The Influence of Website Design Quality, Perceived Value, And Satisfaction As A Mediator On Repurchase Intentions: A Case Study Of Tokopedia

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INFO ARTIKEL	ABSTRAK
Kata Kunci: Ekonomi global, E-commerce, Kualitas desain situs web, Niat pembelian kembali, E-satisfaction	Indonesia diperkirakan akan muncul sebagai ekonomi global terkemuka di masa depan, memposisikannya sebagai target yang menarik bagi banyak perusahaan e-commerce. Hal ini menyebabkan lingkungan pasar yang sangat kompetitif, memaksa para pelaku industri untuk fokus pada mempertahankan loyalitas konsumen. Dampak kualitas desain situs web dan nilai yang dirasakan pada niat pembelian kembali, dengan E-kepuasan bertindak sebagai faktor mediasi, merupakan bidang studi utama dalam sektor e-commerce. Penelitian ini menggunakan pendekatan studi kausal, yang melibatkan 250 responden yang merupakan konsumen Tokopedia, suatu platform e-commerce terbesarkan di Indonesia. Temuan ini mengungkapkan bahwa kualitas desain situs web, nilai yang dirasakan, dan E-satisfaction berefek nyata dan positif untuk niat pembelian ulang.
Keywords: *Global economy, E-commerce, Website design quality, Repurchase intent, E-satisfaction*	*ABSTRACT* *Indonesia is anticipated to emerge as the leading global economy in the future, positioning it as an attractive target for numerous e-commerce companies. This has led to a highly competitive market environment, compelling industry players to focus on sustaining consumer loyalty. Studying how e-satisfaction mediates the relationship between perceived value, website design quality, and repurchase intention is a hot subject in the field of online retail. This examination employed a causal study technique and surveyed 250 customers of Tokopedia, one of the largest e-commerce sites in Indonesia. Perceived value, e-satisfaction, and website design perfection have a substantially positive effect on repurchase intention, according to the examination.*

INTRODUCTION

There is a lot of room for expansion in the Asian e-commerce business in Indonesia. The total number of internet users in ASEAN hit 460 million in 2022, up 100 million over the previous three years. Because of its explosive expansion, Indonesia has become a prime target

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for e-commerce companies. Within Southeast Asia, Shopee and Lazada have established strong dominance across six different countries (Rizal, 2019).

Internet penetration in Indonesia continues to show a positive trend, rising from 77.0% in 2023 to 79.5% in 2024 (Kemp, 2023). This growth aligns with the broader digital economy of ASEAN, which is projected to reach USD 1 trillion by 2030 (Yulin & Bernarto, 2024). Tokopedia founded in 2009, initially held a dominant market share in Indonesia. However, since the fourth quarter of 2019, Shopee has taken the lead in terms of visits, moving Tokopedia to second place. Shopee's success in Indonesia's e-commerce market since 2019 has been driven by key factors such as increased internet access, widespread smartphone use, intense market competition, and government support.

With 64.9% of its users being between the ages of 22 and 31, Tokopedia is especially well-liked among millennials and Gen Z. However, although Shopee may appeal to a wider range of people, there is a lack of information on its user base. Psychographic data shows that Tokopedia has a strong appeal among young women, with 50.4% of surveyed respondents expressing their preference for the platform. Although Shopee likely attracts a different demographic profile, specific insights are lacking. When customers choose to move from one online marketplace to another, there are a number of important considerations. Product selection, reliability, security, price, discounts, social media integration, service, and shipping choices are all part of this. If e-commerce platforms want to draw in and keep people, they need to know these things (Globe, 2022).

Shopee continues to dominate in 2023, with 165.8 million monthly visitors, surpassing Tokopedia, according to the latest statistics (Aditya, 2023). Evidently, this demonstrates that, over the last four years, Shopee has successfully maintained its position as the top e-commerce platform in Indonesia. This situation suggests that Tokopedia, despite being a local platform, faces challenges in regaining its top position in the market.

Customer retention and conversion rate optimization are of utmost importance in today's cutthroat business climate (Correa et al., 2021). Marketing should primarily aim at improving the likelihood that consumers would make repeat purchases rather than new customer acquisition, as the former has a far lower cost. The term "repeat purchase intention" describes customer actions that indicate satisfaction with a product and a desire to buy it again (Restuputra et al., 2020).

To what extent consumers are happy with a service determines whether they will use it again or look for an alternative (Purba & Paramita, 2021). It is more suitable to use the idea of electronic satisfaction (e-satisfaction) in the e-commerce business (Rangaswamy et al., 2021). The term "e-satisfaction" describes how well a service lives up to its promised features and benefits. Customer satisfaction is positively correlated with an online service's ability to meet or surpass expectations, according to examination. Such cases will not occur (Correa et al., 2021). According to studies done by (Bernarto et al., 2019) and (Lin et al., 2022), customer satisfaction has a major role in determining the likelihood of individuals making repeat purchases.

Websites are the main conduits via which online shoppers find and purchase goods. According to (Guo et al., 2023), e-commerce websites rely heavily on effective website design, which encompasses aesthetics, visual components, navigation, and information display. When it comes to websites, visual design is all about making sure the pictures, colors, forms, and patterns are consistent and appealing. (Afrelia et al., 2020) notes that well-designed navigation allows consumers to easily travel between various areas of a website. (Priscillia & Budiono, 2020) state that information design is concerned with the correct and organized presentation of service and product offers. All things considered, these three aspects influence the structure, content, and functioning of a website, which in turn affects the user experience.

According to (Wibowo & Wahid, 2019), a well-designed website should have an attractive layout, be easy to use, and accomplish its stated goals. (Priscillia et al., 2021), (Saoula et al., 2023), and (Iskandar & Bernarto, 2021) all found that a website's design quality greatly affects the likelihood that a customer would make a repeat purchase. Similarly, studies conducted by (Tatang & Mudiantono, 2017), (Guo et al., 2023), and (Bernarto et al., 2019) show that satisfaction is greatly impacted by the quality of the website's design.

Perceived advantages experienced by consumers while buying may influence repurchase intentions, in addition to website design. The term "perceived value" refers to how customers rate the worth of a product after weighing the benefits against the costs (Correa et al., 2021). Value is seen differently by different people in different situations. The value that a product or service has in the eyes of an individual customer is directly proportional to how well they comprehend it (Lin et al., 2022). (Iskandar & Bernarto, 2021), (Xu et al., 2022), and (Zang et al., 2022) all came to the same conclusion: the perceived value has a major bearing on the propensity to repurchase. This examination seeks to investigate the relationship between e-satisfaction, website design quality, perceived value, and repurchase intention.

RESEARCH METHODS

This examination employs a causal study technique, a subfield of quantitative examination that seeks to identify the factors that contribute to the existence of a link between two variables. Participants in the examination are residents of the Jabodetabek region of Indonesia who have made purchases on the online marketplace Tokopedia. This examination drew from a pool of 250 respondents. To select the samples, a non-probability sampling method was used, meaning not all individuals in the population had the same chance of being chosen (Sahir, 2021). Specifically, convenience sampling was employed, which involves selecting individuals who are nearby and easy to reach based on the criteria of having shopped at Tokopedia in Jabodetabek.

This examination's data came from a combination of primary and secondary resources. Online surveys were used to disseminate questionnaires, which were used to gather primary data. The method's ability to swiftly reach a huge number of customers was a deciding factor, particularly in an urban region like Jabodetabek. Another method that works well with convenience sampling is conducting surveys online. This way, examinationers may reach out to Tokopedia users who are both accessible and ready to take part. Online surveys are the most probable option considering the digital world and the nature of the target demographic. It is not expressly indicated whether face-to-face methods were also utilized.

The surveys themselves were the main source of data, but additional papers that provide theoretical and contextual backing for the examination were culled from secondary sources, such as publications and scholarly journals.

The examination used Structural Equation Modeling-Partial Least Squares (SEM-PLS) for its analysis, which allowed for a comprehensive look at the interrelationships of the variables and provided light on the associations' causal links. In order to ensure the validity and trustworthiness of the data, we checked for multicollinearity and ran R-squared, F-squared, and hypothesis tests. Lastly, a comprehensive report was prepared outlining the examination's methodology, analysis, findings, and implications.

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Research Model
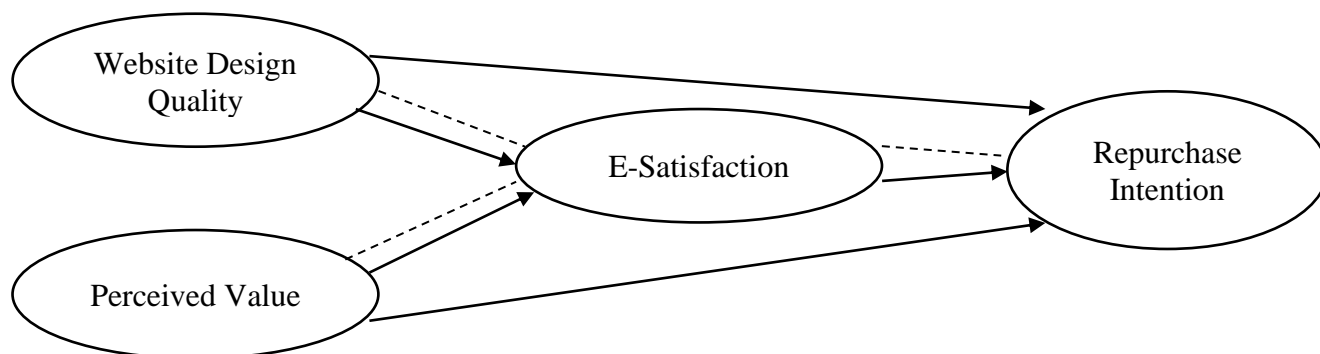
RESULTS AND DISCUSSION

In this examination, the gender distribution showed that male participants slightly outnumbered females, with men comprising 53.2% (133 individuals) and women making up 46.8% (117 individuals) of the sample. The age demographics were distributed across different generations, with Generation Z representing the largest group at 23.2% (58 participants), followed by Generation X at 22% (55 participants). The Millennial cohort constituted 20% (50 participants), while the Alpha generation made up 18% (45 participants) of the total sample. Regarding educational background, diploma holders formed the largest group with 28.8% (72 participants), while those with bachelor's degrees represented 26% (65 participants) of the sample. Looking at occupational distribution, government sector employees made up the largest portion at 25.6% (64 participants), followed by students at 22.8% (57 participants), and entrepreneurs at 22.4% (56 participants). The analysis reveals that the typical respondent profile was a Generation Z male with a diploma-level education.

Table 1. Respondents Profile

Criteria		Frequency	Percentage
Gender	Male	133	53.2%
	Female	117	46.8%
Age	≤ 15 Year	45	18%
	15 < 25 Year	58	23.2%
	25 < 40 Year	50	20%
	40 < 58 Year	55	22%
	≥ 58 Year	42	16.8%
Education	Junior and Senior School	57	22.8%
	Diploma	72	28.8%
	Sarjana (S1)	65	26%
	Magister (S2)	30	12%
	Doktor (S3)	26	10.4
Job	Student	57	22.8%
	Housewife	19	7.6%

	Self-employed	54	21.6%
	Part-time	56	22.4%
	Government Employees	64	25.6%
Monthly outlays on activity-related products, not including necessities like food and drink. payment plans, transportation	Under 200.000	51	20.4%
	200.000 - 500.000	71	28.4%
	500.000 - 1.000.000	65	26%
	1.000.000 or more	63	25.2%

In this examination, we look at the relationship between consumers' intents to buy from us again and factors like perceived value, e-trust, and e-satisfaction as they pertain to website design. Using SmartPLS version 4.0, the SEM-PLS approach was used to the data analysis. Two models, the outer and the inner, made up the SEM-PLS method. Constructing a research model around the hypotheses that would be examined was the first stage in this procedure. The following outcomes were obtained from the testing of convergent validity in the outer model phase:

Table 2. Validity Convergent

Code	Indicator	Outer Loading
RI.01	Setelah berbelanja di Tokopedia, saya akan memilih platform e-commerce Tokopedia lagi ketika saya akan berbelanja online	0.860
RI.02	Saya pasti akan menggunakan situs e-commerce Tokopedia lagi setelah pengalaman positif saya berbelanja di sana.	0.883
RI.03	Saya cenderung melakukan niat pembelian ulang pada platform e-commerce Tokopedia	0.853
RI.04	Saya sering mendapatkan penawaran menarik di platform e-commerce Tokopedia yang membuat saya berniat untuk berbelanja lagi di platform tersebut	0.852
RI.05	Saya memiliki kemungkinan untuk terus berbelanja di platform e-commerce Tokopedia di masa yang akan datang	0.839
RI.06	Saya berniat melakukan pembelian ulang pada platform e-commerce Tokopedia sebagai platform utama saya untuk belanja online	0.867
WDQ.01	Semua fitur situs web dan aplikasi Tokopedia berfungsi penuh.	0.865
WDQ.02	Tokopedia mudah digunakan dan dinavigasi.	0.853
WDQ.03	Saat berbelanja di Tokopedia, tata letak situs web atau aplikasi memudahkan untuk memahami cara menggunakannya.	0.842

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WDQ.04	Tokopedia menyajikan informasi produk secara lengkap informasi tersebut disusun dengan baik	0.838
WDQ.05	Desain aplikasi/situs web Tokopedia tampak dirancang secara profesional	0.819
WDQ.06	Informasi yang disajikan terorganisir dengan baik	0.859
PV.01	Saya bisa mendapatkan produk berkualitas dengan harga yang bagus di Tokopedia	0.852
PV.02	Belanja di Tokopedia sangat terjangkau	0.839
PV.03	Tokopedia menyediakan kualitas belanja yang memuaskan	0.864
PV.04	Kualitas terjamin dan konsisten saat berbelanja di Tokopedia.	0.861
PV.05	Tokopedia adalah tempat yang tepat bagi saya untuk berbelanja secara ekonomis.	0.834
PV.06	Standar kualitas Tokopedia bagus.	0.841
ST.01	Tokopedia adalah pasar online yang luar biasa, dan saya senang berbelanja di sana.	0.872
ST.02	Dari sudut pandang saya, platform e-commerce Tokopedia memberikan pengalaman berbelanja yang menyenangkan.	0.850
ST.03	Dari situs Tokopedia, saya mendapatkan pengalaman berbelanja yang luar biasa.	0.852
ST.04	Setiap kali saya menggunakan situs e-commerce Tokopedia, saya biasanya merasakan kebahagiaan yang luar biasa.	0.864
ST.05	Saya mendapatkan rekomendasi bahwa platform e-commerce Tokopedia merupakan pilihan yang tepat untuk berbelanja	0.873
ST.06	Saya merasa cukup gembira saat berbelanja di platform e-commerce Tokopedia	0.840

Based on Table 2, it is evident that all variables meet the criteria for convergent validity, as indicated by both factor loading and AVE values. Each indicator's factor loading exceeds the minimum threshold of 0.7, while the AVE values for each variable surpass the minimum requirement of 0.5. Consequently, Both the examination data and the model are valid in a convergent sense, it follows. Examining the HTMT ratio allowed us to analyze the discriminant validity of this investigation. HTMT calculates the ratio of trait-to-trait correlations to the correlations within each trait. When the table values go below 0.90, discriminant validity is considered to be established. The HTMT test outcomes for this examination are presented below.

Table 3. Validity Discriminant

Variable	PV	RI	ST	WDQ
Perceived Value				
Repurchase Intention	0.849			
E-Satisfaction	0.777	0.795		
Website Design Quality	0.831	0.830	0.801	

To determine reliability, we look at Cronbach's alpha and Composite Reliability. With a Composite Reliability of 0.700 and Cronbach's alpha over 0.600, all of the variables are reliable. As a result, we may say that all of the examination's variables are reliable. It is clear that all latent variables have values more than 0.70 based on the composite reliability values shown in Table 4 above. Specifically, the values for Perceived Value (0.924), Repurchase Intention (0.930), E-Satisfaction (0.930), and Website Design Quality (0.921) indicate that these variables are reliable and trustworthy. Therefore, it may be inferred that all the latent variables demonstrate a high level of reliability.

Table 4. Realibility Test

Variable	Cronbach's alpha	Composite realibility
Perceived Value	0.922	0.924
Repurchase Intention	0.929	0.930
E-Satisfaction	0.929	0.930
Website Design Quality	0.920	0.921

The following test aims to determine whether multicollinearity is present in the examination model. An ideal model should be free of multicollinearity. In this examination, multicollinearity in the regression model is identified by examining the Variance Inflation Factor (VIF) value (Kadir & Pd, 2015).

Table 5. VIF Test

Variable	PV	RI	ST	WDQ
Perceived Value			2.434	
Repurchase Intention				
E-Satisfaction		1.000		
Website Design Quality			2.434	

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All of the examination's variables had Variance Inflation Factor (VIF) values below the suggested cutoff of 5.00. This means that there are no problems with multicollinearity and that the model's variables are suitable. One of the first steps in doing a PLS model evaluation is to get the R-Square value of each dependent latent variable. By using SmartPLS, the Goodness-of-Fit test may be calculated from the R-Square estimate. If the R-squared value is little, it means that the dependent variable is not very variable, and if it's near to one, it means that the independent variables provide all the information needed to forecast the dependent variable (Kadir & Pd, 2015).

Table 6. R Square Test

Variable	R-Square
Repurchase Intention	0.548
E-Satisfaction	0.605

Two variables—repurchase intention and e-satisfaction—are affected by external influences in this examination. According to Table 6, the R-Square value for Repurchase Intention is 0.548. This means that other external variables account for 45.2% of the variation in this variable, while website design quality and perceived value account for 54.8%. Website design quality, perceived value, and e-satisfaction account for 60.5% of the variance in e-satisfaction, according to the R-Square value of 0.605; other external variables account for the remaining 39.5%.

After conducting the coefficient of determination test and multicollinearity test, a significance test, or T-test, is performed to either accept or reject the hypothesis and to assess the direct or indirect influence of each variable. The T-test criterion uses a threshold value of 1.65 with a 0.05 significance level on a one-tailed t-table. If the t-statistic value exceeds the t-table value of 1.65, the hypothesis is accepted. Conversely, if the t-statistic is less than the t-table value of 1.65, the hypothesis is rejected.

Table 7. Hypothesis Test

Hypothesis	Standardized Path Coeffient	T statistics	P values	Conclusion
H1: Website Design Quality > Repurchase Intention	0.337	4.719	0.000	Supported
H2: Perceived Value > Repurchase Intention	0.277	3.800	0.000	Supported
H3: E-Satisfaction > Repurchase Intention	0.741	12.699	0.000	Supported
H3a: Website Design Quality > E-Satisfaction > Repurchase Intention	0.337	4.719	0.000	Supported

H3b: Perceived Value > E-Satisfaction > Repurchase Intention	0.277	3.800	0.000	Supported
H4: Website Design Quality > E-Satisfaction	0.455	5.559	0.000	Supported
H5: Perceived Value > E-Satisfaction	0.374	4.421	0.000	Supported

With e-satisfaction mediating the relationship between website design quality, perceived value, and repurchase intention, this examination seeks to examine the impact on Tokopedia customers in the Jabodetabek region. The examination examines the influence of each variable by testing five hypotheses.

The first hypothesis probes the relationship between website design quality and the likelihood of a repeat purchase. Because the t-statistic value of 4.719 is more than the threshold of 1.65 and the p-value of 0.000 is less than α 0.05, the findings suggest that there is a positive and significant association between the quality of website design and the intention to repurchase. The outcomes provide credence to the first hypothesis, suggesting that a higher quality of website design positively influences consumers' intention to repurchase. A well-designed website enhances user comfort, increasing the likelihood of repeat purchases on Tokopedia, particularly when consumers find relevant information about desired products. Consistent with these outcomes, prior studies have shown that website design quality significantly affects repurchase intention (Iskandar & Bernarto, 2021) ; (Priscillia et al., 2021); (Saoula et al., 2023).

The effect of perceived value on the desire to buy is the focus of Hypothesis 2. There was a favorable and statistically significant impact, with a t-statistic of 3.800 (above 1.65) and a p-value of 0.000 (below 0.05), supporting hypothesis 2. This suggests that a higher perceived value of Tokopedia enhances consumers' repurchase intentions, as positive value perceptions motivate additional purchases. Perceived value encompasses dimensions such as quality, emotional, price, and social aspects, all of which contribute to increased consumer interest in repurchasing. These findings align with examination by (Iskandar & Bernarto, 2021), (Xu et al., 2022), and (Zang et al., 2022), which similarly highlight the significant impact of perceived value on repurchase intention.

Hypothesis 3 investigates the influence of e-satisfaction on repurchase intention. The examination outcomes show a positive and significant impact, with a t-statistic of 12.699 (above 1.65) and a p-value of 0.000, supporting hypothesis 3. This implies that increased consumer satisfaction is linked to a higher likelihood of repurchasing on Tokopedia. These outcomes are in agreement with studies by Bernardo et al. (2019) and Lin et al. (2022), which discovered that contentment considerably affects the desire to buy again. Website design quality, perceived value, and e-satisfaction as a mediator of repurchase intention are also examined in this examination. With a t-statistic of 4.719 (above 1.65) and a p-value of 0.000, the outcomes show that e-satisfaction mediates the influence of website design quality on

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repurchase intention. This provides support for hypothesis 3a, which states that if Tokopedia's website is made better, customer happiness will rise and repurchase intention would follow.

With a t-statistic of 3.800 (above 1.65) and a p-value of 0.000, the outcomes illustrate that e-satisfaction acts as a mediator between perceived value and repurchase intention, supporting hypothesis 3b. This indicates that higher perceived value enhances consumer satisfaction on Tokopedia, which in turn positively influences repurchase intention.

Hypothesis 4 tests the impact of website design quality on e-satisfaction. Outcomes reveal a positive and significant relationship, with a t-statistic of 5.559 (above 1.65) and a p-value of 0.000, confirming hypothesis 4. This suggests that improving the quality of Tokopedia's website or application positively impacts consumer satisfaction, as a well-designed website makes browsing more enjoyable (Oktariani et al., 2022). (Tatang & Mudiantono, 2017), (Guo et al., 2023), and Bernardo et al. (2019) have all previously shown that the quality of a website's design has a considerable impact on user happiness.

Perceived value's effect on e-satisfaction is the focus of Hypothesis 5. Supporting hypothesis 5, the data show a positive and statistically significant impact (t-statistic of 4.421, above 1.65, p-value of 0.000). This implies that a high perceived value can increase consumer satisfaction when using Tokopedia. Perceived value varies depending on individual and contextual factors, with different consumer perceptions affecting the perceived value of a product. This perceived value influences whether consumers choose to shop again on Tokopedia. These outcomes align with studies by (Correa et al., 2021) and Lin et al. (2022), which also highlight the impact of perceived value on satisfaction.

CONCLUSION

Perceived value plays a crucial role in increasing the likelihood of repurchase among Tokopedia users. As such, it is essential for the company to focus on enhancing consumers' perceived value. A descriptive analysis reveals that the indicators associated with perceived social value have the lowest average scores from respondents. Social value perception can be elevated when Tokopedia's brand image is seen as prestigious or luxurious within social circles. Tokopedia Plus and Tokopedia VIP are examples of exclusive programs that might help accomplish this goal by bringing together current vendors and a small group of consumers. Packaging with unique gold labels and extra protective bubble wrap for shipment are possible components of these programs that provide premium services. Small, thoughtful details like these may go a long way in getting clients to rave about your business online, particularly since these VIP programs could be granted to customers who meet specific spending thresholds over a set period. This approach aims to enhance Tokopedia's perceived value, consequently boosting consumer purchasing intent.

The examination findings also suggest that e-satisfaction is a significant factor in increasing repurchase intention. This underscores the importance for Tokopedia to ensure a high level of consumer satisfaction throughout the shopping experience. Descriptive analysis highlights that while most satisfaction indicators show positive trends, some consumers still express dissatisfaction. The exact causes of this dissatisfaction remain unclear, so Tokopedia should consider conducting further examination, such as in-depth interviews with dissatisfied customers, to gain deeper insights into the underlying issues. This feedback can guide improvements, ensuring that customer satisfaction is consistently improved.

Another variable influencing repurchase intention is the quality of the website design. It is crucial for Tokopedia to maintain and improve the user experience on both its website and mobile application. From the descriptive analysis, it appears that respondents rated the organization of information on the platform the lowest. This suggests that some consumers find the site's information structure lacking. Tokopedia could address this by encouraging sellers to provide more detailed product descriptions, thus enhancing the overall quality of the website and application.

By using these information, Tokopedia can enhance user experience and develop more personalized marketing tactics. This, in turn, will boost the chances of repeat purchases. Exclusive programs like Tokopedia Plus or Tokopedia VIP for high-spending consumers might help Tokopedia even more in elevating perceived value. The use of high-quality packaging and other safeguards may help establish a reputation for opulence among the target market. Another way to boost perceived social worth is to have consumers share their experiences on social media. Moreover, considering the high correlation between customer contentment and repurchase intentions, Tokopedia should prioritize consumer satisfaction. Tokopedia can do better for all of its users by listening to its unsatisfied consumers and acting on their feedback to enhance the purchasing experience.

There are several restrictions on this examination. It is possible to include more factors in future studies, as the outcomes from the R-square test indicate that other factors may also contribute to influencing business performance. For a deeper analysis, it would be beneficial to explore gender-based differences in consumer behavior by conducting separate analyses for male and female customers. A more complex picture of the platform's user engagement from various demographics may emerge from this.

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