

Analyzing Sociolla Electronic Commerce Repurchase Intentions with Customer Satisfaction as a Mediator

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Abstract

This study examines the factors that influence recurrent purchases on Sociolla E-Commerce, paying particular attention to e-service quality, user interface, and user experience. The purpose of the study is to ascertain how these factors affect customer satisfaction and, in turn, repurchase intentions. The study uses a quantitative, explanatory method with purposive sampling and applies the Partial Least Square (PLS-SEM) technique for data analysis. The empirical results highlight the critical roles that user experience and e-service quality play in influencing customer perceptions by showing a considerable impact on customer satisfaction. Still, the user interface has a relatively small effect on client satisfaction. The significant function that customer satisfaction plays as a mediator between the independent and dependent variables in this analysis is worth mentioning. Remarkably, neither user experience nor e-service quality appear to be significantly correlated with repurchase intentions. This insightful discovery implies that a customer's inclination to repurchase is influenced by a variety of elements that extend beyond the immediate experience domain. The Sociolla Company, marketers, and researchers are all affected by these findings, which call for a deeper investigation into the nuances of client repurchase intentions. To maximize Sociolla E-Commerce's operational effectiveness and competitive positioning in the market, a deep comprehension of the relationships between different influencing elements and consumer happiness is essential.

Keyword: User Interface; User Experience; E-Service Quality; Customer Satisfaction; Repurchase Intention.

1. Introduction

Indonesia has seen an increase in the number of internet users in the contemporary digital era. "The Internet is global communication that connects all computers in the world even though they have different operating systems and machines," claim Ahmadi and Hermawan (2013:68). As of January 2023, there were 213 million internet users in Indonesia, according to the We Are Social study. At the beginning of this year, Indonesia had a population of 276.4 million, or 77% of the total. Year over year, or year over year, the country's internet user base increased by 5.44%. There will only be 202 million internet users in Indonesia in January 2022. The average Indonesian uses the internet for seven hours and forty-two minutes per day, according to the research. However, the study also found that 98.3% of Indonesian internet users access the internet through mobile devices.

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Following the 1990s discovery of the internet, traditional trading patterns have started to shift in favor of electronic commerce, or e-commerce. E-commerce is the commercial exchange of goods and services between suppliers, producers, consumers, and middlemen over computer networks, specifically the internet. One technology that is evolving and supporting all profit-oriented operations is the utilization of internet networks (Barkatullah, 2017).

Sociolla asserts that their website is the most comprehensive and reliable source for cosmetics in Indonesia, operating under the license of PT Social Bella Indonesia. The most comprehensive and reliable online retailer in Indonesia for cosmetics, skin care, and body care items is Sociolla. Every day, Sociolla (sociolla.com) offers a variety of deals for all products. Sociolla e-commerce focuses on satisfying the demands of customers, particularly those of women. In addition to being an online store, Sociolla is a social media site that was established in 2015 and offers user evaluations and sincere endorsements of a range of cosmetic items.

Put another way, user interface, or UI, is what people would typically experience first. Another way to think of user interface is as the user's initial impression (Wonjin, 2017). Sociolla uses uniform font, button, and icon sizes and styles throughout its application and website design. Users will find it simpler to understand each button's purpose as a result.

User experience (UX) is the second consideration before making additional purchases on Sociolla e-commerce, following the presentation of the UI. User experience is defined as an individual's perspective, experience, and reaction to using a system, product, or service (ISO 9241-210 in Mendiola, 2011). It is important to consider the user's experience both during and after they have accessed the platform after interacting with the Sociolla UI.

In addition to UI and UX considerations, Sociolla's electronic services quality—which it offers to its users—must also be taken into account in e-commerce. E-service quality, also known as electronic service quality, is defined by Fandy Tjiptono (2014:

410) as the degree to which the website makes shopping effective and efficient in terms of ordering, shipping, and making purchases. In terms of the quality of electronic services, Sociolla offers a help center page as an electronic service that makes it easier for consumers to find solutions to issues and answers to queries they may have.

Based on the background of the research, the researchers aimed to examine customer satisfaction and customer return through user interface factors, user experience, and e-service quality.

2. Literature Review

2.1 User Interface (UI)

User Interface (UI): Put another way, the user interface is what the user will see when they first interact with it. Another way to describe user interface is the initial impression that a user gets. (Wonjin, 2017). This variable might also be a factor in each user's decision to utilize the product. A website's visual design, which includes elements like color and shape use, visual appeal, creativity, and hierarchy, is referred to as website design (Dedeke, 2016). When it comes to online shopping, website design is more important than the services offered to consumers in physical businesses (Hasan, 2016).

2.2 User Experience (UX)

Nielsen (2014) asserts that user experience encompasses all facets of the user's interaction with the business, its offerings, and services. Four aspects of site features are classified by Wang & Emurian (2005) in Seckler et al. (2015) as variables that may affect user experience. These are the following: (1) The term "graphic design" refers to a website's visual components that make an initial impression on a user; (2) "structural design" refers to the website's overall organization and the user's accessibility to the information displayed; (3) "content design" refers to the informative elements—both text and graphics—that are placed on the website; and (4) "social-cue design" refers to social cues that are integrated into a website, such as customer service agent photos and names, chat and call-back options, and company photos.

2.3 E-Service Quality

E-service quality, also known as electronic service quality, is defined by Fandy Tjiptono (2014: 410) as the degree to which the website makes shopping—including ordering, sending, and making purchases—effective and efficient. Electronic service quality, according to Kimora (2013), is a conglomeration of internet-based service quality elements like effectiveness, fulfillment, system availability, and privacy. The impact of perceived quality on customer-business relationship behavior has been the focus of much research on e-service quality in the literature on customer perception. (Hung et. al., 2014).

2.4 Customer Satisfaction

According to Kotler and Armstrong (2018), customer satisfaction is a gauge of how well the goods and services meet or surpass the expectations of the client. This is the last stage of a procedure where clients assess the advantages they think they will receive from utilizing a solution (Oliver, 2010). A business must satisfy consumers if it hopes for them to believe that its goods and services are worthwhile (Zameer et al., 2015). Customers who are happy with a product are more likely to stick with it if it meets their requirements and wants (Mohd Suki, 2017). Tjiptono and Chandra (2020) propose that contentment can be understood as an endeavor to satisfy or improve something. Customer satisfaction is regarded as one of the market performance criteria.

2.5 Repurchase Intention

According to Goh egot al. (2016), consumers that make the effort to buy the same brand, product, or service are said to have repeat purchase intentions. According to Kotler and Keller (2009:244quare), customers may behave in ways that indicate their level of satisfaction or dissatisfaction following a transaction. Customers that are happy with a product are likely to repurchase it, recommend it to others, ignore the branding and marketing of rival companies, and purchase additional goods from the same supplier. According to Kaur and Quareshi (2015), repurchase intention can be assessed by looking at customers' perceptions of a specific brand or manufacturer as their first choice when making similar product purchases in the future, with the hope that they will stick with the product and return to make similar purchases.

2.6 Relationship between User Interface (UI) and Customer Satisfaction

The User Interface is something that interacts directly with Sociolla. For this reason, it is necessary to study how it is related to customer satisfaction. Based on the results of research conducted by David (2023), the UI variable is said to have a positive relationship with user satisfaction. The results of this research are in line with previous research conducted by Muhamad Amirlulah Syaputra (2021) regarding the influence of user interface on user satisfaction which found that the user interface significantly influenced user satisfaction. Apart from that, the results of this research are also in accordance with previous research conducted by Z. Zahidi, Y. P. Lim & P. C. Woods (2014) and research by Chih-Yin Liu & Jung-Yu Lai (2015) which concluded that the user interface has a positive effect on user satisfaction.

2.7 Relationship between User Experience (UX) and Customer Satisfaction

Sociolla reviews a variety of factors, including user experience, to gauge how satisfied customers are with their interactions and purchases. The findings of Muhammed Amirlulah Syaputra's research from 2021 regarding the impact of user interface and user experience on user satisfaction indicated that the former greatly affects the latter. The present study's findings are consistent with earlier studies by

Z. Zahidi, Y. P. Lim & P. C. Woods (2014) and Chih-Yin Liu & Jung-Yu Lai (2015), which also found a positive relationship between user happiness and user experience. Aside from that, David (2023) claims that there is a good correlation between user happiness and UX.

2.8 Relationship between E-Service Quality and Customer Satisfaction

Sociolla offers a range of electronic services to enhance user and customer satisfaction. Gloria et al.'s research findings from 2022 indicate that customer happiness is positively and significantly impacted by the quality of electronic services. This study's findings are consistent with those of a prior study by Aliyah et al. (2021) titled "The Influence of Electronic Service Quality, Price, and Perceived Benefits of the Go-Pay Feature on Gojek Customer Satisfaction in Padang City." The study's findings indicate that customer satisfaction is significantly impacted by the quality of electronic services.

2.9 Relationship between User Interface (UI) and Repurchase Intention

The Sociolla system's user interface is its visual design-based means of direct user interaction. The conduct of consumers who contemplate making additional purchases on Sociolla Electronic Commerce is known as repeat purchase intention. According to the research findings (Gulielmus et al., 2023) customer satisfaction had a favorable and significant impact on repurchase intention based on the results of hypothesis testing. Accordingly, in Indonesian e-commerce, the greater the degree of customer satisfaction, the greater the repurchase intention; on the other hand, the lower the level of consumer satisfaction, the lower the consumer's repurchase intention.

2.10 Relationship between User Experience (UX) and Repurchase Intention

One element that examines how Sociolla users interacted with the application is called user experience. According to research findings (Gulielmus et al., 2023) repurchase intentions are influenced by user experience design. Users are more likely to return to the Sociolla application as a shopping destination if they have a great time using it. Nonetheless, Yuan et al.'s (2019) research findings, which indicate that there is no correlation between user experience and intentions to make more purchases, supported this.

2.11 Relationship between E-Service Quality and Repurchase Intention

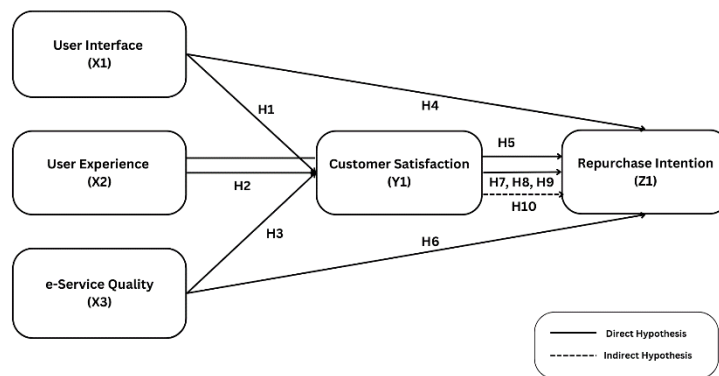
The concept of electronic service quality pertains to the degree to which Sociolla's products and services either meet or beyond the expectations of its customers. The present study's findings corroborate those of Rohwiyati and Praptiestrini (2019), Lestari and Ellyawati (2019), and Wiryana and Erdiansyah (2020) studies, which demonstrate that the impact of electronic service quality on repurchase intentions can be mitigated by customer satisfaction. The study's

findings support the full mediation theory of Baron and Kenny (1986), which states that when the mediating variable is present in the equation, the independent variable has no effect on the dependent variable. This, however, contradicts the findings of Umar and Raymond's study, which show that there is no link between the likelihood of repeat purchases and the quality of electronic services.

2.12 Relationship between Customer Satisfaction and Repurchase Intention

When users connect or transact on Sociolla Electronic Commerce, they behave in a way that demonstrates their happiness as customers. According to research by Abid and Dinalestari (2019), Atmaja et al. (2021), and Saodin (2021), customer satisfaction has a positive and significant impact on repurchase intention. These findings are consistent with the findings of this study.

Image 2 Thinking Framework



Source: Primer Data by Researcher (2023)

The research's hypotheses are as follows, all based on this theoretical framework.

- 1) H1: Using Sociolla Electronic Commerce, the appearance of the user interface has a direct impact on customer satisfaction.
- 2) H2: Using Sociolla Electronic Commerce, User Experience directly effects Customer Satisfaction.
- 3) H3: Using Sociolla Electronic Commerce, Electronic Service Quality directly affects Customer Satisfaction.
- 4) H4: In sociolla electronic commerce, the look of the user interface has a direct impact on the intentions to make repeat purchases.
- 5) H5: In sociolla electronic commerce, user experience has a direct impact on the intention to make repeat purchases.
- 6) H6: In Sociolla Electronic Commerce, Repeat Purchase Intentions are directly influenced by Electronic Service Quality.

- 7) H7: Through customer satisfaction, the look of the user interface has a direct impact on the intentions of repeat purchases in Sociolla electronic commerce.
- 8) H8: Through customer satisfaction, user experience directly influences the intention to make repeat purchases in Sociolla electronic commerce.
- 9) H9: Through customer satisfaction, electronic service quality in sociolla electronic commerce strongly influences intentions to make repeat purchases.
- 10) H10: In Sociolla internet commerce, user satisfaction indirectly influences inclinations to make repeat purchases.

3. Material and Method

3.1 Design Study

This research was conducted in Jakarta, specifically at Jakarta State University, which is located in Rawamangun, East Jakarta, DKI Jakarta Province. This research was conducted over a period of 2 months, namely from September to November 2023. This research used quantitative methods with an explanatory approach and purposive sampling technique. According to Sugiyono (2018, p. 14), the quantitative approach is research that is based on the philosophy of positivism to research certain populations or samples and random sampling by collecting data using instruments, statistical data analysis. Explanatory research method is research that aims to explain the relationship between two or more symptoms or variables (Silalahi, 2012, p. 30). The purposive sampling technique is sampling using certain considerations according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2018). The population in this study are people who live in Jabodetabek, aged 18-35 years, and have made purchase transactions on Sociolla E-Commerce. The main instrument used in this research is an electronic questionnaire, namely Google Forms. There are five variables listed in the questionnaire, namely User Interface, User Experience, E-Service Quality, Customer Satisfaction and Repurchase Intention variables.

Conceptual Definition

One component of research that clarifies the features of a problem to be examined is a conceptual definition. The theoretical foundation that was previously discussed allows for the following conceptual definitions of each variable.

Tabel 3 Operational Variable Definition

No.	Variable	Conceptual Definition	Indicator	Question Number	Source
1.	User Interface(X1)	Display and interaction between users and systems in an	<ol style="list-style-type: none"> 1. Visual design sight comfort. 2. Easy to use icon design. 	1-5	(Gulielmus et al., 2023) (Asta et al., 2023)

		application or platform.	<ol style="list-style-type: none"> 3. Suitability of the information displayed. 4. Ease of obtaining information. 5. The overall design looks attractive. 		
2.	User Experience (X2)	The overall experience a user feels when interacting with a product, system, or service.	<ol style="list-style-type: none"> 1. Ease of use of icon layout on the homepage. 2. Ease of understanding the feature. 3. Ease of application when used. 4. Satisfaction with the application display design. 5. Satisfaction with the ease of use of the application. 	6-10	(Gulielmus et al., 2023) (Asta et al., 2023)
3.	E-Service Quality (X3)	Level of user satisfaction when transacting with services electronically via online platforms.	<ol style="list-style-type: none"> 1. Reliability of customer service. 2. Ease of transaction processing. 3. Conformity with company claims/promises. 4. Fast response to the application system. 5. The security system can be trusted. 	11-15	(Asta et al., 2023)
4.	Customer Satisfaction (Y1)	The positive assessment that	<ol style="list-style-type: none"> 1. Satisfaction with the application. 	16-20	(Henry et al., 2023)

		customers feel after interacting with a product or service.	<ol style="list-style-type: none"> 2. Product conformity satisfaction. 3. Satisfaction of delivery time conformity 4. After-sales service satisfaction. 5. Recommend to others. 		
5.	Repurchase Intention (Z1)	The level of customer willingness to repurchase a product from a brand or company after a previous experience.	<ol style="list-style-type: none"> 1. Intention not to use other applications. 2. Explore more deeply the Sociolla application. 3. The extent of loyalty to the brand. 4. Repurchase intention on the application based on experience. 5. Intention to repurchase based on discount programs. 	21-25	(Gulielmus et al., 2023)

3.2 Data Analysis

The data obtained was processed using SmartPLS 4 with Structural Equation Modeling with Partial Least Squares (SEM-PLS). The following are the stages in analyzing the data.

- 1) Analyze the characteristics of respondents
- 2) Analyze descriptive variables
- 3) Evaluate validity and reliability
- 4) Evaluate Fornell Larcker
- 5) Measuring the Direct hypothesis
- 6) Measuring the indirect hypothesis

7) Analyzing Path Coefficient

4. Result

Based on the results of collecting online questionnaires from 101 respondents, the following data was found.

1. Respondent Characteristic

Table 4.1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage (%)
Gender	Female	74	73.3%
	Male	27	26.7%
Domicile	Jakarta	60	59.4%
	Bogor	15	14.9%
	Depok	6	5.9%
	Tangerang	6	5.9%
	Bekasi	14	13.9%
Monthly Income	< Rp500.000	56	55.4%
	Rp500.000 – Rp1.000.000	22	21.8%
	Rp1.000.000 – Rp2.500.000	10	9.9%
	Rp2.500.000 – Rp5.000.000	11	10.9%
	>Rp5.000.000	2	2%
Age Range	18 – 20 years old	72	71.3%
	21 – 25 years old	22	21.8%
	25 – 30 years old	4	4%
	31 – 35 years old	3	3%
Job	Student	83	82.2%
	Employee	13	12.9%
	Teacher	2	2%
	Housewife	2	2%
	Others	1	1%

Source: Primary Data by Researcher (2023)

Based on this data, it is known that the respondents from this study were dominated by students with a total of 83% of the total number of respondents. The respondents of this research were dominated by women with a total of 73.3% and the dominant domicile was in Jakarta at 59.4%. In connection with the dominance of students, it can be seen that the age of the respondents in this study was dominated by the 18-20 year age range with a dominant monthly income of under 500,000 rupiah at 55.4%

2. Variable Descriptive analysis

Table 4.2 Variable Descriptive Analysis

Variable	Item	Mean	Percentage (%)
User Interface (X1)	UI1	4.120	4.12%
	UI2	4.150	4.15%
	UI3	4.200	4.2%
	UI4	4.220	4.22%
	UI5	4.270	4.27%
		4.192	4.192%
User Experience (X2)	UE1	4.260	4.26%
	UE2	4.310	4.31%
	UE3	4.220	4.22%
	UE4	4.190	4.19%
	UE5	4.140	4.14%
		4.024	4.024%
E-Service Quality (X3)	EQ1	4.200	4.2%
	EQ2	4.240	4.24%
	EQ3	4.200	4.2%
	EQ4	4.200	4.2%
	EQ5	4.190	4.19%
		4.006	4.006%
Customer Satisfaction (Y)	CS1	4.230	4.23%
	CS2	4.310	4.31%
	CS3	4.250	4.25%
	CS4	4.290	4.29%
	CS5	4.220	4.22%
		4.260	4.260%
Repurchase Intention (Z)	RI1	4.400	4.4%
	RI2	4.440	4.44%
	RI3	4.320	4.32%
	RI4	4.450	4.45%
	RI5	4.390	4.39%
		4.200	4.200%

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

The following are the results of the descriptive analysis of the variables above.

1. The average User Interface score is 4,192 which indicates that users or customers give a positive assessment of the User Interface on Sociolla e-Commerce.
2. Likewise with the User Experience score with an average of 4,024 which shows that users are satisfied with the overall experience provided by the product or service, including navigation, responsiveness and usability on Sociolla e-Commerce.
3. With an average score of 4,006, it shows that Sociolla users feel that the quality of the electronic services provided by Sociolla is quite good. These electronic services include shipping information, payments, and other problems experienced by users
4. The customer satisfaction score is also quite high at 4,260, which shows a high level of overall satisfaction by users in interacting and making transactions on Sociolla e-Commerce.
5. The average repurchase intention is 4,200, which shows the high repurchase intention of Sociolla users for the products that Sociolla sells on its e-Commerce.

Measurement Model

3. Validity and Reliability Evaluate

In SEM-PLS, Validity and Reliability evaluation is used to ensure that the model produced through PLS analysis reflects as far as possible the actual phenomenon and provides consistent results.

Table 4.3 Validity and Reliability

Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
User Interface (X1)	UI1	0.788	0.855	0.856	0.632
	UI2	0.777			
	UI3	0.800			
	UI4	0.818			
	UI5	0.791			
		0.7948			
User Experience (X2)	UE1	0.830	0.863	0.868	0.647
	UE2	0.841			
	UE3	0.827			
	UE4	0.727			
	UE5	0.793			
		0.8036			
E-Service Quality (X3)	EQ1	0.823	0.878	0.883	0.670
	EQ2	0.803			
	EQ3	0.813			
	EQ4	0.819			

	EQ5	0.835			
		0.8186			
Customer Satisfaction (Y)	CS1	0.818	0.857	0.860	0.636
	CS2	0.774			
	CS3	0.812			
	CS4	0.803			
	CS5	0.780			
		0.7974			
Repurchase Intention (Z)	RI1	0.792	0.831	0.831	0.597
	RI2	0.728			
	RI3	0.798			
	RI4	0.772			
	RI5	0.771			
		0.7722			

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

In Structural Equation Modeling with Partial Least Squares (SEM-PLS), there are indicators to measure validity and reliability. Good outer loading above 0.7, AVE above 0.5, Cronbach's Alpha above 0.7 and Composite Reality above 0.7

4. Fornell Larcker

The Fornell-Larcker table is a method in structural Equation Modeling with Partial Least Squares (SEM-PLS) which is used to evaluate convergent and discriminant validity at the construct level. This table provides a view of the extent to which the constructs in the PLS model can be considered valid and the extent to which they can be differentiated from each other.

Table 4.4. Fornell Larcker.

	Customer Satisfaction	E-Service Quality	Repurchase Intention	UI	UX
Customer Satisfaction	0.797				
E-Service Quality	0.573	0.819			
Repurchase Intention	0.260	0.060	0.773		
UI	0.437	0.432	-0.238	0.795	
UX	0.520	0.291	-0.021	0.735	0.805

Source: Primary Data Proceed with SmartPLS by Researcher

Measurement of Structural Model

5. Direct Hypothesis

In SEM-PLS, direct hypothesis testing is used to test the direct relationship between the variables measured in the model. The results of hypothesis testing can provide insight into the extent to which the relationship is significant and support or reject the research hypothesis.

Table 4.5. Direct Hypothesis Testing Results

Hypothesis	Original Sample	T Statistics
User Interface (X1) - Customer Satisfaction (Y)	-0.111	0.528
User Experience (X2) - Customer Satisfaction (Y)	0.459	2.533
E-Service Quality (X3) - Customer Satisfaction (Y)	0.487	3.697
User Interface (X1) - Repurchase Intention (Z)	-0.540	3.506
User Experience (X2) - Repurchase Intention (Z)	0.162	1.242
E-Service Quality (X3) - Repurchase Intention (Z)	0.016	0.123
Customer Satisfaction (Y) - Repurchase Intention (Z)	0.403	3.437

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

Based on the direct hypothesis calculation above, the following can be seen.

1. The T Statistics value in Hypothesis 1 is 0.528, which means it does not exceed the significance threshold of 1.96, so there is no specific influence from the User Interface (X1) on Customer Satisfaction (Y).
2. The T Statistics value in Hypothesis 2 is 2.533, which means it has passed the significance threshold of 1.96, so there is a specific influence from User Experience (X2) on Customer Experience (Y).
3. The T Statistics value in Hypothesis 3 is 3.697, which means it has passed the significance threshold of 1.96, so there is a specific influence from E-Service Quality (X3) on Customer Experience (Y).
4. The T Statistics value in Hypothesis 4 is 3.506, which means it has passed the significance threshold of 1.96, so there is a specific influence from the User Interface (X1) on Repurchase Intention (Z).
5. The T Statistics value in Hypothesis 5 is 1.242, which means it does not exceed the significance threshold of 1.96, so there is no specific influence from User Experience (X2) on Repurchase Intention (Z).
6. The T Statistics value in Hypothesis 6 is 0.123, which means it does not exceed the significance threshold of 1.96, so there is no specific influence from E-Service Quality (X3) on Repurchase Intention (Z).

7. The T Statistics value in Hypothesis 7 is 3.437, which means it has passed the significance threshold of 1.96, so there is a specific influence from Customer Satisfaction (Y) on Repurchase Intention (Z).

6. Indirect Hypothesis

In SEM-PLS, indirect hypothesis testing is used to test the indirect effect of an independent variable on a dependent variable through a mediator variable.

Table 4.6 Indirect Hypothesis Testing Results

Hypothesis	Original Sample	T Statistics
User Interface (X1) - Customer Satisfaction (Y) - Repurchase Intention (Z)	-0.045	0.481
User Experience (X2) - Customer Satisfaction (Y) - Repurchase Intention (Z)	0.185	1.993
E-Service Quality (X3) - Customer Satisfaction (Y) - Repurchase Intention (Z)	0.196	2.482

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

Based on the Indirect hypothesis table above, the following results were found.

- 1) The T Statistics value in Hypothesis 7 is 0.481, which means it does not exceed the significance threshold of 1.96, so there is no specific influence from the User Interface (X1) on Repurchase Intention (Z) through the mediator Customer Satisfaction (Y).
- 2) The T Statistics value in Hypothesis 8 is 1.993, which means it has passed the significance threshold of 1.96, so there is a specific influence from User Experience (X2) on Repurchase Intention (Z) through the mediator Customer Satisfaction (Y).
- 3) The T Statistics value in Hypothesis 9 is 2.482, which means it has passed the significance threshold of 1.96, so there is a specific influence from E-Service Quality (X3) on Repurchase Intention (Z) through the mediator Customer Satisfaction (Y)

7. Path Coefficient

Path Coefficient in SEM-PLS is used to measure the strength and direction of the relationship between latent variables and constructs in the model. Path Coefficient shows how much change is expected in the dependent variable if there is one unit change in the independent variable, taking into account the influence of the mediator variable.

Table 4.7 Path Coefficient Result

Hypothesis	Sig.
User Interface (X1) - Customer Satisfaction (Y)	0.598
User Experience (X2) - Customer Satisfaction (Y)	0.011
E-Service Quality (X3) - Customer Satisfaction (Y)	0.000
User Interface (X1) - Repurchase Intention (Z)	0.000
User Experience (X2) - Repurchase Intention (Z)	0.214
E-Service Quality (X3) - Repurchase Intention (Z)	0.902
Customer Satisfaction (Y) - Repurchase Intention (Z)	0.001
User Interface (X1) - Customer Satisfaction (Y) - Repurchase Intention (Z)	0.630
User Experience (X2) - Customer Satisfaction (Y) - Repurchase Intention (Z)	0.046
E-Service Quality (X3) - Customer Satisfaction (Y) - Repurchase Intention (Z)	0.013

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

Based on the Path Coefficient table above, the results obtained are as follows.

- 1) The User Interface variable (X1) does not have a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.598 (above 0.05).
- 2) The User Experience variable (X2) has a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.011 (below 0.05).
- 3) The E-Service Quality variable (X3) has a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.000 (below 0.05).
- 4) The User Interface variable (X1) has a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.000 (below 0.05).
- 5) The User Experience variable (X2) does not have a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.214 (above 0.05).
- 6) The E-Service Quality variable (X3) does not have a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.902 (above 0.05).
- 7) The User Interface variable (X1) does not have a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value of 0.630 (above 0.05).
- 8) The User Experience variable (X2) has a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value of 0.046 (below 0.05).
- 9) The E-Service Quality variable (X3) has a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value result of 0.013 (below 0.05).
- 10) The Customer Satisfaction variable (Y) has a significant influence on Repurchase Intention (Z), indicated by the p-value of 0.001.

5. Discussion

Based on the calculation results above, the following discussion can be drawn.

- 1) The User Interface variable (X1) does not have a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.598 (above 0.05). Hypothesis H1 is not accepted.
- 2) The User Experience variable (X2) has a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.011 (below 0.05). Hypothesis H2 is accepted.
- 3) The E-Service Quality variable (X3) has a significant influence on Customer Satisfaction (Y), as indicated by the p-value of 0.000 (below 0.05). Hypothesis H3 is accepted.
- 4) The User Interface variable (X1) has a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.000 (below 0.05). Hypothesis H4 is accepted. These findings are supported by research by Prayoga et. al., (2023) which states that there is an influence of the UI on purchasing decisions.
- 5) The User Experience variable (X2) does not have a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.214 (above 0.05). Hypothesis H5 is rejected.
- 6) The E-Service Quality variable (X3) does not have a significant influence on Repurchase Intention (Z), as indicated by the p-value of 0.902 (above 0.05). Hypothesis H6 is rejected.
- 7) The User Interface variable (X1) does not have a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value of 0.630 (above 0.05). Hypothesis H7 is rejected.
- 8) The User Experience variable (X2) has a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value of 0.046 (below 0.05). Hypothesis H8 is accepted.
- 9) The E-Service Quality variable (X3) has a significant influence on Repurchase Intention (Z) through Customer Satisfaction (Y) as a mediator, as indicated by the p-value result of 0.013 (below 0.05). Hypothesis H9 is accepted.
- 10) The Customer Satisfaction variable (Y) has a significant influence on Repurchase Intention (Z), indicated by the p-value of 0.001. Hypothesis H10 is accepted.

6. Conclusion, Implication, and Recommendation

Conclusion

Based on the overall analysis, conclusions can be drawn as follows.

- 1) Sociolla User Interface (X1) does not have significant results on Sociolla Customer Satisfaction (Y). Hypothesis H1 is rejected.
- 2) Sociolla User Experience (X2) has significant results on Sociolla Customer Satisfaction (Y). Hypothesis H2 is accepted.
- 3) Sociolla E-Service Quality (X3) has significant results on Sociolla Customer Satisfaction (Y). Hypothesis H3 is accepted.

- 4) Sociolla User Interface (X1) has significant results on Sociolla Repurchase Intention (Z). Hypothesis H4 is accepted.
- 5) Sociolla User Experience (X2) does not have significant results on Sociolla Repurchase Intention (Z). Hypothesis H5 is rejected.
- 6) Sociolla E-Service Quality (X3) does not have significant results on Sociolla Repurchase Intention (Z). Hypothesis H6 is rejected.
- 7) Sociolla User Interface (X1) does not have significant results on Sociolla Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening variable. Hypothesis H7 is rejected,
- 8) Sociolla User Experience (X2) has significant results on Sociolla Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening variable. Hypothesis H8 is accepted.
- 9) Sociolla User Experience (X3) has significant results on Sociolla Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening variable. Hypothesis H9 is accepted.
- 10) Customer Satisfaction Sociolla (Y) has significant results on Repurchase Intention (Z). Hypothesis H10 is accepted.

Implication

This research can provide various implications in the form of benefits for the Sociolla Company, marketers and researchers to gain a deeper understanding of repeat purchases on Sociolla E-Commerce. Here are some implications.

- 1) Knowing that E-Service Quality contributes to customer satisfaction, the Company can focus on maintaining and improving electronic services including transaction security, system response and site navigation.
- 2) Knowing that customer satisfaction contributes to repeat purchase intentions, companies can focus on improving development strategies such as loyalty programs or improving customer service.
- 3) Researchers can use the findings as a basis for developing or expanding theories and models regarding other factors that influence repeat purchase intentions in E-Commerce.
- 4) Researchers can use other moderating variables to provide further insight into the complexity of the relationship.
- 5) Marketers can develop effective strategies by focusing on variable elements to increase repeat purchase intentions.
- 6) Marketers can adopt service personalization strategies based on customer preferences and experiences to increase customer satisfaction and encourage repeat purchase intentions.

Recommendation

For future research, researchers have several recommendations to improve research as follows.

- 1) Expand the population sample size by not limiting the respondent's domicile to Jabodetabek only.
- 2) Use other variables that might influence repeat purchase intentions in Sociolla e-commerce.

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8. Appendix

Questionnaire Questions

Please fill in your opinion on the following statements on a scale of 1-5 with the following information:

- 5 = Strongly Agree (SS)
- 4 = Agree (S)
- 3 = Neutral (N)
- 2 = Disagree (TS)
- 1 = Strongly Disagree (STS)

User Interface	1	2	3	4	5
	STS	TS	N	S	SS
I feel comfortable with the layout and visual colors used in Sociolla's e-commerce UI					
I feel that the icons used in Sociolla e-commerce are easy to understand and provide a clear guide to their function					
I feel that the information displayed in Sociolla e-commerce products is in accordance with my needs and expectations					
I feel that getting information on Sociolla e-commerce is easy					
I feel that Sociolla's overall e-commerce design looks attractive in terms of aesthetics and visual appeal					
User Experience	1	2	3	4	5
	STS	TS	N	S	SS
I found the icon layout on the homepage easy to use and helped me navigate smoothly					
I find the features in Sociolla e-commerce easy to understand					
I find the Sociolla application easy to use for everyday use					
I am satisfied with the appearance design of the application, including colors, graphics and other visual elements on Sociolla					
I was satisfied with the ease of use of the application, including navigation, interaction and general functions on Sociolla					
E-Service Quality	1	2	3	4	5
	STS	TS	N	S	SS

I feel that customer service at Sociolla e-commerce is reliable and the solutions provided are satisfactory					
I feel that the transaction process in Sociolla e-commerce is easy to understand and carry out					
I feel that Sociolla E-commerce provides services as promised to users					
I feel that Sociolla's e-commerce system responds quickly to actions or requests made by users					
I feel that the security system in Sociolla e-commerce can keep personal information and transactions safe					
Customer Satisfaction	1	2	3	4	5
	STS	TS	N	S	SS
I am satisfied with the experience of using Sociolla e-commerce					
I feel satisfied because Sociolla meets what I expected					
I am satisfied with the timeliness of delivery of Sociolla products					
I am satisfied with the after-sales service or technical support provided by Sociolla					
I would recommend Sociolla e-commerce to others					
Repurchase Intention	1	2	3	4	5
	STS	TS	N	S	SS
I don't think I intend to use any other application besides Sociolla in the near future					
I plan to further explore the features and offerings within the Sociolla app					
I feel loyal to the Sociolla brand					
I feel like I will make another purchase from Sociolla because my previous purchasing experience was good					
I feel like I will make another purchase from Sociolla because the discount program offered is attractive					