

PENGARUH PERSEPSI KEMUDAHAN, PERSEPSI MANFAAT YANG DIRASAKAN, KEPERCAYAAN, PERSEPSI KENIKMATAN, DAN KEPUASAN PELANGGAN TERHADAP MINAT BELI ULANG PADA TOKOPEDIA

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, TRUST, PERCEIVED ENJOYMENT, AND SATISFACTION TOWARDS CONSUMER REPURCHASE INTENTION IN TOKOPEDIA

Andini Nur Khansa¹, INDIRA Rachmawati²,

^{1,2}*School of Economics and Business, Telkom University*

¹andininurk@student.telkomuniversity.ac.id, ²indirarachmawati@telkomuniversity.ac.id

Abstrak

Indonesia, sebagai negara berkembang menunjukkan peningkatan pengguna internet setiap tahun. Khususnya dalam kegiatan e-commerce, Indonesia memiliki tingkat penggunaan e-commerce tertinggi di negara mana pun di dunia, dengan 90 persen pengguna internet negara itu berusia antara 16 dan 64 yang melaporkan bahwa mereka sudah membeli produk dan layanan online. Ada banyak situs jual beli, dan persaingan menjadi semakin sengit. Salah satu situs e-commerce di Indonesia adalah Tokopedia. Tokopedia menjadi salah satu e-commerce terbesar kesepuluh di Indonesia. Tokopedia menjadi situs e-commerce yang paling banyak dikunjungi dengan 168 juta pengunjung per bulan. Belanja online cenderung lebih berisiko daripada belanja langsung. Pertama, pembeli tidak dapat melihat barang yang akan dibeli secara langsung, sehingga tidak ada kepastian apakah barang benar-benar sesuai dengan harapan atau tidak. Selain itu, faktor eksternal lainnya seperti pengiriman yang aman juga berdampak pada pengalaman konsumen dalam bertransaksi. Mengingat kemungkinan risiko ini, kepercayaan merupakan faktor penting bagi pembeli. Dengan risiko dalam berbelanja online ini dapat mengurangi minat pembelian kembali pelanggan dalam berbelanja online. Karena faktor ini berisiko, penting untuk menganalisis pengaruh persepsi kemudahan penggunaan, persepsi manfaat, kepercayaan, kenikmatan yang dirasakan, dan kepuasan terhadap niat pembelian kembali. Data dikumpulkan melalui survei online dan menghasilkan 400 responden valid yang berusia <20 tahun dan sudah menggunakan Tokopedia. Semua data yang dikumpulkan telah memenuhi kriteria validitas dan reliabilitas. Untuk menguji hipotesis, penelitian ini menggunakan analisis regresi linier berganda dengan SPSS versi 23 sebagai perangkat lunak statistik.

Kata kunci: *E-Commerce, Persepsi Penggunaan yang Mudah, Persepsi Manfaat Penggunaan yang Dirasakan,, Kepercayaan, Kesenangan yang Dirasakan, Kepuasan, Niat Pembelian Kembali*

Abstract

Indonesia, as a developing country shows an increase in internet user every year. Especially in e-commerce activities, Indonesia has the highest rate of e-commerce use of any country in the world, with 90 percent of the country's internet users between the ages of 16 and 64 reporting that they already buy products and services online. There are a lot of buying and selling sites, and the competition becomes increasingly fierce. One of the e-commerce site in Indonesia is Tokopedia. Tokopedia becomes one of the tenth largest e-commerce in Indonesia. Tokopedia became the most visited e-commerce site with 168 million visitors per month. Online shopping tends to be riskier than direct shopping. First, the buyer cannot see the goods to be purchased directly, so there is no certainty whether the goods are really in line with expectations or not. Besides, other external factors such as safe delivery also have an impact on the experience of consumers in the transaction. Given these possible risks, trust is a crucial factor for the buyer. With the risks in shopping online this can reduce the interest in repurchasing customers in shopping online. Since this factor risks it is important to analyse the influence of perceived ease of use, perceived usefulness, trust, perceived enjoyment, and satisfaction towards repurchase intention. The data was gathered through an online survey and earned 400 valid respondents who in the age of <20 years old and already use Tokopedia. All the data gathered has been fulfilled the validity and reliability criteria. To test the hypothesis, this research uses multiple linear regression analysis with SPSS version 23 as the statistical software.

Keywords: *E-Commerce, Perceived Ease of Use, Perceived Usefulness, Trust, Perceived Enjoyment, Satisfaction, Repurchase Intention*

1. Introduction

Tokopedia is an online-based shopping mall that allows anyone and business owners in Indonesia to open and manage their online stores easily and free of charge while providing a safe and comfortable online trading experience. The use of Tokopedia is very easy and free of charge. (Hermawan, 2019). Tokopedia founded by William Tanuwijaya, Leontinus Alpha Edison, in February 6th 2009 (Financedetik.com). Tokopedia is one of nine unicorns that received the largest funding in Southeast Asia, according to a report published by Google and Temasek this year (Yusra, 2018). Tokopedia received initial seed funding from PT. Indonusa Dwitama in 2009 for 2.5 billion. In the following years, this company attracted capital injections from global venture capitalists such as East Ventures in 2010, Cyber Agent Ventures in 2011, Netprice in 2012, and SoftBank Ventures Korea in 2013. In October 2014, Tokopedia managed to make history as the first technology company in Southeast Asia to receive an investment of USD 100 million (about 1.2 trillion) from Sequoia Capital and Soft Bank Internet and Media Inc. (SIMI). In April 2016, Tokopedia raised another USD 147 million in its financial round. In 2017, this e-commerce had more than 7.5 million transactions per month, with a 10-20 percent monthly growth rate. (eyerys.com, 2017)



Figure 1. 1Top shopping apps in Southeast Asia
Source: Datareportal.com (2019)

According to Hootsuite and We are social (2019), Tokopedia takes the first position as top shopping application in Indonesia period 2019. According to cncbindonesia.com, Tokopedia became the most visited e-commerce site with 168 million visitors per month. Tokopedia has 182,280 Twitter followers, and there are 1.03 million followers and 6.028 million Facebook followers. (Cncbindonesia.com, 2019)

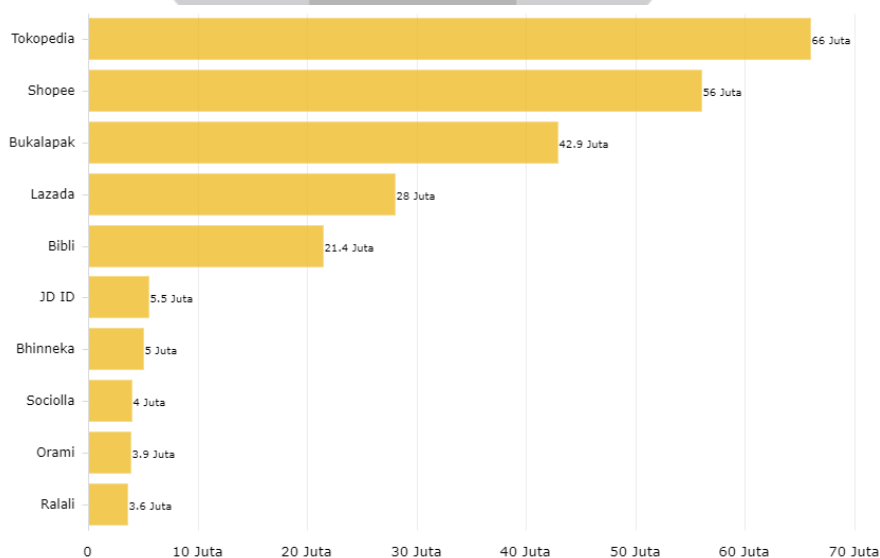


Figure 1. 2 Percentage of E-commerce visitors
Source: Databoks (2019)

Based on figure 1.4 we will conclude that Tokopedia is in first position with the total number 66 million visitors in 2019. For promoting their product, Tokopedia released advertisement with tagline "Mulai aja dulu" on January 15th 2018. This campaign means Tokopedia wants people to stop procrastinating and sabotage themselves in pursuit of dreams (Mix.co.id, 2019)

According to daily social, (2019) Tokopedia's prediction on the Gross Merchandise Value (GMV) this year exceeds Rp 222 Trillion or equivalent to 1.5% of Indonesia's GDP. Last year, Tokopedia's GMV was at Rp73 trillion (0.5% of GDP). In terms of economic empowerment, Tokopedia is capable to increase sales up to 22%. In fact, some regions outside Java have significant growth. For example Gorontalo, reach up to 55.09%, Jambi at 41.88%, Sumatera utara at 36.67%, Kalimantan timur at 35.71%, and Lampung at 34.27%.

In online transactions many benefits are felt by consumers and will not be obtained when shopping offline such as Not bound by place and time, especially for those of you who are busy so do not have time to shop by going to the store, Many choices of online stores that provide the variety of products you want, Save time and effort, easy access, and more (Dictio.id, 2017). Online shopping tends to be riskier than direct shopping. First, the buyer cannot see the goods to be purchased directly, so there is no certainty whether the goods are really in line with expectations or not. Besides, other external factors such as safe delivery also have an impact on the experience of consumers in the transaction. Given these possible risks, trust is a crucial factor for the buyer (Hutauruk, 2018). With the risks in shopping online this can reduce the interest in repurchasing customers in shopping online. The uncertainty of shopping trust in e-commerce includes system uncertainty caused by security and technical problems in the system and transaction uncertainty. (Grabner, 2002)

1.2 Research Objectives

- 1) To know the influence of perceived ease of use towards consumer repurchase intention in Tokopedia
- 2) To know the influence of perceived usefulness towards consumer repurchase intention in Tokopedia
- 3) To know the influence of trust towards consumer repurchase intention in Tokopedia
- 4) To know the influence of perceived enjoyment towards consumer repurchase intention in Tokopedia
- 5) To know the influence of satisfaction towards consumer repurchase intention in Tokopedia

2. Literature Review

There are several literature review regarding to the variables that author use to become the research variables.

2.1 Consumer Behavior

Consumer behaviour can be defined as "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society"(Mothersbaugh, 2020).

2.2 Perceived Ease of Use

Davis (1898) states perceived ease of use is "the degree to which a person believes that using a particular system would be free of effort." This follows from the definition of "ease": "freedom from difficulty or great effort."

2.3 Perceived Usefulness

According to Zhou et al. (2007), it's the customer's probability that shopping online would increase his/her efficiency and this positively affect the entire purchase process.

2.4 Trust

Trust is defined as an extent to personal guarantees that the online shop will fulfil their obligations, will behave as expected, and put attention to their customers. For the e-commerce context, the responsibilities of the vendors are to provide helpful information and facilitate customers to accomplish their task. Finally, online shoppers will perceive its usefulness by receiving the benefits, such as gaining information from the websites and meet their expectations when an online website can be trusted, (Chen & Ching, 2013).

2.5 Perceived Enjoyment

Perceived enjoyment can be defined as the level of satisfaction that consumers feel during online purchase on a particular website, in terms of the ability to bring them happiness, while excluding the performance that they will experience. The more enjoyable the online shopping process at a particular website, the more likely consumers will purchase on that website (Carr et al. 2001).

2.6 Satisfaction

According to Hansemark and Albinsson (2004) “satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire”.

2.7 Repurchase Intention

Customer repurchase intention has been conceptualized in some recent studies based on two aspects namely the intention to re-buy (repurchase) and the intention to engage in positive word-of-mouth and recommendation (referral) (Fitzgibbon & White, 2005; Phuong & Dat, 2017; Yi & La, 2004).

2.8 Research Framework

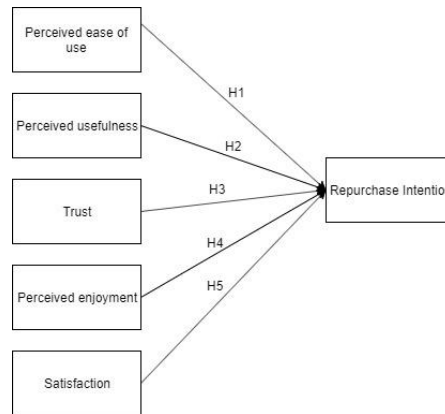


Figure 2.1 Research Framework
Source: Ali (2016)

3. Research Methodology and Data Analysis

3.1 Sample

According to Indirawati (2015:164) sample is a selected component of the population that involved in research, useful for observed, treated or asked for the opinion about the following research object. The sample taken in the research does not take all members of the population to be investigated because the number of members in the population is large. So this research sample is a member of consumers in Tokopedia. Because the total number of customers tokopedia is not known, the determination of the quantity of sample in this research using the Bernoulli formula (Zikmund, 2010: 436) as follows:

$$n = \frac{\left[\frac{z}{2} \right]^2 p \cdot q}{e^2}$$

n = Sample

α = Level of accuracy

Z = Normal standard distribution value

p = Declined probability

q = Accepted probability (1-*p*)

e = Error rate

This research used a level of accuracy (*α*) of 5%, a confidence level of 95% so, that the Z value obtained in the standard normal distribution = 1.96. The error rate is set at 5%. Then, the probability of a questionnaire is true (accepted) by 50% or rejected (wrong) by 50%. Based on the Bernoulli formula above, the following calculation results are obtained:

$$n = \frac{[1,96]^2 0,5 \times 0,5}{(0,05)^2}$$

$$n = \frac{0,9604}{0,0025}$$

$$n = 384,16 \approx 385$$

Based on the above calculation, the minimum sample used in this study was 385 respondents. Community research respondents who want to do or have already made purchases online at Tokopedia. Then to reduce errors in filling out the questionnaire, the author rounded the number of respondents to 400.

3.2 Data Analysis Technique

This research used questionnaire measurement. Each questionnaire is accompanied by five possible answers that must be chosen and considered according to the respondent. This research used multiple linear regression analysis.

4. Result and Discussion

4.1 Respondent characteristic

No	Characteristic	Percentage
1	Gender	
	Female	53.8%
	Male	46.2%
2	Age	
	≤ 20	11.5%
	21-25	57.5%
	26-30	7.6%
	31-35	8.7%
	36-40	10.7%
	≥ 41	3.9%
3	City Origin	
	Bandung	40.3%
	Jakarta	25.3%
	Tasikmalaya	10.2%
	Yogyakarta	6.3%
	Surabaya	5.7%
	Other	12.2%
4	Last Education	
	Elementary to JHS	0.4%
	SHS or Vocational School	42.9%
	Bachelor Degree	35.3%
	Diploma	17.4%
	Postgraduate	3.9%
5	Monthly Earning	
	< Rp 500.000,00	13.3%
	Rp 500.000,00 – Rp 1.000.000,00	12.6%
	Rp 1.000.000 – Rp 2.000.000	23.5%
	> Rp 2.000.000	50.5%

Table 4.1 Respondent Characteristic
Source: Data Processed (2020)

4.2 Descriptive Analysis

To know the consumer's assessment towards the variables, the author conducted a descriptive analysis. The results revealed that all the variables are in the high and very high level which is above 68%, the details are: Perceived ease of use, the consumer's assessment is 82.95%; Trust, the consumer's assessment is 82.22%; Satisfaction, the consumer's assessment is 78.78%; Perceived Usefulness, the consumer's assessment is 78.59%; Perceived Enjoyment, the consumer's assessment is 76.9%.

Next, to test the research hypotheses, this study gathered data from 400 valid respondents who are Tokopedia users and in the age of 15-60 years old. The respondents were chosen by using purposive sampling techniques across Indonesia through online survey by using questionnaire. To analyze the data collected, the author used a SPSS software

Next, the research that using multiple regression, the researcher must test the classical assumption before hypothesizing testing. Before performing data processing using SPSS, respondent data in the form of ordinal data is changed into the form of interval data. In classical assumption there are several test include: Normality Data Test; Normality data test is required because statistical data test results (T-test and F-Test) will be interpreted into parameters in the population. Since the data in the population has a normal distribution, then the data in the sample must be normally distributed as well. Multicollinearity Test; To detect the presence or absence of multicollinearity

symptoms in this multiple regression model is by looking at the value of Variance Inflation Factor (VIF) and tolerance. If the tolerance value is less than 1 or VIF greater than 10 indicates significant multicollinearity. Heteroscedasticity Test; This test aims to see whether in the regression model there is variable uniformity of the residual one observation to another observation. If the variant from one observation's residual to observation to another observation remains, it is called homoscedasticity, and if different is called heteroscedasticity.

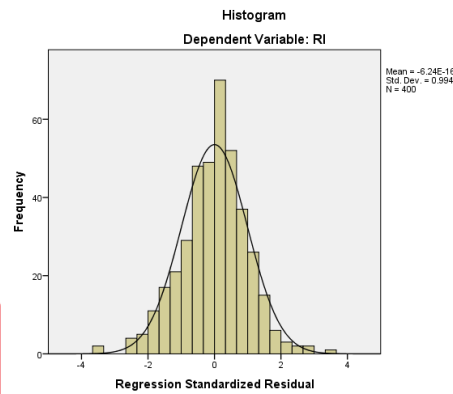


Figure 4.1 Normality Test Data
Source: Data Processed (2020)

Variable X	Tolerance	VIF	Result
Perceived ease of use	0.655	1.528	Does not occur multicollinearity
Perceived usefulness	0.449	2.225	Does not occur multicollinearity
Trust	0.672	1.489	Does not occur multicollinearity
Perceived enjoyment	0.591	1.693	Does not occur multicollinearity
Satisfaction	0.510	1.962	Does not occur multicollinearity

Table 4.2 Multicollinearity Test Result
Source: Data Processed (2020)

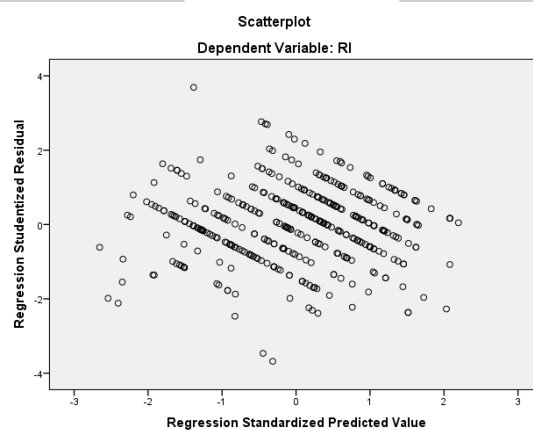


Figure 4.2 Heteroscedasticity Test Result
Source: Data Processed (2020)

Multiple Regression Analysis is used to calculate or measure how much influence of perceived ease of use (X1), Perceived usefulness (X2), Trust (X3), Perceived enjoyment (X4), and Satisfaction (X5) to the dependent variable of Repurchase intention (Y). This coefficient shows how big the relationship occurs between independent variable (X1, X2, X3, X4 ...Xn) to the dependent variable (Y) simultaneously or simultaneously.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-1.601	.742				-2.157
PEOU	-.150	.085	-.075	-1.761	.079	.655	1.528
PU	.167	.045	.192	3.740	.000	.449	2.225
T	.176	.033	.223	5.294	.000	.672	1.489
PE	.209	.039	.241	5.363	.000	.591	1.693
S	.349	.058	.289	5.971	.000	.510	1.962

a. Dependent Variable: RI

Table 4.3 Multiple Regression Result
Source: Data Processed (2020)

Table 4.3 showing the results of data processing for multiple regression, formulated in accordance with the model of multiple regression equation follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5$$

$$Y = -1.601 + -0.150x_1 + 0.167x_2 + 0.176x_3 + 0.209x_4 + 0.349x_5$$

From the above equation can be interpreted as follows:

- Constanta (a) has a value -1.601 shows if perceived ease of use (X1) Perceived usefulness (X2), Trust (X3), Perceived enjoyment (X4), and Satisfaction (X5) to the dependent variable Repurchase intention (Y).
- X1 has a negative regression coefficient value of -0.150 can be interpreted that if the other independent dimension is fixed or unchanged, then the decrease of 1 point or 1% Perceived ease of use dimension will decrease the repurchase intention value by -0.150 and the Perceived ease of use (X1) and Repurchase intention (Y) then, the regression coefficient and perceived ease of use have a negative influence on repurchase intention (Y).
- X2 has a positive regression coefficient value of 0.167 can be interpreted that if the other independent dimension is fixed or unchanged, then the increase of 1 point or 1% Perceived usefulness dimension will increase the repurchase intention value by 0.167 and the Perceived usefulness (X2) and Repurchase intention (Y) then, the regression coefficient and perceived usefulness have a positive influence on repurchase intention (Y).
- X3 has a positive regression coefficient value of 0.176 can be interpreted that if the other independent dimension is fixed or unchanged, then every 1 point increase or 1% dimension Trust will increase the repurchase intention of 0.176. Increasing the value of Trust (X3) Repurchase intention (Y). Thus the regression coefficient of Trust has a positive influence on Repurchase intention (Y).
- X4 has a positive regression coefficient value of 0.209 can be interpreted that if the other independent dimension is fixed or unchanged, then each increase of 1 point or 1% dimension of Perceived enjoyment will increase by the repurchase intention value of 0.209. Increasing the value of Perceived enjoyment (X4) also increased Repurchase intention (Y). Thus, the regression coefficient of Perceived enjoyment has a positive influence on Repurchase intention (Y).
- X5 has a positive regression coefficient value of 0.349 can be interpreted that if the other independent dimension is fixed or unchanged, then every 1 point increase or 1% dimension Satisfaction will increase the repurchase intention of 0.349. Increasing the value of Satisfaction (X5) Repurchase intention (Y). Thus the regression coefficient of Trust has a positive influence on Repurchase intention (Y).

From the results of multiple regression above it can be concluded that the influence of PEOU, Perceived Usefulness, Trust, Perceived Enjoyment, and Satisfaction against the highest repurchase intention in Tokopedia or the most influential is the dimension Satisfaction (X5) with the result of constant 0.349 and the lowest effect is the dimension Perceived ease of use (X1) with the result of the constant of -0.150.

The value of adjusted R square is used to determine the contribution of free variables (Perceived ease of use, Perceived Usefulness, Trust, Perceived Enjoyment, and Satisfaction) to the dependent variable (Repurchase Intention). R square can be seen in Table 4.3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.531	.525	1.582

a. Predictors: (Constant), S, PEOU, T, PE, PU

b. Dependent Variable: RI

Table 4.4 Determinant Coefficient (R^2)

Source: Data processed (2020)

Based on the table 4.4 above, the R square on Repurchase intention construct is 0.531, means Repurchase intention is 53.1% influenced by *Perceived ease of use, Perceived Usefulness, Trust, Perceived Enjoyment, and Satisfaction*, while the rest 48.9% are influenced by the other factors that is not studied in this research. It also indicates that the model is Moderate.

5. Conclusion

- The consumer assessment of perceived ease of use, perceived usefulness, trust, perceived enjoyment, and satisfaction based on multiple linear regression model towards repurchase intention in the context of Tokopedia application is in the high and very high level which is above 68%, the details are:
 - Perceived ease to use, the consumer's assessment is 82.95%
 - Trust, the consumer's assessment is 82.22%
 - Satisfaction, the consumer's assessment is 78.78%
 - Perceived usefulness, the consumer's assessment is 78.59%
 - Perceived enjoyment, the consumer's assessment is 76.9%
- Based on the result of this research, the repurchase intention of consumers toward Tokopedia application is 75.55% (High). It means there is a high degree to which a person has formulated plans to repurchase intention to use Tokopedia.
- The perceived ease of use, perceived usefulness, trust, perceived enjoyment, and satisfaction has an effect on repurchase intention of tokopedia application simultaneously that is with F count equal to 89.270 with significant level 0.000.

The perceived ease of use, perceived usefulness, trust, perceived enjoyment, and satisfaction has an effect on repurchase intention of tokopedia application simultaneously. The greatest effect can be seen in the satisfaction (X5) with the coefficient 0.289, and the lowest is from the perceived ease of use (X1) has a coefficient -0.075.

6. References

- [1] Carr, C. L., Carson, T. L., Childers, & J, P. (2001). Hedonic and Utilitarian Motivations for Online Retail Shopping Behaviour. *Journal of reatiling*, 77.
- [2] Chen, M. Y., & Ching, I. T. (2013). A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment . *Electronic commerce research*.
- [3] Davis, F. (1898). *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology* . Management Information System Research Center.
- [4] Eyerys. (2017, 08 19). Retrieved from www.eyerys.com: <https://www.eyerys.com/articles/news/alibaba-expands-its-grip-southeast-asia-investing-indonesias-tokopedia>
- [5] Fitzgibbon, C., & White, L. (2005). The role of attitudinal loyalty in the development of customer relationship management strategy within service firms. *Journal of financial services marketing*, 214-230.
- [6] Franedy, R. (2019, March 01). cnbcindonesia. Retrieved from www.cnbcindonesia.com

- [7] Hansemark, O. C., & Albinson, M. (2004). Customer Satisfaction and Retention: The Experiences of Individual Employees. *Managing service quality*, 40-57.
- [8] Hermawan. (2019, 04 29). *Nesabamedia*. Retrieved from www.nesabamedia.com: <https://www.nesabamedia.com/apa-itu-tokopedia/>
- [9] Hutauruk, A. (2018, August 08). *Dewina Journal*. Retrieved from www.dewinajournal.com: <http://dewina-journal.foutap.com/kepercayaan-konsumen-pada-e-commerce/>
- [10] Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika aditama.
- [11] Jayani, D. (2019, October 22). *Databoks*. Retrieved from www.databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2019/10/22/inilah-10-e-commerce-dengan-pengunjung-terbesar>
- [12] Mothersbaugh, D. L. (2020). *Consumer behavior: building marketing strategy*. New York: McGraw-Hill Education.
- [13] Simon Kemp, S. M. (2019, September 18). *Datareportal*. Retrieved from www.datareportal.com: <https://datareportal.com/reports/digital-2019-ecommerce-in-indonesia>
- [14] Wulandari, D. (2018, February 14). *Mix.co*. Retrieved from www.mix.co.id: <https://mix.co.id/marcomm/brand-communication/advertising/flock-garap-kampanye-mulaiajadulu-dari-tokopedia/>
- [15] Yusra, Y. (2018, 12 12). *Dailysocial*. Retrieved from www.dailysocial.com: <https://dailysocial.id/post/dua-pendiri-tokopedia-secara-total-disebut-miliki-kurang-dari-8-persen-saham>
- [16] Zhou, L., Dai, L., & Zhang, D. (2007). *Online shopping acceptance model*. a critical survey of consumer factors.
- [17] Zikmund, W., Babin, B. J., & Griffin, M. (2010). *Business research methods* (8th ed.). Mason.