and security. When consumers feel that they can easily navigate and use the platform without significant risk, they are likely to feel more comfortable and confident in conducting transactions (Hyun et al., 2022). On the other hand, well-designed and user-friendly e-commerce platforms tend to be more responsive to consumer needs (Kaya et al., 2019; Miao et al., 2022). This can provide a personalized experience tailored to consumer preferences and behaviors, such as displaying relevant products and providing suitable recommendations. Thus, helping to create a more personal and satisfying experience for consumers, which can enhance their satisfaction with the platform (Chang & Chen, 2021; Mofokeng, 2021; Mou et al., 2020). Nguyen Thi et al. (2022), who investigated the TAM model on Generation Y and Z consumers, showed continuity with online shopping intentions that can help improve decision-making quality.

Secondly, the findings of this study indicate that perceived ease of use and usefulness have a positive but not significant effect on repurchase intention. This suggests that while they may theoretically play an important role in driving technology adoption, they have not yet reached a significant level of influence on repurchase intention. As highlighted by Ashfaq et al. (2019), online shopping behavior through digital technology platforms is used as a decision-making process, thus the TAM model provides insights into predicting customer behavior (Trivedi & Yadav, 2018). This allows for the possibility that factors influencing online purchasing behavior can be influenced in the context of technology use (Davis, 1989; Hubert et al., 2017). However, this study found that although users believe that a platform is easy to use

and beneficial, the differences in these perceptions are not significant enough to reach a level of influence on repurchase intention. Thirdly, the findings of this study indicate that customer satisfaction significantly influences repurchase intention. Behavioral theory emphasizes that actions that have been taken can be perceived at a level of experience that implies satisfaction (Ajzen & Fishbein, 1972, 2000). In the context of online shopping, it strongly suggests that customers who experience high satisfaction have a very good level of experience. As consistent with findings such as Miao et al. (2022) believe that customer satisfaction in online shopping is a determinant of repurchase intention, thereby confirming previous research as well (Oghuma et al., 2016; Park & Thangam, 2019).

Lastly, this study found that customer satisfaction fully mediates the relationship between perceived ease of use and perceived usefulness towards repurchase intention. In this context, Miao et al. (2022) emphasize that the quality of web design in e-commerce platforms plays a crucial role in facilitating the interaction between customers and psychological and utilitarian factors. Good design not only makes the platform easier and more efficient to use but also enhances customer satisfaction by providing an enjoyable experience that aligns with customer expectations. The importance of customer satisfaction in enhancing purchase retention is also emphasized in this study. With high satisfaction, customers are more likely to continue purchasing desired products from the same platform. This creates a long-term relationship between customers and the e-commerce platform, ultimately increasing loyalty. Furthermore, this study also highlights the significant role of perceived ease of use and perceived usefulness in driving the intention to repurchase. When customers perceive a platform as easy to use and beneficial, they are more likely to be satisfied with the online shopping experience. This then motivates customers to return for future purchases, resulting in a sustainable purchasing cycle for the e-commerce company. The findings of this study are consistent with previous research emphasizing the importance of usability and functional utility of technology in enhancing the intention to repurchase through the mediation of customer satisfaction (Trivedi & Yadav, 2018).

6. Conclusion, implication, and limitation

The findings of this study indicate that psychological and utilitarian factors associated with the use of e-commerce platforms have a significant impact on customer satisfaction and the intention to repurchase. These findings have important implications for e-commerce companies, marketers, and customers in Indonesia. Firstly, the findings suggest that perceived ease of use and perceived usefulness of e-commerce platforms positively and significantly influence customer satisfaction. This underscores the importance of providing a satisfying user experience to enhance customer loyalty and purchase retention. Therefore, e-commerce companies need to pay attention to the design of their platforms to make them user-friendly and provide clear benefits to customers. Secondly, although perceived ease of use and perceived usefulness positively influence customer satisfaction, they do not significantly impact the intention to repurchase directly. This suggests that even though users perceive the platform as easy to use and beneficial, other factors such as price, product quality, and customer service may also influence repurchase decisions. Thirdly, customer satisfaction proves to be a significant factor in influencing the intention to repurchase. This emphasizes the importance of providing a satisfying experience to customers to increase loyalty and retention. Finally, the findings indicate that customer satisfaction mediates the relationship between perceived ease of use and perceived usefulness with the intention to repurchase. This confirms that these psychological and utilitarian factors indirectly influence repurchase intention through their impact on customer satisfaction.

This study also has significant theoretical implications in expanding the TAM model as a theoretical lens related to consumer behavior in the context of online shopping technology adoption, especially in the domain of e-commerce platforms in Indonesia. By adopting and evaluating the TAM framework developed by Davis (1989), which has been proven and recognized in the marketing and consumer behavior literature, this research provides deeper insights into the dynamics of the relationship between psychological and utilitarian factors in shaping online purchasing behavior. This study strengthens the understanding of the conceptual validity of TAM in the context of the rapidly growing online shopping market in Indonesia. By examining the relationships between perceived ease of use, perceived usefulness, customer satisfaction, and repurchase intention, this research reaffirms the relevance of the TAM

framework in explaining consumer behavior in adopting and utilizing e-commerce platforms. Furthermore, the findings of this study that perceived ease of use and perceived usefulness significantly and positively influence customer satisfaction emphasize the importance of these factors in shaping customers' perceptions and experiences of e-commerce platforms. By understanding that customer satisfaction acts as a mediator in the relationship between technology control factors and the intention to repurchase, this research highlights the importance of creating satisfying customer experiences to maintain customer loyalty and gain long-term profits for the company. Moreover, this study highlights the role of web design quality in facilitating customer interaction and influencing customer perceptions of e-commerce platforms, which is consistent with the findings of Miao et al. (2022). These findings contribute to understanding how the design and functionality of an e-commerce platform can be key to creating satisfying customer experiences and influencing customer purchasing decisions.

This study also provides practical implications that can be beneficial for e-commerce companies, marketers, and e-commerce customers. Firstly, for e-commerce companies, this research can be useful as insights to design and develop e-commerce platforms to be more user-friendly and beneficial for customers. This may include simplifying the user interface, improving site navigation, and enhancing relevant functionalities. Additionally, since customer satisfaction influences purchase retention, e-commerce companies can enhance customer service to ensure quick responses and satisfactory solutions to customer issues. Secondly, this research provides benefits for marketers to integrate perceived ease of use and perceived usefulness into the company's marketing strategies. This may involve emphasizing the ease of use and benefits gained by customers from using the e-commerce platform. Furthermore, e-commerce platforms that are responsive to customer needs tend to increase customer satisfaction, demonstrating the importance of enhancing interaction between the company and customers. Marketers can develop strategies to improve responsiveness and interaction with customers, such as through relevant content marketing and personalized customer experiences. Lastly, this research provides benefits for e-commerce customers as a guide to choosing e-commerce platforms that offer better user experiences. Customers can consider factors such as ease of use, responsiveness, and platform quality when choosing where to shop online. Moreover, customers can provide feedback to e-commerce companies about their shopping experiences with the platform. By providing constructive feedback, customers can help companies continually improve their services and online shopping experiences.

However, this study is not without its limitations. First, the study's sample is selected to represent and meet specific criteria, particularly from the perspective of the e-commerce market in Indonesia. Therefore, there may be differences in consumer behavior that may not comprehensively focus on the two largest platforms in Indonesia (e.g. Shopee and Tokopedia), which may not justify the findings as they could yield different results on other e-commerce platforms. Nevertheless, it provides theoretical and practical insights from the findings of this study. Second, this research may need to consider other influencing factors that can directly affect repurchase intention, such as e-WOM, where customers can access important review information useful for their decision-making process. Additionally, e-commerce platforms are currently developing marketing communication with customers through live streaming, which could also be influential in engaging with product reviews.

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Authors' contributions

Concept and design: Inggang Perwangsa Nuralam. Methodology: Inggang Perwangsa Nuralam, Nur Yudiono, Muhamad. Robith Alil Fahmi. Data collection: Eliana Sandy Yulijaji, Taufic Hidayat. Interpretation or analysis of data: Inggang Perwangsa Nuralam, Nur Yudiono, Muhamad. Robith Alil Fahmi. Preparation of the manuscript: Nur Yudiono, Muhamad Robith Alil Fahmi, Eliana. Sandy Yulijaji, Taufic Hidayat. Revision of important intellectual content: Nur Yudiono, Muhamad Robith Alil Fahmi. Supervision: Inggang Perwangsa Nuralam.

Disclosure statement

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Data availability statement

The data supporting this study are available upon reasonable request. Interested readers may contact the corresponding author, Inggang Perwangsa Nuralam, via email at ing.nuralam@ub.ac.id. Access to the data will be provided under the condition that the request is for non-commercial research purposes and that appropriate credit is given to the original authors. Depending on the nature of the request, a data-sharing agreement may be required to ensure compliance with institutional and ethical guidelines.

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