

INFLUENCE ANALYSIS EASY USE AND ONLINE SHOPPING EXPERIENCE ON CONSUMER SATISFACTION AND ITS IMPACT ON RETURN INTENTION (STUDY OF E-MARKETPLACE USERS IN SEMARANG CITY)

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Abstract

The e-commerce platform is a sector that continues to grow rapidly where customer satisfaction is a very important factor for the target marketplace service provider who hopes that when consumers feel satisfied, they will make repeat purchases. The condition for achieving quality in this sector is continuous development in the area of customer solutions. The uniqueness of the electronic communications sector lies in the fact that the system of convenience provided is the main factor that distinguishes a company from its competitors. This study aims to analyze the factors that can increase the repurchase intention of e-Marketplace users in Semarang City. The sample of this study amounted to 150 respondents who were willing to answer the questions given by the researcher. Determination of the sample using nonprobability sampling technique with purposive sampling method, namely the researcher determines the criteria to become respondents (Sugiyono, 2016). The technique of distributing questionnaires uses accidental sampling. The determination of the sample based on an accidental meeting can then be used as a sample with the sample criteria that have been determined above (Mas'ud, 2014). The tool used to analyze the data is AMOS 22.00 with SEM (Structural Equation Modeling) method. The results of the study show that the five hypotheses proposed can be accepted as a whole. There is a significant effect of ease of use on consumer satisfaction with a p-value of 0.035. There is a significant effect of ease of use on repurchase intention with a p-value of 0.018. There is a significant effect of shopping experience on consumer satisfaction with a p-value of 0.008. There is a significant effect of shopping experience on repurchase intention with a p-value of which means less than zero <0.05 . There is a significant effect of consumer satisfaction on repurchase intention with a p-value of 0.023.

Keywords: Ease of Use, Shopping Experience, Consumer Satisfaction, Purchase Intentions, Marketplace Users

INTRODUCTION






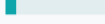

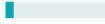
Since the massive increase in internet growth in the mid-1990s, the global economy has experienced many changes. With the development and growth of the internet throughout the world, the formation of e-commerce followed. The e-commerce development report has been estimated by Bank Indonesia (BI) by the end of the year to reach a total e-commerce value in 2021 of around 395 trillion Rupiah or an increase of 48.4% from the previous year (Kontan, 2021). So that over time, traditional trade will not be able to respond and compete with the needs and demands of the modern market, so trade carried out modernly and carried out digitally has become something that is really needed (Choshin and Ghaffari, 2017). Thanks to e-commerce, there has been a tremendous impact on the economic sector, science and society. E-commerce is believed to be one of the big and massive discoveries. In its use, operations related to economic and commercial processes have created global economic competition. Global e-commerce sales in 2021 are estimated to be worth around 4,921

trillion USD and globally there will be an increase of 26% in e-commerce users from various countries such as India, Brazil, Russia and Argentina (eMarketer, 2021).

Due to increasingly easy access to e-commerce, the level of data exchange, online transactions, online marketing and so on is also increasing. So various e-commerce companies will compete with each other to provide what consumers want most. Because consumers are central to the success of e-commerce, e-commerce must know what factors can support an online site to make it popular (Choshin and Ghaffari, 2017). It must be recognized that e-commerce has caused many dramatic and evolutionary changes in commercial trade. E-commerce has created many innovations and variations in the product trading process and e-commerce has improved the communication relationship between buyers and sellers.

The increase in market place users in Indonesia is due to the ease of getting the goods you want just by using a smart phone. The online shopping platform Tokopedia leads the e-commerce or marketplace market in Indonesia in terms of the number of visits, as seen in Figure 1.1 below.

Figure 1
Four Top e-commerce Applications in Indonesia in 2021

Domain	Traffic Share	Change	Rating	Monthly Visitor	Unique Visitor
 tokopedia.com	33.07% 	↑ 11.81%	#222	132.0M	40.62M
 shopee.co.id	29.73% 	↑ 5.6%	#225	118.6M	35.67M
 bukalapak.com	7.79% 	↑ 5.34%	#1.442	31.11M	12.77M
 lazada.com	7.45% 	↑ 13.6%	#1.256	29.75M	11.90M

Source: detik.com

Tokopedia is ranked first in the e-commerce and shopping or Marketplace category in Indonesia. In that period, Tokopedia had a traffic share of 33.07% or an increase of 11.81%. Then the marketplace with the green owl logo has 132.0 million monthly visitors. Visits to Tokopedia are dominated by mobile at 62.7%, while from desktop 37.3%. Meanwhile, the average duration of a visit to Tokopedia is 6 minutes 37 seconds.

Shopee is in second place. Shopee has a traffic share of 29.73% and a total of 118.6 million monthly visits. Shopee is most accessed via mobile at 72.4% and desktop 21.3%. The average visit duration is 6 minutes 30 seconds.

In third position is Bukalapak with a traffic share of 7.79%. The number of monthly visitors to Bukalapak is 31.11 million. Bukalapak is most accessed via mobile 78.7% and desktop 21.3%. Average visit time 4 minutes 10 seconds.

Then in fourth position is Lazada with a traffic share of 7.45%. Monthly visits were 29.75 million. This e-commerce is most accessed via mobile, 80.7%, while desktop is 19.3%. The average visit to Lazada is 6 minutes 34 seconds.

The data above shows that currently consumers are more likely to choose to shop online compared to shopping in traditional stores. This is caused by the increasing development of e-commerce. With the benefits felt by consumers, such as making the purchasing process easier and saving time, consumers are increasingly interested in continuing to shop online. Apart from the benefits of making it easier for consumers to shop online, there is a perception that risks are also taken into account by consumers which creates obstacles and hesitation for consumers when making repeat purchases.

The above phenomenon is strengthened by the fact that there are still differences in research results. Basyar Research and Sanaji (2016) said that consumer satisfaction has a significant effect on repurchase intentions. Meanwhile, according to Nugroho (2019) and Garcia et., all (2012), research results found that satisfaction did not have a significant effect on repurchase intentions. For the effect of convenience on consumer satisfaction, research results from Sari and Oswari (2020), Humaizi et al (2020), Chusnah (2020) stated that there was a significant positive influence. Meanwhile, according to Suryani and Ramdhani (2022) The results of his research found that the ease of online shopping at market places does not have a significant effect on consumer satisfaction and repurchase intentions. From the opinions above, this means that there are still different results from several studies which found contradictory results regarding the influence between research variables.

This research was conducted because apart from the benefits of making it easier for consumers to shop online, there is a perception that risks are also taken into account by consumers which creates obstacles and hesitation for consumers when making repeat purchases, because online sales, e-marketplace companies cannot sell goods physically, so that satisfaction is very necessary for the company in order to make sales and repurchase intentions which provide profits to the company. Then there are still inconsistencies in research that has been conducted by Adixio and Saleh (2013), Ridha and Adam (2018) said that consumer satisfaction has a significant effect on repurchase intentions. Meanwhile, according to Nugroho (2019), from the results of his research, found that satisfaction did not have a significant effect on repurchase intentions. For the effect of convenience on consumer satisfaction, research results from Sari and Oswari (2020), Yusuf et al (2021), Chusnah (2020) stated that there was a significant positive influence. Meanwhile, according to Suryani and Ramdhani (2022) The results of his research found that the ease of online shopping at market places does not have a significant effect on consumer satisfaction and repurchase intentions.

Based on the description above, various research questions were created as follows: Is there an influence of ease of use and online shopping experience on repurchase intentions mediated by consumer satisfaction among market place users in Semarang City?

LITERATURE REVIEW

E-Commerce

Marketing goods through e-commerce is different from selling in physical stores because it requires sellers to understand consumer preferences, beliefs and perceptions

(Riley and Klein, 2019). Therefore, in order to achieve the best results, companies must consider an effective platform to reach consumers. Rapidly changing business circumstances require a dynamic approach for companies to remain competitive. Revolutionary technological developments have resulted in the internet impacting almost all industrial sectors. The Internet can offer profitable cost efficiencies to the retail industry, which also benefits consumers both in terms of ease of use and price transparency (Nisar and Prabhakar, 2017).

Ease of Use

Ease of use is how a product sold online in the market is easy to use. In an increasingly competitive business world, many companies are investing in online technology that is easy for consumers to use (Luo et al., 2013). In the era of globalization, two factors, namely industrial economics and information technology, are very important to use, especially in terms of improving a company's brand image. IT can be interpreted as an internet and computer-based system in which there is a lot of compatible hardware which ultimately creates good system information. Information and Communication Technology (ICT) such as the internet. Kusuma (2019) stated that the internet makes shopping easier and more effective and easier to use.

Shopping Experience

Shopping experience has always been an important research content in the field of marketing, because it can attract customers to shopping places directly and can increase company profitability (Grønholdt et al., 2015). A good shopping experience is a key driver of e-commerce business performance (Engler et al., 2015). Today consumers expect consistently good service, whenever and wherever they are, regardless of the media they use. Online shopping has turned into a platform where consumers can learn about what to buy and purchase wherever they are on whatever device suits them best (Bilgihan et al., 2016).

Kawaf and Tagg (2017) have conducted a study regarding the online shopping experience and can conclude that the shopping experience can be built by customers in relation to five key construction categories, namely: environmental perception, emotions, risk and trust, behavior, and situation. Bamfield (2013) also states that consumers' shopping experience is directly influenced by price perceptions and indirectly this can influence consumers' perceptions of prices.

Consumer Satisfaction

A consumer is a person or individuals who fulfill their personal needs through purchasing goods or by obtaining a service. Consumer-marketplace the same as conventional consumers, except they use the Internet. Consumer satisfaction is a measure of consumer expectations and company products or services as long as consumers use company products or services (Santika et al., 2020). Compared to physical stores, online businesses offer convenience for consumers (Rita et al., 2019). Consumers just need to sit at their

homes, place an order, pay via credit card, and wait for the goods to be delivered to their homes. E-commerce in Indonesia is growing rapidly due to the growth of internet penetration.

Rita et al., (2019) stated that e-commerce companies must carefully consider the service quality attributes of their online stores. To provide superior quality of service, a company must provide an excellent website design consisting of: sufficient information, visually appealing content, easy checkout, easy to read text, offer some discounts and/or promotions, and loading capacity fast. Beyond that, companies must ensure on-time delivery and ensure the security and privacy of customer data.

Repurchase Intention

Repurchase intention occurs after a customer purchases a product or service previously, and satisfaction causes the customer to want to make a repeat purchase (Murti, 2012). Setyorini and Nugraha (2017) also stated that when a customer receives positive feedback about what the person receives, it will trigger the individual's intention to repurchase the same product or utilize the same service again from the company without further consideration. This phenomenon is due to the positive value of the product/service or company; so consumers become reluctant to choose products from other companies. Riptiono (2013) also added various ways to determine repurchase intentions, namely consumers are reluctant to move to another brand and do not need more information when they want to buy again.

Relationship Between Research Variables

Ease of Use on Consumer Satisfaction

Convenience is an important factor in influencing consumers when shopping online, this is when consumers find it very easy, for example when ordering or paying. The convenience according to someone certainly varies depending on each individual, but there is a standard convenience that is felt the same for all users (Wardoyo and Andini., 2017). With the hope that the convenience felt by each consumer can shape consumer perceptions that lead to satisfaction. Research result Sari and Oswari (2020), Yusuf et al (2021), Chusnah and Indriana (2020) stated that there is a significant positive influence of convenience on consumer satisfaction. So from the analysis above, the following hypothesis emerges:

H1: Ease of Use Has a Positive Influence on Consumer Satisfaction

Ease of Use on Repurchase Intention

Research by Yi et al (2014) revealed that Perceived ease of use determines online repeat purchase decisions. Online websites must understand purchasing behavior to maintain good relationships with buyers, especially regarding ease of use on the websites provided.

According to Miguel et al (2014) The use of the technology acceptance model of information systems also highlights the ability of e-service ease of use to influence how consumers perceive the security, reliability, and ultimately privacy of their personal

information when dealing with e-service providers. Opinion Prathama and Sahetapy (2019) stated that convenience has a positive effect on repurchase intentions. From the description above, the following hypothesis emerges:

H2: Ease of Use Has a Positive Influence on Repurchase Intention

Shopping Experience on Consumer Satisfaction

In its development, the shopping experience has always been an important research content in the field of marketing, because it can attract customers to shop directly and can increase company profitability (Grønholdt et al., 2015). The consumer experience felt by e-commerce consumers means the fewer complaints they will receive from customers, which will then strengthen loyalty to the brand or company-marketplace (Cao and Li, 2015). And previous research found that customer loyalty is an important factor for success-marketplace (Bamfield, 2013). Murti (2012) states that repurchase intention occurs after a customer has previously purchased a product or service, and satisfaction causes the customer to want to repurchase. From the description above, the following hypothesis emerges:

H3: Shopping Experience Has a Positive Influence on Consumer Satisfaction

Shopping Experience on Repurchase Intention

Online shopping is something that has recently become a trend because it is easy to pay and get goods without having to go out of the house in the heat, online shopping can be done anywhere. However, online shopping certainly has weaknesses because consumers cannot directly see the products they want to buy, only through photos and reviews from previous consumers. Consumers experience online shopping when they have a good experience, usually consumers will make repeat purchases, if consumers are not satisfied then consumers usually will not buy again (Mohmed et al., 2013). According to previous research results from Foster (2017) and Mohmed et al., (2013), online shopping experience has a positive and significant impact on repurchase intentions. From the description above, the following hypothesis emerges:

H4: Shopping Experience Has a Positive Influence on Repurchase Intention

Consumer Satisfaction with Repurchase Intention

Customer satisfaction with e-commerce businesses is very difficult to achieve, because competition is separated by just a few clicks. Customer satisfaction is not nearly enough to create loyal customers, while loyal consumers are expected to shop actively on e-marketplaces. E-marketplace applications and websites are places where consumers interact with online shopping. Therefore, the experience obtained by consumers must be positive. If the experience received is negative, then it is likely that consumers will not visit the site again and, therefore, the interaction experience between the e-marketplace company and its consumers becomes important (Sahadev and Purani, 2008).

The customer satisfaction variable is a mediating variable between shopping experience and repurchase intention (Basyar and Sanaji, 2016). Because when customers

feel satisfied with the goods or the quality of the services provided, it will increase their interest in buying again. Satisfied consumers can provide several benefits, including the relationship between the company and its consumers will be more harmonious, providing a good basis for repeat purchases. From the description above, the following hypothesis emerges:

H5: Consumer Satisfaction Has a Positive Influence on Repurchase Intention

Research Model

The framework of thought was formed on the basis of previous research, the framework of this research is as follows.

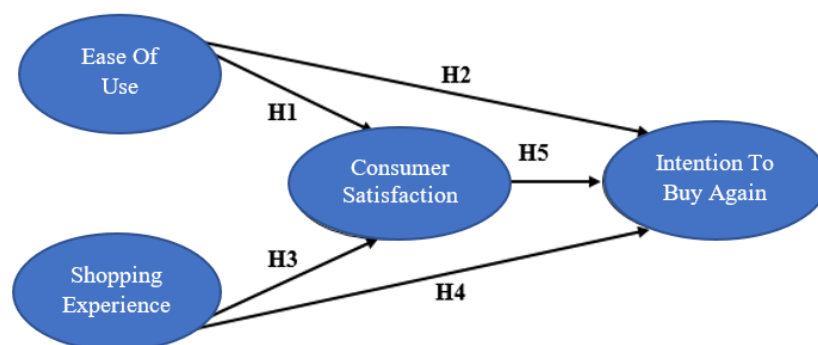


Figure 2
Research Framework

METHOD

Types of Research

The questionnaire method is used as a source of data obtained from input by respondents. The questionnaire method is also used because the data provided by respondents can be seen in writing and the questionnaire is considered not to burden respondents because the filling method is simpler and does not take a long time (Yunanto and Rochimah, 2017). Data will differ depending on the influence received, the influence in question is data given from something (person or object) which helps shape a person's actions, beliefs and character. This type of questionnaire data research was chosen because it was adapted to the aim of this research, namely to determine the influence of the independent variable assessing consumer satisfaction on repurchase intention.

Research Population and Sample

Population

Population is the subject of research. Population is an object/subject that has certain abilities, characteristics and qualities that have been or will be determined in a research to be researched and studied in order to draw conclusions. (Sugiyono, 2016). The population in this study were e-marketplace users who had made purchases in Semarang City.

Research Sample

The sample is a portion or representative of the population studied (Banerjee and Chaudury, 2010). Meanwhile, sample size is one element of research design that researchers need to consider when they plan a study/research. The research uses a non-probability sampling technique with a purposive sampling method, namely the researcher determines the criteria for becoming a respondent (Sugiyono, 2016). The sample criteria in question are:

1. Respondents are active e-marketplace users in Semarang City
2. Aged over 17 years and over
3. Have you ever made an e-marketplace purchase?
4. In accordance with the specified area

The questionnaire distribution technique uses accidental sampling to determine the sample which is based on an accidental meeting so it can be used as a sample with the sample criteria specified above (Mas'ud, 2014). The analytical tool uses the Structural Equation Modeling method for determining the sample which plays a very important role in determining the estimation and interpretation of research results, so a representative representative sample is needed. Determination of the sample according to (Hair et al, 2018) in the analysis using Structural Equation Modeling (SEM) ranged from 100-200 respondents. Based on this opinion, the respondents in this study used a sample of 150 e-marketplace users who had made purchases in Semarang City.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of e-marketplace user respondents who have made purchases in Semarang City are presented as follows.

Table 1

Gender	Number (n)	Percentage (%)
Man	58	38.7
Woman	92	61.3
Amount	150	100%
Characteristics of Respondents Age		
Age (years)	Number (n)	Percentage (%)
17 – 20 years	5	3.3
21 – 30 years	60	40.0
31 – 40 years	39	26.0
41 – 50 years	16	10.7
>50 years	30	20.0
Amount	150	100%
Information	Number (n)	Percentage (%)
Characteristics of Educational Respondents		
SENIOR HIGH SCHOOL	41	27.3

Diploma (D3)	14	9.3
Postgraduate (S2/S3)	11	7.3
Bachelor degree)	84	56.0
Amount	150	100%

Job Characteristics of Respondents

Length of work	Amount Respondent	Percentage (%)
Not yet working	1	0.7
Teacher	2	1.3
Housewife	19	12.7
BUMN employees	19	12.7
Private sector employee	40	26.7
Student/Students	20	13.3
Retired civil servants	4	2.7
Civil servants	13	8.7
Self-employed	32	21.3
Total	150	100.00

Characteristics of Respondents Monthly Income

Average Income Per Month	Amount Respondent	Percentage (%)
< IDR 5,000,000	76	50.7
IDR 5,000,000 to IDR 10,000,000	42	28.0
IDR 10,000,001 to IDR 15,000,000	20	13.3
> IDR 15,000,000	12	8.0
Total	150	100.00

Characteristics of Respondents Platform Used

Information	Number (n)	Percentage (%)
Shopee	53	35.33
Pedia Store	43	26.67
Open a stall	21	14
Lazada	33	22
Amount	150	100%

Source: Processed data, 2022

In table 1 above, it is known that the majority of e-marketplace users who make purchases in Semarang City are 92 women with a percentage (61.3%) and 58 male respondents with a percentage (38.7%).

In table 1 above, it is known that the majority of e-marketplace users who make purchases in Semarang City are aged 21-30 years with a percentage of 60 people (40.0%) and the fewest respondents who make purchases via e-marketplace are aged 17-30 years. 20 as many as 5 people with a percentage of (3.3%).

In table 1 above, it is known that the majority of e-marketplace users who make purchases in the city of Semarang have a Bachelor's degree (S1) with a percentage of 84 people (56.0%) and the fewest respondents who make purchases through the e-marketplace have a postgraduate level of education (S2) as many as 11 people with a percentage of (7.3%).

In table 1 above, it is known that the majority of e-marketplace users who make purchases in the city of Semarang work as private employees with a percentage of 40 people (26.7%) and the fewest respondents who make purchases through the e-marketplace are 1 person who has not worked. percentage (0.7%).

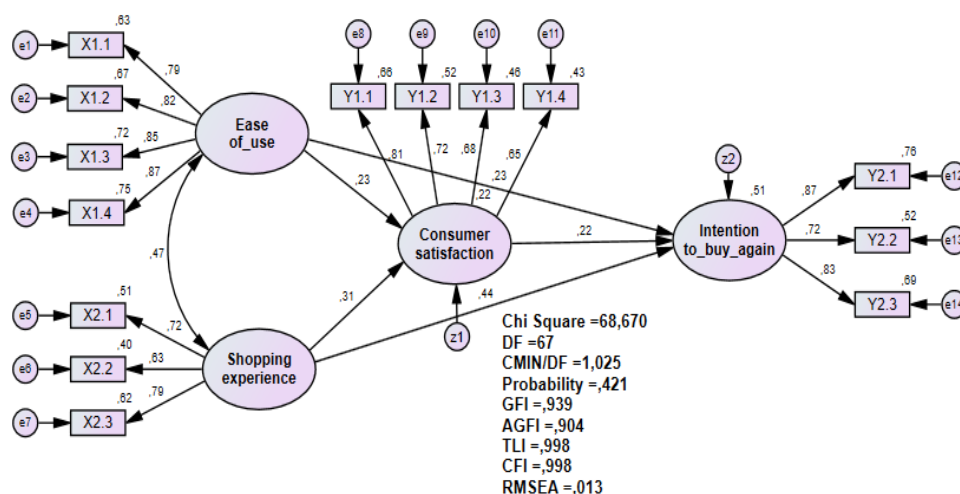
In table 1 above, it is known that the majority of e-marketplace users who make purchases in Semarang City have an average monthly income of < 5,000,000 with a percentage of 76 people (50.7%) and the fewest respondents make purchases through e-marketplace. 12 people had income > 15,000,000 with a percentage of (8.0%).

In table 1 above, it is known that the majority of e-marketplace users who make purchases in Semarang City use the Shopee platform/application as many as 53 people with a percentage of (35.33%) and the fewest respondents who make purchases through the e-marketplace using the open stall platform are 21 people. by percentage (14%).

Test SEM On Full Model Eligibility

The full model SEM analysis aims to test the accuracy of the regression model and its suitability to the Goodness-of-fit index following the results presented below.

Figure 3. Full Research Model Test



Source: processed primary data, 2022

Table 2. Output of Full Model Feasibility Test Analysis

<i>Goodness of fit</i>	<i>Cut off value</i>	<i>Analysis</i>	<i>Information</i>
<i>Chi-Square</i>	< 5.991 (df:67 α:0.05)	68,670	Good
<i>CMIN/DF</i>	< 2.00	1,025	Good
<i>Probability</i>	> 0.05	0.421	Good
<i>GFI</i>	> 0.90	0.939	Good
<i>AGFI</i>	> 0.90	0.904	Good
<i>TLI</i>	> 0.90	0.998	Good
<i>CFI</i>	> 0.95	0.998	Good
<i>RMSEA</i>	< 0.08	0.013	Good

Source: processed primary data, 2022

In table 2 above, it is known that the full model feasibility test has met the standard goodness of fit criteria determined to be good and the analysis can continue. It is known that the CMIN/DF test is $1.025 < 2.00$, probability $0.421 > 0.05$, GFI $0.939 > 0.90$, AGFI $0.904 > 0.90$, TLI $0.998 > 0.95$, CFI $0.998 > 0.90$, and RMSEA $0.013 < 0.08$.

Research Hypothesis Testing

After testing Structural Model Assumptions and it is proven to have been fulfilled, then the research hypothesis test will be carried out. AMOS data processing results by paying attention to the table Regression Weights if known The p-value is < 0.05 and the critical ratio (CR) value is > 1.96 , so there is a significant influence between the independent variables and the dependent. The results are as follows.

Table 3. Regression Weights

		<i>Estimate</i>	<i>S.E</i>	<i>CR</i>	<i>P</i>	<i>Information</i>
Consumer Satisfaction	<--- Ease of Use	,197	,093	2,112	,035	Accepted
Consumer Satisfaction	<--- Shopping Experience	,277	,105	2,644	,008	Accepted
Repurchase Intention	<--- Shopping Experience	,457	,116	3,960	***	Accepted
Repurchase Intention	<--- Consumer Satisfaction	,253	,111	2,270	,023	Accepted
Repurchase Intention	<--- Ease of Use	,226	,096	2,359	,018	Accepted

Source: processed primary data, 2022

Analysis of Direct, Indirect and Total Influence

Analysis of direct and indirect effects to determine the magnitude of the influence of exogenous variables on endogenous variables. The direct influence is the independent variable on the dependent variable without intervening, while the indirect influence is through the intervening variable. The results of direct and indirect influence are as follows.

Table 4. Standardized Direct Effects

Linkages Variable	Experience Shop	Convenience Use	Satisfaction Consumer	Purchase Intention Return
Consumer Satisfaction	0.310	0.228	0,000	0,000
Repurchase Intention	0.444	0.227	0.219	0,000

In table 4 above, the direct influence of ease of use on Repurchase Intention is 0.227, the direct influence of shopping experience on Repurchase Intention is 0.444 and consumer satisfaction on Repurchase Intention is 0.219. Then the indirect influence through (intervening variables) on each relationship between exogenous and endogenous variables is presented below.

Table 5. Standardized Indirect Effects

Linkages Variable	Experience Shop	Convenience Use	Satisfaction Consumer	Purchase Intention Return
Consumer Satisfaction	,000	,000	,000	,000
Repurchase Intention	,068	,050	,000	,000

In table 5, the indirect effect of ease of use on repurchase intention through consumer satisfaction is 0.050. The indirect effect of shopping experience on repurchase intention through consumer satisfaction is 0.068. Then the total influence of each variable is presented below.

Table 6. Standardized Total Effects

Linkages Variable	Experience Shop	Convenience Use	Satisfaction Consumer	Purchase Intention Return
Consumer Satisfaction	0.310	0.228	0,000	0,000
Repurchase Intention	0.512	0.277	0.219	0,000

In table 6 above, the total influence shows that ease of use on Repurchase Intention has an influence of 0.277 and shopping experience on Repurchase Intention is 0.512 and consumer satisfaction on Repurchase Intention has a total influence of 0.219.

The conclusion refers to the results of direct and indirect influences, namely in increasing repurchase intention among market place users in Semarang City. The most important thing is the shopping experience felt by consumers because it has a direct influence on increasing the highest repurchase intention. Furthermore, increasing repurchase intentions can be achieved by ease of use in carrying out transactions using the market place because direct influence has proven that ease of use has the second highest value.

In this study, five hypotheses were proposed and they were proven to be accepted as a whole. Regression Weights are presented in table 3, each will be discussed as follows.

There is a significant influence of shopping experience on repurchase intention

The results of this research prove that there is a significant influence of shopping experience on consumers' repurchase intentions when using marketplaces in Semarang City. In line with research conducted by Foster (2017) and Mohmed et al., (2013) supports the results of this research, namely that there is a significant influence of shopping experience on repurchase intentions.

This means that the shopping experience felt by marketplace users in Semarang City has an impact on significantly increasing consumers' repurchase intentions. Because consumer attitudes depend on previous experiences, in this case if consumers feel satisfied with their shopping experience, it will have an impact on repeat purchases and vice versa, if there is a slightly inappropriate shopping experience, consumers will consider making a repeat purchase first. Consumers' expectations are that the marketplace can fulfill their every need. In the current technological era, companies providing marketplace services need to be more in tune with consumers in terms of providing products or services by prioritizing quality.

There is a significant influence of shopping experience on consumer satisfaction

The results of this research prove that there is a significant influence of shopping experience on consumer satisfaction when using the marketplace in Semarang City. In line with research from Murti (2012) and Cao and Li, (2015) supports the results of this research, namely that there is a significant influence of shopping experience on consumer satisfaction.

This means that the shopping experience felt by marketplace users in Semarang City has an impact on increasing consumer satisfaction significantly. This happens because marketplace users feel satisfied because they have had a very meaningful shopping experience provided by the platforms they commonly use. These results are also supported by statements from users who have participated in open questions who stated that the shopping experience on the marketplace is very interesting because any item can be obtained by just using a smartphone, and making payments using mobile banking means that from the order transaction until the goods arrive there is no need to go out and get hot. hot to get the item you are looking for.

Judging from the loading factor value on the shopping experience, the most dominant value is the indicator that consumers get the goods as promised (0.863) and the lowest value

is the indicator that consumers feel they have not been cheated (0.625). As a result of this value, the indicator that consumers get goods as promised has a dominant value in consumers' shopping experience through the marketplace. Consumers feel that they are not being cheated is the lowest indicator, so this needs to be paid attention to by marketplace providers because there are still many sellers who are not responsible for the goods they sell, for example the goods do not match the photos displayed or offered in the shop.

There is a significant influence of ease of use on repurchase intention

The results of this research prove that there is a positive and significant influence of ease of use on repurchase intention. If marketplace users feel ease of use, the intention to repurchase will increase. In line with research from Yi et al (2014) and Prathama and Sahetapy (2019) supports the results of this research, namely that there is a significant influence of ease of use on repurchase intention.

Convenience is the most important thing in online transactions that is felt by marketplace users in Semarang City, because when users feel ease in shopping, for example, checking out goods, paying for goods until the goods are received well, they will make repeat purchases and not switch to the application. other.

Convenience is also defined as the extent to which a person believes that using a technology will be free from errors experienced. This convenience factor will have an impact on behavior, namely the higher a person's perception of the ease of using the system, the higher the level of information technology utilization. So that the convenience of technology will be increasingly used by potential consumers, for example to access the services of the market place provider itself.

There is a significant influence of consumer satisfaction on repurchase intention

Consumer satisfaction with marketplace users is the impact felt by the users themselves based on their wishes as expected. In line with research from Basyar and Sanaji, (2016) supports the results of this research, namely that there is a significant influence of consumer satisfaction on repurchase intentions.

Statistical results show that there is a significant positive influence between consumer satisfaction using marketplace services on repurchase intentions. When consumers feel satisfied with the services provided by market place platforms in making online purchasing transactions, the main thing to consider is that consumers will make repeat transactions because the products they need can be met easily and they don't have to go out to look for the product they need. desired.

Consumer satisfaction lies in the extent to which the platform used can fulfill their desires. As time goes by, Indonesian people are no stranger to marketplace platforms to meet their needs. For example, applications such as Shopee, Lazada, Toko pedia, Buka Lapak and so on are very popular with the Indonesian people.

Judging from the loading factor value on consumer satisfaction, the most dominant value in the indicator is feeling satisfied if the goods/services received are in line with

expectations of (0.887) and the lowest value is the Recommend to other parties indicator (0.665). The result of this value is an indicator of feeling satisfied if the goods received are in line with expectations. It has a dominant value in using the platform in Semarang City, so the market place platform must continue to maintain the services provided to all consumers in terms of maintaining the quality of products sold on the platform and conducting screening on every seller.

There is a significant positive effect of ease of use on consumer satisfaction

The results of this research prove that there is a positive and significant influence of convenience on consumer satisfaction. In line with research results from Sari and Oswari (2020), Yusuf et al (2021), Chusnah and Indriana (2020), there is a significant influence of ease of use on consumer satisfaction.

Consumers feel that ease of use on the market place platform includes easy to use, easy to make transactions, easy to pay. This has been proven to influence consumer satisfaction with the service application. The improved level of convenience in online shopping will have an impact on increasing consumer satisfaction from marketplace users in the city of Semarang.

Judging from the loading factor value for ease of use, the most dominant value is the flexible use indicator (0.863) and the lowest value is the efficient time indicator (0.803). As a result of this value, the indicator of flexible use because it has a dominant value in platform use in Semarang City must continue to be improved, the platform used must be able to fully meet consumer needs, because it is considered that transactions using the marketplace can be done anywhere and at any time, with easy payments. via mobile banking. Efficient time is the lowest indicator, so this needs to be the main focus on marketplace provider platforms where it is necessary to add payment provider services and not just certain banks so that it is easier to make payments.

Conclusions and Policy Implications

Hypothetical Conclusion

The conclusion of the hypothesis in this study found that the 5 hypotheses were accepted as a whole and were concluded as follows.

Ease of use has a significant positive effect on consumer satisfaction. The realization of consumer satisfaction among e-marketplace users in the city of Semarang is influenced by the good ease-of-use system that each marketplace service provider has.

Ease of use has a significant positive effect on repurchase intention. The ease of use felt by every e-marketplace user in the city of Semarang can increase the intention to repurchase to meet needs.

Shopping experience has a significant positive effect on consumer satisfaction. The shopping experience of every e-marketplace user in the city of Semarang can have a positive impact on consumer satisfaction.

Shopping experience has a significant positive effect on repurchase intention. The shopping experience that is perceived as good by e-marketplace users in the city of Semarang greatly determines the decision to repurchase intention.

Consumer satisfaction has a significant positive effect on repurchase intentions. Repurchase intentions from e-marketplace users in the city of Semarang can be realized when consumer satisfaction has been realized for each user.

Research Limitations

The results of this research have several limitations, there are several limitations to this research, namely.

The results of this research cannot be generalized beyond marketplace service providers to consumers in Semarang City. The respondents in this research were consumers who had made online purchases on the marketplace platform.

This research is only limited to two factors that can influence consumer satisfaction and repurchase intentions, there are still many other factors, for example perceptions of price and product quality. This opens up opportunities for future researchers to conduct further research on other factors that can influence repurchase intentions.

The limitation of this research is also the use of analytical tools using questionnaires, where sometimes the answers given cannot be controlled and show conditions that are not true.

This research is also limited to 5 well-known marketplaces in Indonesia or those that are frequently used

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