

Application of Technology Acceptance Model to Explain Repurchase Intention in Online Shopping Consumers

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Abstract

Technological advances, especially during the Pademi19 era, demand the use of technology in all fields. The company is engaged in online retailing because consumers worldwide in developed and developing markets shop online to buy products. It also changes the behavior patterns of the world community in general and the Indonesian people in particular in carrying out their daily activities. In this literature, it becomes increasingly important to understand the factors that influence online shopping repurchase intention. This study aims to explain the integration of TAM in influencing online repurchase intentions. The sample used as many as 182 respondents using purposive sampling techniques, namely men or women aged between

18 to 36 years, have a minimum of high school education or equivalent and live in Denpasar. Data were analyzed PLS (Partial Least Square) analysis technique using SEM. The results of the research variable perceptions of reliability, perceived privacy and perceptions of web design have a positive and significant effect on repurchase intention. The role of customer service perception mediates the effect of web design on repurchase intention.

Keywords

Technological Acceptance Model (TAM), Reliability Perception, Privacy Perception, Web Design Perception, Customer Service Perception, and Repurchase Intention.

Introduction

Globalization, technology, and internet connectivity have increased online shopping, which has become a global consumer trend in recent decades (Nguyen et al., 2020). The world market is moving towards online commerce so that online retail stores are coping with online shopping (Hume et al., 2018). With e-commerce, the paradigm of changing trade patterns, promotions, and economic activities are changing. This is supported by the number of internet users spread all over the world. It also changes the behavior patterns of the world community in general and Indonesian people in particular in carrying out their daily activities.

There has been a shift from conventional shopping patterns to more technology-based shopping patterns such as internet-based shopping and applications that can be downloaded on smartphones. One shop that is a famous market place is Shopee (www.shopee.com). On this site, a variety of goods and needs can be obtained and found, ranging from primary to tertiary needs. Shopee is still ranked 3 under Tokopedia and Bukalapak in total web visits in the first quarter period (January - April) in 2019, but Shopee managed to become the first in terms of downloading the most on the AppStore and PlayStore (www.iprice.co.id). This shows that Shopee must have more appeal to make consumers also visit the website they have, so Shopee can win all categories.

From the results of the pre-survey in the form of interviews with Shopee users, it can be concluded that there is an imbalance between the appearance of the web and the appearance of the applications they have. Interesting web appearance, the reliability of an online shopping platform, the fast response from customer service, and the security that is obtained when transacting is the key to how someone chooses to use or not an online shopping platform so that companies succeed in attracting users to do repurchase intention. But there are still some problems that occur related to repurchase intention in

shopping online at Shopee where there are several shops that are on foot in Shopee, sending goods to consumers does not match what they ordered. This is why some consumers don't want to do transactions back at Shopee and choose other online shopping platforms to shop. The problem that arises is this certainly causes a decrease in the level of repurchase intention in Shopee. Research on repurchase intention has been carried out by several researchers, including Al-Qeisi et al. (2014); Van and Thuy (2018); and Astuti and Rahman (2019). One of the factors that determine customers want to keep shopping at Shopee or reliability variable. Reliability is the company's ability to perform services as promised. The perception of reliability can reduce the perceived risk due to a lack of face-to-face communication (Grossman et al., 2020; Setini et al., 2020). This research is supported by Dang and Pham (2018) state that the perception of reliability has a positive and significant effect on repurchases intention. Previously there were also studies conducted by Hamad et al. (2017) which states that the perception of reliability has a positive and significant effect on repurchase intention.

In addition to the reliability variable, the main factor that triggers high or low levels of repurchase intention in shopping online is web design perception. Consumer purchase intentions on a website are influenced by their perception of the website design, therefore companies must create websites with attractive designs and useful content, to attract consumers to buy back online shopping (Aladwani, 2006). This opinion is also supported by the results of research by Al-Qeisi et al. (2014) which proves that increasing perceptions of website design and appearance will affect increasing consumer repurchase intentions online. Martins et al. (2017) state that the perception of web design takes effect on online repurchases intention. In line with research conducted by Chong et al. (2018) which states that web design perceptions have a positive effect on online repurchase intentions but in contrast to research conducted by Astuti and Rahman (2019) which states that web design perceptions do not significantly influence interest consumers to buy back in online transactions. Because of the research gap about the effect of web design on repurchase intention, a solution is needed in the form of a mediating variable between the perception of web design and repurchase intention. The mediation variables that match are customer service variables. The reason for considering customer service perception as a mediating variable is because customer service perception is an important factor in transaction activities conducted online. According to Giao et al., (2020) when a person shops online, the main thing that a buyer considers is whether the consumer believes in the services provided by the website design provided by online shopping and online sellers on the website.

Furthermore, the repurchase intention of online shopping customers is also determined by the customer's privacy perception. Von Helversen et al. (2018) mentioned that one important concern for every online site user is the privacy of its customers. Therefore, the perception of privacy becomes very important to be considered for an online shopping platform so that the company successfully attracts users to do repurchase intention. Privacy variables significantly influence positively on online repurchase intention (Lee et al., 2011 and Kumorohadi et al., 2012). In view of the foundation of existing issues, the target of this investigation is to clarify the connection between impression of unwavering quality, impression of website composition, view of client care, view of security with repurchase expectation of internet shopping clients in Denpasar.

Literature Review

The current era of web based shopping has become a pattern of convenience by not having to come directly to the store on a physical basis. They regularly feel a high danger because of the absence of up close and personal in the online climate (Rapanta et al., 2020; Ramos-Morcillo et al., 2020). Product quality, reasonable price become a prestige in online shopping (Kavitha, 2020). For instance, customers may stress that the item they are purchasing is of an alternate quality from the screen being audited; if some unacceptable item is dispatched, the item will be sent after the buy, or it tends to be taken from a memory card to recover product (Von Helversen et al., 2018). Accordingly, dependability is frequently viewed as a vital factor in high credit and picture nature of online stores (Kamble et al., 2020; Patten et al., 2020). In this manner, if online stores give items and administrations that are predictable they provide guarantees, is major key purchasers can have an uplifting demeanor give trust to online services. On the other hand sometimes online retailers are not completely up to the point; at that point purchasers can feel a significant level of danger, in this way decreasing their inclination to shop on the web (Bhatnagar et al., 2000). The exploration establishment of past examination shows that buyers' discernments about the dependability of online stores will impact repurchase expectations (Subawa et al., 2020).

Web architecture can be quite possibly the main variables of online retailers (Von Helversen et al., 2018). According of Nguyen et al. (2020); and Wu et al. (2014). Dholakia and Rego (1998) discovered that website composition, data substance, and criticism elements of the web prompted an increment in guests and the degree of item buys. Hamad et al. (2017) guarantee that website composition will produce more uplifting. Different specialists have expressed that customers' insights about internet shopping are affected by two primary significant entertainers, specifically, "convenience"

and "data content" of sites (Von Helversen et al., 2018). "Convenience" viewed as a sign that online retailers get, care, and regard their buyers (Collier & Bienstock, 2006). The straightforwardness and proficiency of the site can impact discernments, emotions, and buyer association in the site. At the point when buyers feel an elevated level of convenience, they will in general have an inspirational demeanor and ability to purchase items (Grossman et al., 2020). Administration quality is given to clients to increment consumer loyalty particularly in online administrations (Saling et al., 2020)

Security and guaranteed protection of the web are important in online shopping according to Levy and Weitz (2016). Purchasers may likewise be anxious about the possibility that their Mastercard data will be taken and utilized or web based shopping extortion (Ramos-Morcillo et al., 2020). Security protection is important in online-based shopping (Sullivan & Kim, 2018). The apparent security hazard impacts buyer mentalities and purchasing conduct towards shopping online (Bhatti & Rehman, 2020). Online shopper can likewise have assessments and negative remarks on online store items and administrations and doubt online stores on the off chance that they have protection and security issues when they purchase on the web (Ramos-Morcillo et al., 2020). Therefore, consumers' perceptions about the privacy of online stores are expected to influence their perception of repurchase intention.

The website according to (Jeong & Lambert, 2015) is the use of an online information system that can provide satisfaction to customers as well as positive attitudes generated towards certain websites. The client's site is delicate to the limit of the site to be trusted for clients when managing exchanges on the web; Personal information is the top priority for online shopping services (Giao et al., 2020). This research is supported by Ardiansyah (2018) which states that web design perceptions of customer service perceptions. Kim and Lee's research (2015) also states that web design perceptions of customer service perceptions.

Meng (2016) states that there is a positive relationship between customer service perception and repurchase intention. Meng's research (2016) is by the results of Rapanta's research (2017) repurchase intention is strongly influenced by the quality of security services. So the more appropriate the quality of service received by consumers and perceived, the consumer will have an intention to return to shop online on the same platform. However, not the same as the examination led by Hume and Mort (2018) shows that administration quality doesn't have an immediate relationship with repurchase goal.

Services in online shopping must be able to cover such a circular shopping wheel, namely after, period, and post-shopping (Xu et al, 2017). Shoppers can be straightforwardly appearance plays a role, conduct, conduct, information, and abilities of administration representatives (Saling et al., 2020) All things considered, client care can take various structures in a virtual shopping climate, for example, voice cooperation or the immediate talk between administration representatives and online customers. Notwithstanding, online store administration approaches, for example, item guarantee, transportation, and returns, can impact buyers' insights and mentalities towards the brand picture of these stores (Patten et al., 2020). Shoppers regularly have an inspirational disposition and purchase items from online stores, principally due to the fast reaction to customer interest, opportune item conveyance, simplicity of installment, and simplicity of item returns (Nguyen et al., 2020). Albeit each actual store client assistance and virtual store climate may have contrasts fit as a fiddle and qualities, states that client care is a significant factor in forming purchaser insights, mentalities, and conduct towards online stores. The following is a chart of the thinking framework in this research:

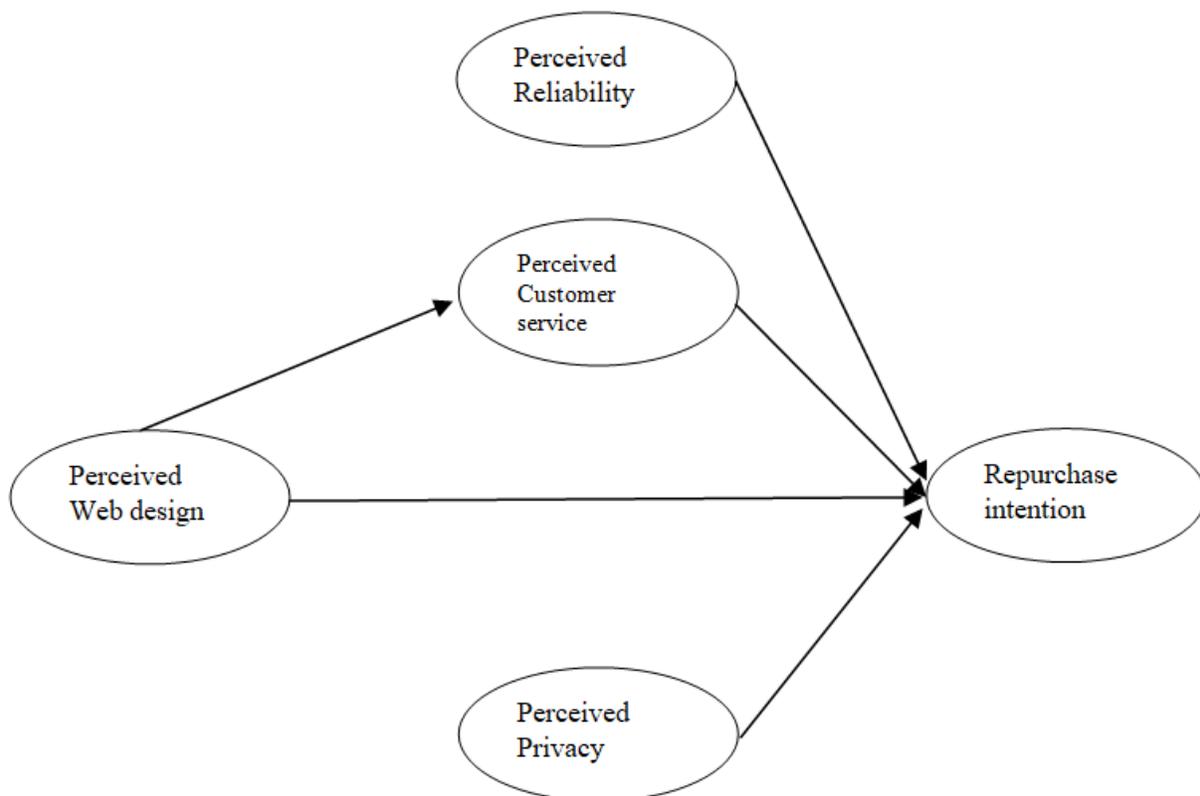


Figure 1 Hypothesis Framework

The hypothesis proposed in this study is as follows:

Hypothesis 1: Reliability takes effect positive on repurchase intention.

- Hypothesis 2: Web design takes effect positive on repurchase intention
- Hypothesis 3: Privacy takes effect positive on repurchase intention.
- Hypothesis 4: Web design takes effect positive on customer service perception
- Hypothesis 5: Customer service takes effect positive on repurchase
- Hypothesis 6: Customer service can significantly mediate the effect of perceived web design on repurchases intention.

Research Method

This research is a quantitative associative study that discusses exogenous and endogenous variables. Data collection is done by cross-section time. Generation Y in the Denpasar City area who has made online transactions on the shopee application in the last three months. The sampling technique used is the Non Probability Sampling technique with the Purposive Sampling method. The sample in this study amounted to 182 respondents. Data were collected through a questionnaire with measurements using a 5-point Likert scale. The construct of this research variable adapts and modifies indicators of research conducted by Chiu et al. (2009); Wu et al. (2014). The analysis technique used is the Structural Equation Model and uses the SmartPLS 3.0 analysis tool.

Data Analysis

A. Characteristics of Respondents

182 respondents are consisting of 58 men and 124 women. The age of respondents in this study was in the age range 18-36 years with details of 18-22 years totaling 37 people, 23-27 years totaling 76 people, 28-32 years totaling 42 people, and 33-36 years totaling 27 people. Respondents with the most recent high school / equivalent level totaled 44 people, 15 diplomas, 115 undergraduate people, and 8 graduate students. The majority of the work of the respondents of this study are as many as 90 private employees, followed by 47 students/students, then as many as 18 people work as entrepreneurs, as many as 11 civil servants, and 16 people have other jobs. All respondents domiciled in Denpasar City which are spread across four sub-districts, each as many as 46 people domiciled in North Denpasar, 45 people residing in East Denpasar, 47 people domiciled in South Denpasar, and 44 people domiciled in East Denpasar.

B. Instrument Test Results

A research instrument is said to be valid if the correlation coefficient is equal to or greater than 0.30. All instrument variables in this study have correlation coefficient values above

0.30 which means they have met the instrument's validity requirements. A variable is said to be reliable if it has a Cronbach's Alpha (α) value above 0.70. The sample used to test the reliability of the instrument amounted to 30 respondents. All variable instruments in this study had Cronbach's Alpha (α) values above 0.70. This means that all instruments in this study are reliable.

C. Measurement

The value is considered valid if it meets the loading value above 0.7 and the t-statistics is above 1.96 as shown in table 1.

Table 1 Outer Loading of Research Indicator

	Original Sample	t-Statistics
X1.1 <- Perceived Web Design	0,863	27,362
X1.2 <- Perceived Web Design	0,870	27,114
X1.3 <- Perceived Web Design	0,844	33,454
X1.4 <- Perceived Web Design	0,834	23,408
X1.5 <- Perceived Web Design	0,888	35,706
X1.6 <- Perceived Web Design	0,898	48,087
X1.7 <- Perceived Web Design	0,917	62,130
X2.1 <- Perceived Reliability	0,854	34,870
X2.2 <- Perceived Reliability	0,844	30,779
X2.3 <- Perceived Reliability	0,777	18,914
X2.4 <- Perceived Reliability	0,847	34,713
X2.5 <- Perceived Reliability	0,800	21,100
X2.6 <- Perceived Reliability	0,777	16,256
X2.7 <- Perceived Reliability	0,794	12,825
X3.1 <- Perceived Privacy	0,904	42,159
X3.2 <- Perceived Privacy	0,907	42,816
X3.3 <- Perceived Privacy	0,942	88,071
X3.4 <- Perceived Privacy	0,883	35,803
X4.1 <- Perceived Customer Service	0,910	56,346
X4.2 <- Perceived Customer Service	0,933	74,397
X4.3 <- Perceived Customer Service	0,911	53,372
X4.4 <- Perceived Customer Service	0,925	74,234
Y1 <- Repurchase Intention	0,945	90,387
Y2 <- Repurchase Intention	0,945	101,767
Y3 <- Repurchase Intention	0,926	71,537
Y4 <- Repurchase Intention	0,939	77,980

Source: Primary data processed, 2020

D. Discriminant Validity

Table 2. Shows that all construct variables already have discriminant validity which is quite good because all construct variables have an average variance extracted value (AVE) greater than 0.50 and the Cronbach Alpha value exceeds 0.60.

Table 2 Average Variance Extracted (AVE) and Cronbach Alpha

Construction Variable	AVE	Cronbach Alpha
Perceived Web Design	0.764	0.948
Perceived Customer Service	0.846	0.939
Perceived Privacy	0.827	0.930
Perceived Reliability	0.663	0.915
<i>Repurchase Intention</i>	0.882	0.955

Source: Primary data processed, 2020

E. Composite Reliability

Great composite dependability and Cronbach's alpha qualities in the event that they have values > 0.60. Table 3 shows that the composite unwavering quality and Cronbach's alpha qualities for all builds have an estimation of more than 0.6.

Table 3 Composite Reliability

No.	Variable	Cronbach's Alpha	Composite Reliability	Information
1	Perceived Web Design	0.948	0.958	Reliable
2	Perceived Reliability	0.915	0.932	Reliable
3	Perceived Privacy	0.930	0.950	Reliable
4	Perceived Customer Service	0.939	0.956	Reliable
5	<i>Repurchase intention</i>	0.955	0.968	Reliable

Source: Primary data processed, 2020

Table 4 R-square

Construct	R-square
<i>Repurchase Intention</i>	0.658
Perceived Customer Service	0.326

Source: Primary data processed, 2020

Table 4 shows that 65.8 percent of the variability of the repurchase intention construct is influenced by variables of web design perception, reliability perception, privacy perception, and customer service perception. 32.6 percent of the variability construct of customer service perception is influenced by variables of web design perception, reliability perception, privacy perception, and repurchase intention. The observation value is determined by Q^2 how well the model is used:

$$Q^2 = 1 - (1 - (R_1)^2) (1 - (R_2)^2); 1 - (1 - 0.658) (1 - 0.326); 1 - (0.342) (0.674); 1 - 0.230$$

$$Q^2 = 0.770$$

From the calculation results, the Q2 value is 0.770. It can be concluded that the model has good predictive relevance. Thus, it can be explained that 77 percent of variations in repurchase intention is influenced by perceptions of web design, perceptions of reliability, perceptions of privacy, and perceptions of customer service, while as many as 23% are explained by other variables outside this research model.

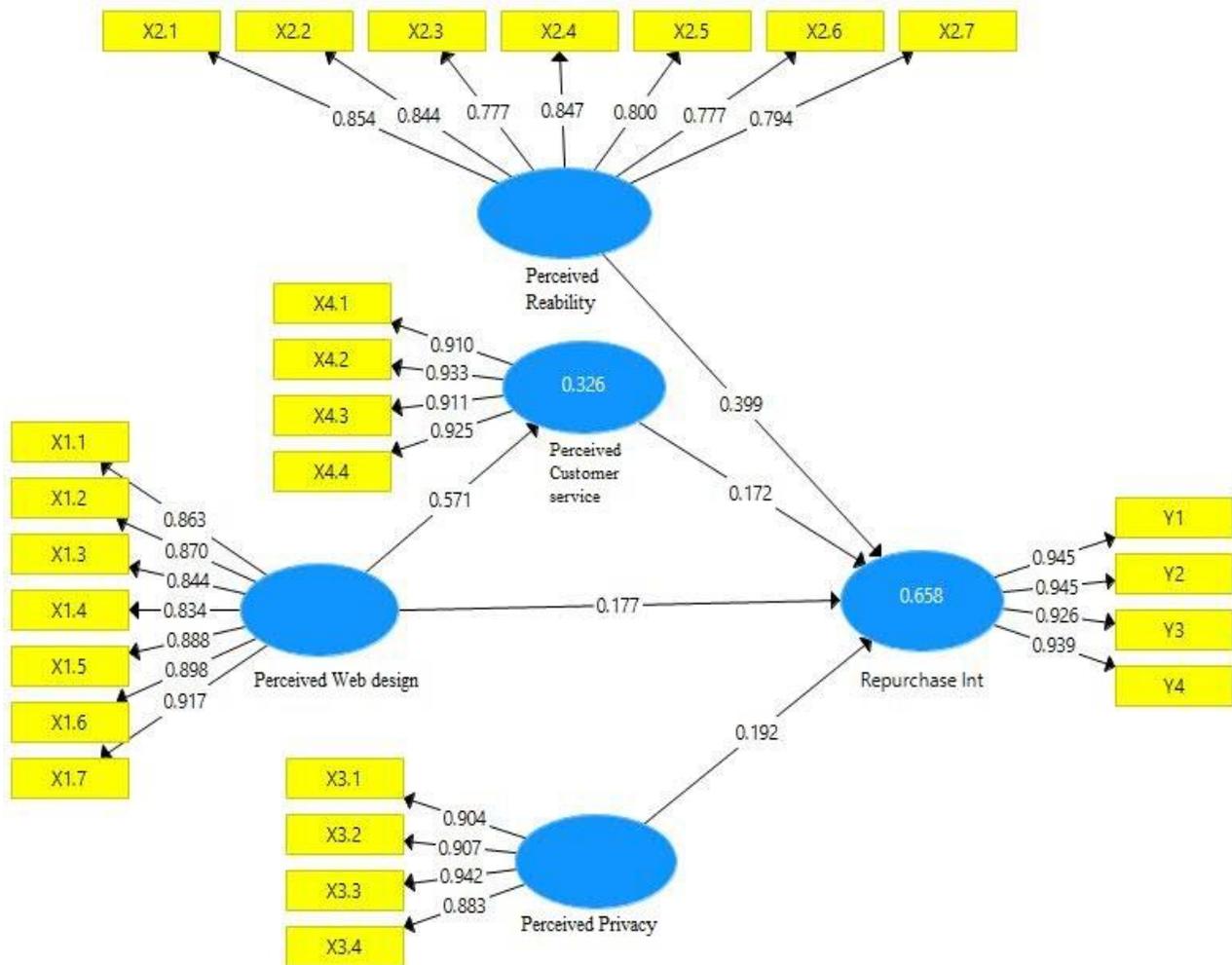


Figure 2 Structural Research Model

F. Testing the Direct, Indirect and Total Effects between Variables

Table 5 shows the results of testing the direct, indirect, total inter-variable, and VAF calculations in this study.

Table 5 Calculation results

Variable	Direct Effect	
	Path Coef.	t-statistics
Perceived Reliability → <i>Repurchase Intention</i>	0.399	4.722
Perceived Web Design → <i>Repurchase Intention</i>	0.177	2.474
Perceived Web Design → Perceived Customer Service	0.571	10.439
Perceived Customer Service → <i>Repurchase Intention</i>	0.172	2.275
Perceived Privacy → <i>Repurchase Intention</i>	0.192	2.040
Variable	Indirect Effect	
	Path Coef.	t-statistics
Perceived Web Design → Perceived Customer Service → <i>Repurchase Intention</i>	0,098	0.025
Variable	Total Effect	
	Path Coef.	t-statistics
Perceived Web Design → Perceived Customer Service	0.571	10.439
Perceived Web Design → <i>Repurchase Intention</i>	0.275	3.089
Perceived Customer Service → <i>Repurchase Intention</i>	0.172	2.275
Perceived Privacy → <i>Repurchase Intention</i>	0.192	2.040
Perceived Reliability → <i>Repurchase Intention</i>	0.399	4.722
VAF -> Indirect Effect / Total Effect (0.098/0.275)	0.356	

Source: Primary data processed, 2020

Testing the direct effect and the total effect on the inner model is done by using t-statistics and looking at the p-value. If the t-statistics value \geq t-table value (1.96) or p-value < 0.05 , then there is a positive and significant effect. In Table 5.5 it can be seen that the relationship between the perception of reliability with repurchase intention has a t-statistics value of 4.722 t t-table value (1.96) and has a p-value of 0,000 < 0.05 meaning H1 is accepted, where the perception of reliability has a positive effect and significant to repurchase intention. The relationship between perception of web design with repurchase intention has a t-statistics value of 2.474 t t-table value (1.96) and has a p-value of 0.014 < 0.05 meaning H2 is accepted, where the perception of web design has a positive and significant effect on repurchase intention. The relationship between privacy perception and repurchase intention has a t-statistics value of 2.040 t t-table value (1.96) and has a p-value of 0.042 < 0.05 meaning H3 is accepted, where privacy perception has a positive and significant effect on repurchase intention. The relationship between perception of web design with customer service perception has a t-statistics value of 10.432 t t-table value (1.96) and has a p-value of 0.000 < 0.05 means that H4 is accepted, where the perception of web design has a positive and significant effect on customer service perception.

Furthermore, the relationship between customer service perception and repurchase intention has a t-statistics value of 2.275 t t-table value (1.96) and has a p-value of 0,000 <0.05 meaning H5 is accepted, where customer service perception has a positive and significant effect against repurchase intention. If the VAF value is > 80%, the mediation variable is full mediation, if $\leq 20\%$ VAF is $\leq 80\%$, the mediation variable is partial mediation, and if <20% the mediating variable is not as a mediator. Table 5.5 shows that the VAF value is 0.356 or 35 percent. In conclusion, H6 is accepted. This means that customer service perception can partially mediate the relationship between perceptions of web design with repurchase intention.

Result and Discussion

The Effect of Perceived Reliability on Repurchases Intention

The analysis showed that the perceived reliability had a positive and significant effect on repurchase intention. This means that the better the perceived reliability with a shopee online shopping site, the higher the repurchase intention of users in the Y generation who use the shopee online shopping site in Denpasar. This study supports the results of research conducted by Kamble et al., 2020; Patten et al., 2020; Van and Thuy (2018) who also stated that the perception of reliability has a positive and significant effect on repurchase intention

The Effect of Perceived Web Design on Repurchases Intention

The analysis shows that the perceived web design has a positive and significant effect on repurchase intention. This means that the better-perceived web design owned by shopee online shopping sites, the higher repurchase intention of users in generation Y groups who use shopee online shopping sites in Denpasar. This study supports the results of previous studies conducted by (Wu et al., 2014; Nguyen et al., 2020; and Nguyen et al., 2020) which states that the perception of web design has a positive and significant effect on repurchase intention.

The Effect of Perceived Privacy on Repurchases Intention

The analysis showed that the perceived reliability had a positive and significant effect on repurchase intention. This means that the better the perceived reliability a person has with a shopee online shopping site, the higher the repurchase intention of users in the Y generation who use the shopee online shopping site in Denpasar. This study supports the

results of (Rapanta et al., 2020; Ramos-Morcillo et al., 2020) who suggested that reliability had a positive and significant effect on repurchase intention.

Effect of Perception of Web Design on Customer Service Perception

The analysis shows that web design perception has a positive and significant effect on customer service perception. This means that the better the perception of web design owned by someone with a shopee online shopping site, the better the perception of customer service in the Y generation group who uses the shopee online shopping site in Denpasar. This study supports the results of research conducted by Giao et al. (2020); Ardiansyah (2018); Van and Thuy (2018) who also stated that the perception of web design has a positive and significant effect on the perception of customer service.

The Effect of Customer Service Perception on Repurchases Intention

The analysis shows that customer service perception has a positive and significant effect on repurchase intention. This means that the better the perception of customer service a person has with a shopee online shopping site, the higher the repurchase intention of users in the Y generation who use the shopee online shopping site in Denpasar. This study supports the results of Meng (2016) who suggest that reliability has a positive and significant effect on repurchase intention.

The Role of Customer Service Perception Mediates the Effect of Perception of Web Design on Repurchase Intention

The analysis shows that customer service perception can mediate the effect of perception of web design on repurchase intention. That is, the better the perception of customer service for online shopee shopping sites, the more it will be able to increase the influence of perception of web design on repurchase intention. The results of this study support studies that have been carried out by Chidambaram (2001), Jin and Oriaku (2013), Hamad et al. (2017).

Implication, Limitations, and Further Research

Implication

This research model enriches the concept the findings of this study contribute to the existing literature specifically about the Technology Acceptance Model (TAM). From a managerial perspective, marketing products online is a profitable but highly competitive business. One way to survive and develop is to build a good perception of their

consumers. The managerial implication of this research is that this research is expected to be able to provide information to entrepreneurs who market their products online to overcome the problem of competition and take advantage of opportunities for increased use of the internet today. The results of this study discuss the perceptions of reliability, perceptions of web design, perceptions of privacy, and perceptions of customer service, as well as repurchase intention, especially for Shopee online shopping site users in Denpasar.

Limitations and Further Research

The scope of research is only limited to Denpasar City so the results cannot be generalized to other regions. This research was also only carried out at one particular period or cross-sectional, while the environment is dynamic so it is hoped that this research can be done again in the future. This study is limited to only examining repurchase intention caused by the perception of web design, perception of reliability, perception of privacy, and perception of customer service. This study is limited to only examining repurchase intention caused by the perception of web design, perception of reliability, perception of privacy, and perception of customer service, so it cannot examine more closely the factors beyond these variables. Future studies can use other variables such as perceived value and trust as mediators to build repurchase intention.

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