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The Role of Perceived Usefulness and Perceived Ease of Use in Increasing Repurchase Intention in the Era of the Covid-19 Pandemic

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Abstract

The COVID-19 pandemic has paralyzed many sectors, including e-commerce. Many online businesses have experienced drastic sales declines because of strict social restrictions. For this reason, e-commerce business managers need to take preventive action by further investigating what factors increase consumer purchase intentions in shopping on e-commerce so that companies can continue to survive and be sustainable. This study aims to determine the role of perceived benefits and convenience in increasing repeat purchases and the mediating role of shopping experience in influencing the relationship of benefits and convenience to repurchase online shopping users in Central Java. The sample in this study was 152 mobile shopping users in Central Java. The data collection method in this study used a questionnaire. Data were analyzed using Smart PLS 3.0 software. The results showed a positive and significant effect of perceived usefulness and perceived ease of use on the mobile consumer experience. In contrast, the consumer's experience in mobile shopping had a positive and significant effect on repurchase intention. Repurchase intention can also be increased through consumers' mobile experiences stimulated by perceived usefulness and ease of use.

Keywords

Covid-19, perceived usefulness, perceived ease of use, repurchase intention, mobile customers experience.

1. Introduction

The rapid development of technology in this modern era has changed buying behavior in society. People used to shop directly by coming to the store, but now they can buy goods via a smartphone or internet connection (Ardianti & Widiartanto, 2019). This transformative power of internet technology has changed people's behavior leading to the expansion of the e-commerce industry. The e-commerce industry generally not only opens up new business opportunities but can also significantly impact industries in supporting fields such as logistics, IT infrastructure, and logistics (Ivadah & Sharif, 2021). Based on data from the Indonesian Internet Service Providers Association (APJII), Internet users in Indonesia in 2020 amounted to 196.71 million out of the 266 million total population in Indonesia. This number has increased by 73.7% from the previous year (APJII, 2020). With a population of more than 269 million, Indonesia is the largest market share for e-commerce players in Southeast Asia. It has potential opportunities for developing an e-commerce business in Asia. This potential will continue to grow and drive the pace of economic growth in Indonesia (Widiarini, 2019).

In 2020, the spread of COVID-19 prompted all countries to carry strict social restrictions. Various prevention initiatives have been implemented in multiple countries, including Indonesia, such as wearing masks, maintaining social distance, and isolating yourself at home. Although Covid-19 has paralyzed physical activity, on the other hand, transactions in e-commerce have increased. A Big Data review of the impact of Covid-19 (BPS, 2020) explained that online sales in April during this pandemic jumped 480% or almost five times from the previous year. It shows that e-commerce is gaining global acceptance due to the variety of conveniences and benefits that are obtained for both business people and consumers, such as consumers not having to go shopping to meet their needs, the many offerings of transaction options, effectiveness in the process of procuring goods or services, and convenience for consumers in comparing products with each other. However, although e-commerce transactions have increased, several e-commerce companies that previously had good performance are laying off employees, such as Bukalapak, Uber, SpaceX, and WeWork (Samora, 2019). According to the survey, only 56.8% of internet users in Indonesia made purchases of products or services through e-commerce (APJII, 2020). For this reason, e-commerce business managers need to take preventive action by further investigating what factors increase consumer purchase intentions in shopping on e-commerce so that companies can continue to survive and be sustainable.

Technology Acceptance Model (TAM) is considered the most popular framework used to describe consumer behavioral intentions with two prominent factors: perceived ease of use (PEOU) and perceived usefulness (PU). Perceived usefulness and perceived ease of use have a greater role in achieving outcomes that reflect IT uses utilitarian or extrinsic aspects. It is reinforced by Deloitte, the Big4 consulting firm, which states that 73% of online customers are willing to shop more for the convenience, comfort, and seamless platform e-commerce companies provide. Lukito and Ikhsan (2020) revealed that perceived usefulness is important in technology acceptance, but establishing customer retention cannot be achieved without mediation/intermediary. Meanwhile, perceived ease of use (PEOU) is the level of confidence that using a particular system (in this case, online shopping) is easy. The easier a system is to use, the higher the likelihood it will be accepted by users (Davis, 1989). In line with this statement, many supporting studies, such as Trivedi & Yadav (2020) and Wilson (2019).

In an online shopping environment, consumers assess their shopping experience regarding perceptions in terms of product information, payment methods, delivery methods, services offered, risk, security and privacy, navigation, entertainment, and enjoyment (Dutta, 2016). Previous research has shown that previous online shopping experiences directly affect consumers' online shopping intentions (Moslehpour, 2018). Blackbox Research and Toluna (2020) state that more than 56% of e-commerce users in Indonesia are dissatisfied with their online shopping experience. It indicates that consumers who are more experienced with their previous online shopping will be more satisfied with them and are likely to make higher purchases and make repeat purchases, and experience can influence consumer perceptions of usefulness, ease of use, and enjoyment in increasing online shopping purchases (Dutta, 2016). One study also showed that the online shopping experience is an important factor that drives consumers' repurchase intentions in online shopping (Lin & Lekhawipat, 2014). Thus, this study aims to analyze the perceived usefulness and ease of use factors as basic variables influencing consumers' repurchase intentions in online shopping. And this study provides the mobile customer experience variable as a mediator to fill the gaps of previous research in influencing repurchase intentions of Mobile Shopping users in Central Java.

2. Literature Review

2.1 Technology Acceptance Model (TAM) Theory

TAM is an adaptation of the Theory of Rational Action (TRA) which establishes two beliefs, namely perceived usefulness and perceived ease of use as determinants of attitudes towards behavioral intentions and use of information technology. The theory of TAM explains that behavioral intention to use leads to using information technology (Davis, 1989). Due to TAM's stingy nature and limited managerial guidance (Venkatesh & Davis, 2000) offer sufficient insight into the potential origins of perceived usefulness and ease of use. Two different theoretical processes between social and instrumental cognitive influence are proposed to uncover these antecedents. This theory explains that the perception of usefulness and ease of use, on the one hand, results from subjective norms and reputations (that is, the extent to which the use and convenience of technology can increase one's social status) through the process of internalization and identification. On the other, in the cognitive instrumental processes perspective, perceptions of usefulness and ease of use derive from cognitive beliefs about job relevance (i.e., the degree to which an individual believes that technology is task-related), output quality (i.e., the degree to which individuals think that technology performs a particular task), and demonstration results (i.e., the extent to which results using the system are observable). The TAM previously has also been adopted to prove the factors that influence the acceptance and use of technologies such as e-shopping (Prakarsa, 2019; Yulistia, 2017; Ardiyanto & Kusumadewi, 2019). Then the TAM in this study is to explain the factors that influence the use of online shopping through smartphones using variables from the basic concept of TAM, namely perceived usefulness, perceived ease of use, and external variables, namely mobile consumer experience.

2.2 Perceived Usefulness

Perceived usefulness is the core structure of TAM (Davis, 1989). The latter provides insight into the causal interactions between behavioral beliefs (i.e., perceived usefulness and perceived

ease of use), attitudes, intentions, and behaviors, and believes that these two beliefs can explain human behavior. Empirical studies across various technology applications have demonstrated the predictive power of behavioral beliefs, particularly perceived usefulness (Blut et al., 2016; Ovčjak et al., 2015). Research has shown that perceived benefits are also known as perceived performance expectations (Ovčjak et al., 2015), refers to “the degree to which a person believes that using a particular technology will improve his or her job performance”(Davis, 1989). Here, Perceived usefulness describes the extent to which consumers believe that using a mobile online store can improve their shopping task performance. Existing research related to perceived benefits refers to single shopping behavior, for example, Kim et al. (2016) or failure to determine the nature of the shopping task (e.g., Natarajan et al., 2017). Lee & Wan (2010) explained that perceived usefulness is defined as the degree to which consumers believe online shopping will improve their transaction performance. In online business, if individuals are considered experts in using it, they will tend to make several transactions. But, Putro & Haryanto (2015) differing, they suggest that perceived usefulness refers to consumers’ experiences in mobile shopping. Users or consumers can get benefits or value if users can improve performance, productivity and effectiveness in mobile shopping. It is supported by Juniwati (2014) and Setyorini and Nugraha (2016), who states that perceived usefulness has a significant effect on purchasing attitudes toward online shopping. For this reason, Perceived Usefulness is classified as the perception of individuals who feel an increase in work performance after making an online purchase.

2.3 Perceived Ease of Use

Explaining from the literature on information technology, perceived ease of use is recognized as an important construct for investigating and measuring user acceptance of a particular technology. According to Dutta (2016), An important motivating factor for consumers’ intention to use technology is perceived ease of use. In this model, perceived usefulness and perceived ease of use are considered basic functional factors in consumers’ online repurchase intentions. Adapted from Davis’s (1989) definition, the perception of ease of use in this study is considered as the extent to which consumers feel the ease of interaction with online shopping sites and are able to obtain the product information that they are looking for. Many researchers conclude that both theoretically and empirically, the ease of use of technology will lead to public perceptions of its usefulness (Venkatesh & Davis, 2000; Davis, 1989; Dutta, 2016). Thus, the perceived ease of use has an important influence. Because when consumers find it easy to interact with online shopping sites to find product information and transact online, they will perceive online shopping as more valuable and profitable (Dutta, 2016). Perceived ease of use has as important a role as perceived usefulness. This is related to the term “user-friendly” in online shopping websites or applications (Ardiyanto & Kusumadewi, 2019). Several aspects that drive the perception of ease of use are consumers who feel that they can easily learn to operate an application/website, quickly find the product they need, get quick help when they have difficulty understanding the application/website menu and are clear and easy to understand interaction, and easy to compare products or commodities. Offers from one online shop to another (Ardiyanto & Kusumadewi, 2019). And online shopping provides consumers with new channels of visual stimulation and information and supports or discourages consumption intentions in product searches (Chi, 2018). More specifically, one technology is preferable to use over another if it is likely to be approved

by online shoppers. In other words, the more complex a technology application is considered, the more likely the website is to be used. In short, ease of use refers to the customer's perception of the ease of using the facilities provided through the mobile shopping application, which will influence the customer's decision making, ease of use, access to what they want, and the skilled and flexible way of interaction (Hall & Connell, 2017).

2.4 Mobile customer experience

The main focus of recent research is customer experience, which has been defined and referenced in various ways in the literature (Rose et al., 2012). However, it was only decades later that customer experience became a key element in this (Andajani, 2015). Satisfaction, trust, revisit intention, repurchase intention, and loyalty have all been described as a result of a positive customer experience (Verhoef et al., 2009). Regardless of the service delivery channel, i.e. in-store, online website or mobile app, the customer always has an experience; This experience may be good, bad or indifferent and occurs every time a customer purchases a product or encounters a service from a retailer (Berry & Carbone, 2002). The focus on online customer experience has emerged due to the transition from static websites to dynamic and interactive e-commerce sites (Klaus, 2013). Similarly, mobile applications provide further dynamic channels for finding and purchasing products, but little is known about what affects the customer experience with the software (Pousttchi et al., 2015). Several variables can influence the cognitive and affective components of the customer experience in offline and online environments. The online experience has been addressed as an important issue for e-commerce, and a number of studies have examined consumers' online experiences from Web-based information systems such as online shopping sites (Trevinal & Stenger, 2014). Customer Experience itself is described as a combination of experiences so that every activity carried out by consumers in consuming or using a product or service is an experience, whether memorable or not, so that consumers consume and use the product for the umpteenth time (Smilansky, 2017). This experience is completely personal and implies customer involvement on different levels (whether rational, emotional, sensory, physical, or spiritual. So, the definition of mobile customer experience is the consumer experience obtained from online shopping activities through mobile devices such as smartphones or tablets. In an online shopping environment, consumers rate their shopping experience regarding their perceptions of product information, payment methods, delivery methods, services offered, risk, security and privacy, navigation, entertainment, and enjoyment (Gentile et al., 2007). Previous research has shown that previous online shopping experiences directly affect consumers' online shopping intentions (Dutta, 2016). Consumers who are more experienced with their previous online shopping and more satisfied they are, are more likely to make higher volume purchases and make repeat purchases. Experience is developed from the perception that consumers feel about the usefulness, ease of use and enjoyment of online shopping. While consumers are becoming experienced in using the internet by assessing their opinions as a method of shopping in a positive direction (Dutta, 2016).

2.5 Repurchase Intention

Repurchase intention can be defined as "an individual's judgment about purchasing the service again, the decision to engage in future activities with the service provider and what form this activity will take (Chen et al., 2018)." Furthermore, Moslehpour et al. (2017) define

repurchase intention as “the consumer’s consideration of repurchasing a particular product.” In this study, repurchase intention is defined as the customer’s intention to make a purchase again in the future. Murti (2012) states that repurchase intention is a consumer’s desire and action to repurchase a product or service because of consumer satisfaction with the product or service. So, it can be concluded that the definition of Repurchase Intention is the consumer’s intention to repurchase a product or service offered in Mobile Shopping after getting a positive experience related to the usefulness of the product or service as well as the convenience received. One’s interest can be reflected through product evaluation. When interest arises, a person has a very strong psychological urge to do something. From a marketing perspective, consumer interest in a product has a major impact on purchasing decisions to be made. Therefore, purchase intention can be used to predict actual buying behavior (Subagio & Rachmawati, 2020). Repurchase intention is growing as the most critical problem and needs to be solved because it directly or indirectly affects the customer’s future goals and contains several elements that are determined by previous buying experience and personal decision-making process. According to Hellier et al. (2003), Repurchase intention is defined as the result that arises from consumers to buy the product they like and have previously obtained. In other words, repurchase intention can be described as repurchasing the same product taking into account previous experiences. Khotler (2009) suggests that there are several factors that can affect consumer repurchase intention. First, psychological factors include consumer experiences regarding past events and the influence of consumer attitudes and beliefs towards a product. Consumer experience in previous purchases is very influential in determining attitudes and after making purchasing decisions. Second, the existence of personal factors from a consumer will affect perceptions and purchase decision-making. And lastly, social factors which include the influence of certain groups that can influence attitudes, opinions, and buying behavior of consumers. Thus, previous buying experience plays an important role in shaping purchase intention, especially for online shopping consumers (Razak et al., 2013), so marketers must pay attention to providing a good and positive experience for consumers so that it will encourage repurchase intentions.

3. Methods

This study uses a quantitative research approach with a research population that includes all Mobile Shopping users in Central Java. The sampling technique method used is Purposive Sampling with a sample of 152 Mobile Shopping users with criteria having an age range of 17-35 years with a minimum of 1 transaction in a certain Marketplace. The analytical tool used in this research is the SmartPLS 3.0 software, so the recommended sample size is equal to or greater than 5 times the number of formulating indicators and the number of construct paths (Hair, 2012). According to Hair (2012) that the minimum number of samples is 5 times the number of indicators contained in the variable and between 100-200 respondents is the appropriate sample size to get the appropriate results as well; thus, the minimum number of samples to be examined is 18 indicators times 5, which is a minimum of 90 respondents. The data collection method used a questionnaire that was compiled on the basis of indicators from the research variables. To facilitate data collection, this study uses the Semantic Differential Scale measurement, which is a scale whose form is neither multiple choice nor checklist, but arranged in a continuum line where the answer “Strongly Agree” is located on the right side of the line, and the answer

“Strongly Disagree” is located on the right. the left of the line, or otherwise (Sugiyono, 2017). Before being given to respondents, this questionnaire was tested on several respondents with different demographics such as age, gender and region of origin. If the respondent has a fairly good response, the questionnaire can be distributed through social media and collected via Google Form and tabulated with Microsoft Excel.

4. Results

In the PLS analysis, two sub-models are used, namely the measurement of the research model (outer model) which is used to test the validity and reliability test and the structural measurement of the relationship between latent variables (inner model) which is used to test the research hypothesis. Before testing the research model, a descriptive analysis of respondents and indicators of research variables was first carried out. The results of the questionnaire based on the demographics of the respondents in this study include; gender, age, occupation, area of origin, online shopping experience, marketplace application used, purchase intensity and duration of application use, demographic tabulation of respondents is presented in Table 1.

Table 1. Respondent Demographics

Information	Total	Presentase
Sample quantity	152	100%
Gender		
Male	45	29,6%
Female	107	70,4%
Age		
17-21 Years old	44	28,9%
22-26 Years old	98	64,5%
26-31 Years old	4	2,7%
>32 Years old	6	3,9%
Profession		
Student	64	42,1%
Employee	53	34,86%
Government employees (ASN)	4	2,62%
Entrepreneur	8	5,26%
Freelance	15	9,9%
Etc (ex teacher or assistanc)	8	5,26%
City		
Semarang City	41	27%
Semarang Regency	11	7,2%
Demak Regency	27	17,8%
Kudus Regency	25	16,4%
Jepara Regency	13	8,6%
Pati Regency	10	6,6%
Kendal Regency	8	5,2%
Batang Regency	5	3,3%
Rembang Regency	6	3,9%
Grobogan Regency	6	3,9%
Online shopping experience		
Ever	152	100%
Online Shopping App		

Shopee	136	89,4%
Tokopedia	11	7,2%
Etc (Lazada, Blibli & Zalora)	5	3,3%
Online Shopping Intensity (1 month)		
Only once	50	32,9%
2-5 times	78	51,3%
6-10 times	11	7,2%
>11 times	13	8,5%
Start shopping online		
< 3 Last month	40	26,3%
4-6 Last month	6	3,94%
7-11 Last month	15	9,86%
>1 Last year	91	59,8%

Source: Processed primary data, 2021

Based on Table 4.1, The results showed that female respondents were more dominant than men with an average age of 22-26 years and the respondent’s occupation with the highest presentation was students or students spread across Central Java Province which was dominated in Semarang City. All respondents have experience shopping online in the marketplace through their smartphones for more than 1 year and the Shopee Application is their favorite marketplace application in online shopping with a percentage of 89.4% in 1 month they can make purchases or transactions 2-5 times.

4.1 Measurement Evaluation Results (Outer Model)

The analysis of the outer model is carried out by testing convergent validity, discriminant validity, average variance extracted (AVE) and composite reliability (Table 2).

Table 2. Test results Convergent Validity

	Perceived Usefulness (PU)	Perceived Ease of Use (PEOU)	Mobile Customer Experience (MCE)	Repurchase Intention (RI)
MCE 1			0,780	
MCE 2			0,706	
MCE 3			0,779	
MCE 4			0,867	
MCE 5			0,784	
PEOU 1		0,842		
PEOU 2		0,862		
PEOU 3		0,892		
PEOU 4		0,816		
PEOU 5		0,819		
PU 1	0,830			
PU 2	0,878			
PU 3	0,719			
PU 4	0,775			
PU 5	0,738			
RI 1				0,840
RI 2				0,891
RI 3				0,832

Source: Processed primary data, 2021

Based on Table 2, it can be concluded that all values in the convergent validity test are greater than 0.7. So it can be said that the research data works on the measurement model validly.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Root of AVE square (diagonal)
Perceived Usefulness	0,624	0,785
Perceived Ease of Use	0,716	0,934
Mobile customer experience	0,616	0,944
Repurchase Intention	0,731	0,855

Source: Processed primary data, 2021

Based on Table 3, it is known that there is no variable with an AVE value below 0.50 and has a diagonal value whose value is more than its AVE value. So that all variables have met the rule of thumb. The AVE square value that exceeds the AVE value indicates that the variable has good construct validity in the model.

Table 4. Cronbach’s Alpha and Composite Reliability

Variable	Cronbach’s Alpha	Composite Reliability
Perceived Usefulness	0,848	0,892
Perceived Ease of Use	0,901	0,927
Mobile customer experience	0,844	0,889
Repurchase Intention	0,816	0,891

Source: Processed primary data, 2021

Based on Table 4, it is known that all research variables have Cronbach’s Alpha and Composite Reliability values > 0.70. These results show that all research variable data are in good or reliable reliability.

4.2 Measurement Evaluation Results (inner Model)

The inner structural model analysis was evaluated using R-square for the dependent construct, Stone-Geisser Q-square test for Q2 predictive relevance, significance test of the coefficients of structural path parameters (Table 5).

The results of the coefficient of determination in Table 5 show the R-square value of the variables Perceived Usefulness, Perceived Ease Of Use and Mobile Customer Experience on Repurchase Intention (0.459). This shows that the construct variable of Repurchase Intention that can be explained by the construct variables of perceived usefulness, perceived ease of use and mobile customer experience is 45.9%. It can be said that the effect of perceived usefulness and perceived ease of use on mobile customer experience gives a value of 0.628, it can be interpreted that the variable construct of mobile customer experience which can be explained by the construct variables of perceived usefulness and perceived ease of use is 62.8%, the variable Mobile Customer Experience (0.628).

Table 5. Coefficient of Determination (R-square)

	R Square	R Square Adjusted
Mobile customer experience	0,628	0,623
Repurchase Intention	0,459	0,448

Source: Processed primary data, 2021

Table 6. Effect Size (F-square)

	MCE	PEOU	PU	RI
MCE				0,137
PEOU	0,387			0,128
PU	0,062			0,006
RI				

Source: Processed primary data, 2021

It can be seen from table 6 that the f-square value describes the effect of exogenous mobile customer experience variables giving an influence (0.137 = moderate) on repurchase intention, perceived ease of use variables having an influence (0.387 = strong) on mobile customer experience, perceived ease of use variables as well. effect (0.128 = moderate) on repurchase intention. While the perceived usefulness variable has an influence (0.062 = weak) on the mobile customer experience and the effect of the perceived usefulness variable on repurchase intention is ignored because the value is <0.02 or 0.006.

Table 7. Predictive Relevance (Q-square)

Variable	CV Commonality	CV Redundancy
Mobile customer experience	0,403	0,334
Perceived Ease of Use	0,525	
Perceived Usefulness	0,558	
Repurchase Intention	0,446	0,309

Source: Processed primary data, 2021

Table 4.7 shows that the Q-square value of all dependent variables is more than 0. So it can be concluded that the quality of the structural model in this study is appropriate or is called a fit model.

Table 8. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values (Sig.)
PU → MBE	0,238	2,489	0,013
PEOU → MBE	0,595	7,329	0,000
PU → RI	-0,090	0,084	0,280
PEOU → RI	0,342	3,099	0,002
MBE → RI	0,447	4,484	0,000

Source: Processed primary data, 2021

Based on table 4.8, it can be concluded that all variables have a positive and significant influence on both mobile customer experience and repurchase intention because they have a t-count value > 1.96 and a p-value <0.05. Except for the perceived usefulness variable relationship to repurchase intention, which has a negative and insignificant effect.

Table 9. Calculation Results of Indirect Effects

	Original Sample (O)	T Statistics (O/STDEV)	P Values (Sig.)	Information
PU → MBE → RI	0.106	2.062	0.040	Mediate
PEOU → MBE → RI	0.266	3.632	0.000	Mediate

Source: Processed primary data, 2021

From the results of table 4.9, it can be seen that the test of the indirect influence mediator variable produces a significant (mediating) effect. Thus, this research model occurs partial mediation because without the presence of a mediator and the presence of a mediator produces a significant effect.

5. Discussion

5.1 Hypothesis 1

The results of testing hypothesis 1 show that the higher perceived usefulness will encourage online shoppers through smart phones to get usefulness in these shopping activities so that it has an impact on increasing mobile customer experience. Perceived usefulness has a significant effect on mobile customer experience with a path coefficient (O) of 0.238 and a t-statistic value of 2.489 with a significance level of 0.013 which is smaller than = 0.05, it can be concluded that perceived usefulness has a moderate relationship to mobile customers. experience. This positive coefficient indicates that the higher the perceived usefulness that consumers get in shopping, the higher the mobile customer experience will be. Therefore, the first hypothesis which states that there is an influence between perceived usefulness on mobile customer experience, is **accepted**.

5.2 Hypothesis 2

The results of testing hypothesis 2 show that the higher the perceived ease of use, the higher the online shopping consumers through smartphones gain experience in using the shopping application. The variable perceived ease of use has a significant effect on mobile customer experience with a path coefficient (O) of 0.595 with a t-statistic value of 7.329 with a significance level of 0.000 which is smaller than = 0.05, and it can be concluded that perceived ease of use has a relationship strong on the mobile customer experience. This positive coefficient indicates that the higher the convenience felt by online shopping consumers, the higher consumers will get experience in shopping online through smartphones. Therefore, the second hypothesis which states that there is an influence between perceived ease of use on mobile customer experience, is **accepted**.

5.3 Hypothesis 3

Hypothesis 3 of this study is that the higher consumers feel the perceived usefulness in online shopping through smart phones, the higher consumers have a tendency to repurchase. The

variable perceived usefulness has no significant effect on repurchase intention with a path coefficient (O) of -0.090 and a t-statistic value of 1.081 with a significance level of 0.280 which is greater than $= 0.05$, and it can be concluded that perceived usefulness does not have a strong relationship. to repurchase intention. This negative coefficient indicates that the higher the consumer feels the perceived usefulness, the lower the consumer's repurchase intention. Therefore, the third hypothesis which states that there is an influence between perceived usefulness on repurchase intention is **rejected**.

5.4 Hypothesis 4

The results of testing hypothesis 4 are the higher the perceived convenience of consumers in shopping online via smart phones, the higher the repurchase intention of these consumers. The variable perceived ease of use has a significant effect on repurchase intention with a path coefficient (O) of 0.342 and a t-statistic value of 3.099 with a significance level of $0.002 = 0.05$, it can be concluded that perceived ease of use has a strong relationship with repurchase intention. This positive coefficient indicates that the higher the consumer feels it is easy to operate, learn and save time in online shopping through smart phones, the higher the tendency of consumers to have the intention to repurchase in the future. Therefore, the fourth hypothesis which states that there is an influence between perceived ease of use on repurchase intention is **accepted**.

5.5 Hypothesis 5

The results of testing hypothesis 5 are the higher the consumer's mobile customer experience in shopping, the higher the consumer's tendency to repurchase. The mobile customer experience variable has a significant effect on repurchase intention with a path coefficient (O) of 0.447 and a t-statistic value of 4.484 with a significance level of 0.000 which is smaller than $= 0.05$, it can be concluded that mobile customer experience has a strong relationship with repurchase intention. This positive coefficient indicates that the higher the consumer's experience in shopping online through smartphones, the higher the intention to repurchase in the future. Therefore, the fifth hypothesis which states that there is an influence between mobile customer experience on repurchase intention, is **accepted**.

5.6 Hypothesis 6

The indirect effect on the perceived usefulness variable on repurchase intention through mobile customer experience has a path coefficient (O) of 0.106 with a t-statistic of 2.062 and a smaller significance of $0.040 = 0.05$. This means that mobile customer experience moderates the effect of perceived usefulness on repurchase intention. So it can be concluded that Mobile customer experience can **mediated**.

5.7 Hypothesis 7

The indirect effect on the perceived ease of use variable on repurchase intention through mobile customer experience has a path coefficient (O) of 0.266 with a t-statistic of 3.632 and a significance of 0.000 which is smaller than $= 0.05$. This means that mobile customer experience strongly mediates the effect of perceived ease of use on repurchase intention. So it can be concluded that Mobile customer experience can **mediate**.

6. Conclusion

Perceived usefulness has a significant positive effect on the mobile customer experience. The usefulness felt by consumers in online shopping through mobile phones makes it easier for consumers to fulfill their needs, especially during this COVID-19 pandemic which forces them to do all activities at home so that mobile shopping will greatly assist consumers in shopping. The perceived benefits can shape the stimulation of satisfaction to customers in terms of positive feelings and cognitive thoughts so that it will create selective consumer behavior patterns and are related to the social culture around them. Perceived ease of use has a significant positive effect on the mobile customer experience. This shows that the ease that consumers feel in learning everything related to online shopping through cellphones such as, ease of finding the desired item, ease of transaction, ease of monitoring the delivery of goods and ease of operating it, then the consumer will get a stimulus experience in a positive feeling. positive towards online shopping through smart phones. Perceived usefulness has a negative and insignificant effect on repurchase intention. The results of the perceived usefulness study which are not significant on repurchase intention when referring to the demographic results and gender of the respondents, it can be assumed that most of the women of generation Z, aged 22-26 years, have a tendency to be selective in shopping. Generation Z women in online shopping tend to be heavily influenced by recommendations from friends and public figures so that many ignore the perceived usefulness or benefits of products and applications that will be consumed.

Perceived ease of use has a positive and significant effect on repurchase intention. This is based on the fact that the easier it is for consumers to operate the application in shopping, the higher the tendency for consumers to repurchase through the same application. Thus, the perceived ease of use has an important influence. Because, when consumers find it easy to interact with online shopping applications on their mobile phones to find product information and transact online, they will find online shopping more useful and profitable compared to doing conventional shopping. Mobile customer experience has a positive effect on repurchase intention. Mobile customer experience plays a role in shaping consumer satisfaction stimuli, forming positive emotions towards mobile shopping, forming cognitive thinking and building shopping behavior patterns related to the culture of the social environment, so that the tendency to repurchase will increase. It can be concluded that if consumers get affective (happy) and cognitive (challenge) experiences in mobile shopping activities, then the possibility of these consumers repeating the same product or service shopping activity online so that the consumer experience obtained can increase repurchase intentions. Perceived usefulness can have a positive effect on repurchase intention through mediation of mobile customer experience. The usefulness felt by consumers can be a stimulus that shapes the tendency of consumers to repurchase through experiences gained both affectively and cognitively. The more consumers feel the perceived usefulness of mobile shopping, the more they intend to make repeat purchases, this is also supported by the existence of a mobile customer experience by providing emotional stimulation and cognitive thinking in shaping consumer behavior patterns that do not forget the connection with the culture and social environment around them. they. The more consumer experiences they get from online shopping through mobile devices, the consumers will feel the more positive benefits that will encourage repeat purchase intentions in the future. These results indicate that the problem in this study was answered by the results of the mediating variable, namely mobile customer experience, which

can mediate the relationship between perceived usefulness and repurchase intention. Perceived ease of use can increase repurchase intention through mediation of mobile customer experience. The convenience felt by mobile shopping consumers will provide convenience, such as ease of operation, ease of learning about every feature offered, ease of finding every product desired by consumers so as to minimize difficulties for consumers in shopping online through this smart phone. The greater the perceived ease of use felt by consumers, it will form positive feelings for consumers so that it will trigger a stimulus or stimulus that tends to increase repurchase intentions with the perceived ease. Since customer experience determines their purchasing decisions, many companies are now focusing on how to provide a better customer experience to increase their repeat purchases. One of them is by providing convenience for consumers to do online shopping via mobile devices. The results showed that the problem in this study was answered by the results of the mediating variable, namely mobile customer experience that could mediate the relationship between perceived ease of use and repurchase intention.

7. Limitations and Agenda of Upcoming Research

Based on the results of perceived usefulness which has a negative and insignificant effect on repurchase intention, this research hypothesis is rejected. In this study, the usefulness perceived by consumers has a negative effect and does not significantly affect repurchase intentions, where if consumers increasingly feel the usefulness of shopping through mobile phones, the consumer's purchase intention decreases. This is due to the social and cultural aspects in a different area, a culture that makes individuals tend to prefer to spend time socializing while shopping to develop social relationships compared to spending time shopping online via smart phones. So that future research can pay attention to the influence of socio-cultural aspects, demographic aspects on consumers and communities in the area studied. In addition, future research can also provide other variables related to mobile shopping such as security awareness, perceived risk, technology literacy, genre differential and trust.

The limitations of indicators of perceived usefulness and perceived ease of use have good discriminant validity values, so for future research it is necessary to develop these indicators by adding items that relate to current reality. Information regarding the respondent's description is still limited, such as the intensity of purchases in mobile shopping and the average age of the respondent, so for future research to further clarify the respondent's information.

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