

CHAPTER II

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background

2.1.1 Marketing Definition

Marketing is the strategic process of identifying, anticipating, and satisfying customer needs and desires through the creation, communication, and delivery of value. It involves researching target audiences, understanding their preferences and behaviors, and crafting tailored messages, products, or services to engage them effectively. Beyond mere advertising or sales, marketing encompasses a holistic approach that includes market analysis, branding, pricing strategies, distribution channels, and customer relationship management. By aligning business objectives with consumer demand, marketing aims to build trust, foster loyalty, and drive mutually beneficial exchanges. In today's dynamic landscape, it leverages digital tools, social media, data analytics, and storytelling to connect with audiences across platforms, ensuring relevance in an ever-evolving marketplace. Ultimately, successful marketing bridges the gap between businesses and their customers, turning insights into meaningful action and sustained growth.

2.1.2 Repurchase Intention

2.1.2.1 Definition of Repurchase Intention

Sudaryanto et al. (2023) suggest that repurchase intention refers to a consumer's willingness, interest, or desire to make repeat purchases from the same company. Gunawan (2022) explains that buying interest is an internal feeling of

attraction or desire toward a product, which leads to a series of positive behaviors in making purchasing decisions.

According to Jamaluddin et al. (2020), purchase interest reflects a consumer's tendency or intention to buy a product or service based on an assessment of their needs and desires. This process involves several steps, such as identifying needs, gathering information, evaluating alternatives, making a purchase decision, and post-purchase behavior. Consumers who have a strong purchase interest typically show signs of seriously considering a product and comparing it with other options.

Based on these expert opinions, the researcher concludes that repurchase intention represents consumer behavior in which individuals have a desire to select and use a product. Buying interest emerges when a consumer is influenced by the quality of a product and the information available about it.

From Writer point of view Repurchase Intention can be viewed as a dynamic interplay between a consumer's internal motivations and external influences, culminating in a deliberate decision to engage repeatedly with a brand or product. Central to this concept is the consumer's willingness to return to a company, driven not only by emotional factors like desire or attraction but also by rational evaluations of product quality and accessible information. As noted by Sudaryanto et al. (2023), this intention reflects a conscious choice to repurchase, rooted in satisfaction and trust, while Gunawan (2022) highlights the internal pull that transforms interest into actionable behavior. Jamaluddin et al. (2020) further contextualize this process within a structured decision-making journey—from

recognizing a need to post-purchase reflection—where consumers actively compare options and weigh value. Crucially, the strength of repurchase intention hinges on the alignment between a product's perceived quality and the consumer's expectations, reinforced by transparent and compelling information. Thus, fostering repurchase behavior requires brands to consistently deliver on promises, cultivate emotional engagement, and empower consumers with clarity throughout their decision-making journey.

2.1.2.2 Consumer Repurchase Considerations

Consumer purchase interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. According to Firmansyah (2021), the more important and risky a product is to be purchased, the more consumers consider various brands and seek various information needed, namely:

1. **Complex Decision Making**

Complex decision making can occur when consumers make purchases of products that require various considerations regarding the importance of the product and the high risk for individual consumers. In general, consumers will consider various brands and seek various information needed before buying a house or car, consumers will selectively consider every detail of the differences between each product. This information is important for consumers, so that there is no discomfort after purchase.

2. Limited Decision Making

Limited decision making occurs when consumers make decisions to buy a product that requires consideration of brands and information, which are continuously attractive to consumers or consumers often consume or use the product. This limited decision making process requires less information than complex decision making.

3. Brand Loyalty

Brand loyalty shows a loyal attitude towards a particular brand and has an impact on consistent purchases over time. Consumers who are loyal to a particular brand will make purchases of that brand in the long term, and require relatively little information, because it has become a habit to buy products with that brand. Consumer loyalty to a particular brand is caused by a sense of satisfaction or a sense of desire and needs that are fulfilled for the brand repeatedly so that it becomes a habit.

4. Inertia

When consumers use a low involvement hierarchy, consumers form beliefs about the product passively and make decisions by only processing a little information and then evaluating the brand after purchase.

5. Impulse Purchasing

This type of decision is known as a sudden purchasing decision, so called because consumers do not need much consideration to make a purchase.

From the Writer point of view on Consumer Repurchase Considerations Consumer repurchase behavior is deeply influenced by the interplay of perceived risk, product

importance, and prior experiences, as outlined by Firmansyah (2021). When products carry high stakes—financially, emotionally, or socially—consumers engage in complex decision-making, meticulously comparing brands and scrutinizing details (e.g., buying a house or car) to avoid post-purchase regret. Conversely, limited decision-making arises with moderately important purchases, where consumers streamline choices by relying on prior familiarity or partial information (e.g., upgrading a smartphone), balancing efficiency with confidence. Over time, brand loyalty simplifies repurchases entirely, as trust and habitual satisfaction override the need for new evaluations—loyal customers prioritize consistency over exploration, driven by repeated fulfillment of needs. Similarly, inertia reflects passive repurchasing of low-involvement items (e.g., toothpaste), where convenience and routine overshadow active decision-making, even if post-purchase evaluations occur. At the extreme end, impulse purchasing bypasses deliberation entirely, driven by spontaneous urges or contextual triggers (e.g., checkout-line snacks), highlighting the role of emotion over rationality. Collectively, these behaviors underscore a spectrum of consumer engagement: high-risk purchases demand extensive analysis, while routine or emotionally charged decisions rely on habits, shortcuts, or instincts. For businesses, fostering loyalty or inertia through consistent quality and ease-of-choice can secure long-term repurchases, whereas addressing risk perceptions and simplifying information is critical for complex or limited decisions. Ultimately, understanding these dynamics enables brands to tailor strategies that align with how consumers weigh risks, habits, and desires in their repurchase journeys.

2.1.2.3 Repurchase Intention Indicators

According to Sudaryanto, et al. (2023), several factors that influence repurchase intention according to experts are:

1. Consumer satisfaction:

Consumers who are satisfied with the service provided will tend to make repeat purchases.

2. Product and service quality

Good product and service quality will also influence repurchase intention.

3. Previous purchasing experience (cognitive)

Positive experiences in previous purchases will also influence repurchase intention.

4. Value obtained in previous transactions

The value obtained in previous transactions will also influence repurchase intention.

2.1.3 Purchase Experience

2.1.3.1 Purchase Experience Definition

Purchase experience is the overall impression and emotional response that customers develop based on their interactions with a company. It includes aspects such as the ease of navigating the company's website, the efficiency of customer service, the quality of products or services, and the consistency of experiences across various channels and touchpoints. According to Damiani et al. (2021), CX is a customer's cumulative perception of their interactions with a

company throughout the entire relationship. This covers every touchpoint, from initial awareness and product discovery to the purchasing process and post-purchase support, including both direct and indirect interactions with the brand.

Similarly, Candra et al. (2021) state that CX refers to the overall perception and feelings customers have about their engagement with a company, starting from the first contact and continuing beyond the purchase stage. It involves multiple areas such as marketing, sales, customer service, and product use. Therefore, it can be concluded that creating a positive customer experience is crucial for fostering customer loyalty, improving brand reputation, and ensuring business success.

From Writer point of view customer experience can be understood as the holistic tapestry of emotions, perceptions, and practical interactions that shape a customer's relationship with a brand over time. It transcends isolated transactions, encompassing every moment a customer engages with a company—from discovering a product online to resolving post-purchase concerns—and is deeply rooted in the consistency and quality of these interactions. As Damiati et al. (2021) emphasize, CX is not a single event but a cumulative narrative built across touchpoints, blending functional elements like website usability and service efficiency with emotional resonance. Candra et al. (2021) further reinforce that this experience is multidimensional, intertwining marketing, sales, and support to create a seamless journey. Crucially, positive CX is not merely about meeting expectations but about fostering emotional connections and trust, which in turn drive loyalty and advocacy. Brands that prioritize CX recognize it as a strategic asset, requiring alignment across departments and channels to ensure every interaction reinforces

the customer's sense of value. Ultimately, exceptional customer experience becomes a competitive differentiator, transforming routine transactions into meaningful relationships that sustain long-term business growth.

2.1.3.2 Benefits of a Positive Customer Experience

Benefits of a Positive Customer Experience (Hery, 2022):

1. **Customer Loyalty**
Satisfied customers are more likely to return and make repeat purchases.
2. **Brand Advocacy**
Happy customers often become brand advocates, recommending the company to others and providing positive reviews.
3. **Competitive Advantage**
A superior customer experience can differentiate a company from its competitors.
4. **Increased Revenue**
Positive experiences can lead to higher sales, as customers are willing to pay more for better service and products.
5. **Reduced Churn**
Satisfied customers are less likely to switch to competitors, reducing customer turnover.

From Writer point of view a positive customer experience serves as a cornerstone for sustainable business growth, weaving together immediate financial gains with long-term relational equity. By fostering customer loyalty, companies not only

secure repeat purchases but also build a reliable revenue stream, as satisfied customers are less likely to abandon a brand for competitors, directly reducing churn. This loyalty often transcends transactional relationships, transforming customers into passionate advocates who amplify brand credibility through organic word-of-mouth and positive reviews—a cost-effective form of marketing that drives new customer acquisition. Moreover, in saturated markets, a consistently superior customer experience becomes a critical differentiator, elevating a brand above competitors and justifying premium pricing, which in turn boosts revenue. Hery (2022) underscores that these benefits are interconnected: loyalty and advocacy create a virtuous cycle where retained customers attract new ones, while reduced turnover lowers operational costs associated with customer acquisition. Ultimately, investing in customer experience is not just about meeting expectations but about cultivating emotional loyalty and trust, positioning the brand as irreplaceable in the customer's journey and securing its competitive future.

2.1.3.3 Strategies to Enhance Customer Experience

Strategies to enhance customer experience can be explained as follow (Damiani, et al. 2021):

1. **Personalization:**

Tailoring interactions and offerings to individual customer preferences and behaviors can create a more relevant and engaging experience. This can be achieved through data analytics and customer insights.

2. Efficient Customer Service:

Providing prompt, helpful, and empathetic customer service can resolve issues quickly and enhance customer satisfaction. This includes having knowledgeable staff and efficient support channels.

3. User-Friendly Design:

Ensuring that websites, apps, and physical stores are easy to navigate and use can significantly improve the customer experience. Simplifying processes and removing friction points is key.

4. Feedback Mechanisms:

Implementing systems for collecting and analyzing customer feedback can help businesses understand customer needs and pain points, allowing them to make informed improvements.

5. Employee Engagement:

Engaged and motivated employees are more likely to provide excellent service. Investing in employee training and creating a positive work environment can translate into better customer experiences.

6. Quality Products and Services:

Delivering high-quality products and services that meet customer needs and expectations is fundamental. Ensuring reliability, functionality, and value for money is critical.

From Writer point of view enhancing customer experience demands a holistic strategy that integrates empathy, innovation, and operational excellence, positioning the customer at the heart of every decision. By leveraging

personalization—rooted in data analytics—brands can craft tailored interactions that resonate with individual needs, fostering deeper emotional connections and relevance. Pairing this with efficient, empathetic customer service ensures that issues are resolved swiftly, reinforcing trust and satisfaction. A user-friendly design further streamlines the journey, eliminating friction and enabling seamless navigation across digital and physical touchpoints. Crucially, feedback mechanisms act as a compass, guiding continuous improvement by aligning business actions with evolving customer expectations. However, none of this is sustainable without engaged employees; investing in their training and well-being empowers them to deliver service that feels genuine and proactive. Underpinning all these efforts is the non-negotiable commitment to quality—products and services must consistently meet or exceed expectations to build lasting credibility. Damiani et al. (2021) illustrate that these strategies are interconnected: personalization and feedback inform better design and service, while employee engagement and product quality ensure promises are kept. Together, they create a virtuous cycle where enhanced experiences drive loyalty, advocacy, and differentiation, transforming CX from a cost center into a strategic engine for long-term growth and competitive resilience.

2.1.3.4 Purchase Experience Indicator

Key indicator of customer experience (Candra, et al. 2021):

1. Previous purchasing experience

This refers to a consumer's past interactions with an online store, including factors such as product quality, delivery speed, customer service, and overall

satisfaction. Positive experiences can encourage repeat purchases, while negative experiences may lead to customer dissatisfaction and avoidance of the store in the future.

2. Decision to repurchase from an online shop

This refers to a customer's willingness to buy again from the same online store based on their past experience. It can be influenced by factors like product quality, price, discounts, ease of transaction, and trust in the seller.

If customers are satisfied with their previous purchases, they are more likely to return for future transactions.

3. A sense of comfort when using a shopping app

This relates to how easy and enjoyable a consumer finds the shopping app interface. Factors such as user-friendly navigation, smooth transaction processes, secure payment options, and responsive customer support contribute to this sense of comfort. A well-designed app enhances the overall shopping experience and can lead to higher customer retention.

2.1.4 Ease of Use

2.1.4.1 Ease of Use Definition

Perceived ease of use refers to an individual's belief that a technology, system, or application is simple to understand, effortless to operate, and requires minimal effort to utilize. Widiyanti (2020) describes it as the perception that new technology is easy to understand, operate, and access, making it more user-friendly and efficient. Similarly, Jatimoyo et al. (2021) define perceived ease of use as the

belief that a specific technology is simple to comprehend and effortless to use, which significantly influences user acceptance and adoption.

Damayanti (2021) expands on this idea in the context of online shopping, stating that perceived ease of use refers to consumers' perception of how easy it is to operate and navigate a system. A well-designed application ensures that users can complete transactions smoothly and efficiently, reducing frustration and enhancing the overall shopping experience. Kusumadewi et al. (2021) further emphasize that perceived ease of use is the degree to which an individual believes using a particular technology requires minimal effort, allowing for seamless and efficient interactions.

In conclusion, perceived ease of use is a critical factor in technology adoption, as users are more likely to engage with platforms that offer intuitive navigation, clear functionality, and a smooth learning curve. When a system is designed with usability in mind, it enhances user satisfaction, increases adoption rates, and improves overall efficiency. Therefore, businesses and developers must prioritize ease of use to ensure their technology meets user expectations and provides a positive experience.

From Writer point of view perceived ease of use acts as a bridge between technological functionality and user adoption, where simplicity becomes the cornerstone of engagement and efficiency. At its core, it reflects a user's confidence that a system—whether a mobile app, e-commerce platform, or digital tool—is intuitive enough to navigate without friction, as emphasized by Widiyanti (2020) and Jatimoyo et al. (2021). This perception is not merely about superficial design

but about creating seamless interactions that align with natural user behaviors, reducing cognitive load and frustration. For instance, in online shopping contexts (Damayanti, 2021), ease of use translates to streamlined checkout processes and intuitive interfaces that empower users to complete transactions effortlessly, directly enhancing satisfaction and loyalty. Kusumadewi et al. (2021) further stress that when technology minimizes effort, it accelerates adoption and fosters trust, positioning usability as a non-negotiable element in competitive markets. Ultimately, prioritizing ease of use is not just about technical proficiency but about empathy—anticipating user needs, eliminating barriers, and crafting experiences that feel inherently natural. Businesses that master this balance not only drive higher engagement and retention but also transform users into advocates, proving that simplicity is the ultimate sophistication in an increasingly complex digital landscape.

2.1.4.2 Factors Influencing Ease of Use

According to Damayanti (2021), several key factors contribute to the perception of ease of use in a system, technology, or digital platform. These factors determine how effortlessly users can interact with a system and whether they find it intuitive and user-friendly. Some of the main influencing factors include:

1. **Flexibility**

A system should be adaptable to the needs and preferences of its users. If a platform allows users to customize settings and adjust features to fit their workflow, it enhances the perceived ease of use. The more flexible a system is, the easier it becomes for users to integrate it into their daily routines.

2. Ease of Understanding

A system or interface should be designed in a way that is easy to comprehend without requiring extensive guidance or training. If users can quickly understand how to navigate and use the features without difficulty, they are more likely to have a positive experience. Clear labeling, logical navigation, and intuitive design play a crucial role in this aspect.

3. Ease of Operation

This factor refers to how much effort is required to use the system effectively. If users find a system simple to operate, with minimal learning curves, they will be more inclined to continue using it.

4. System Responsiveness

A system that responds quickly to user inputs is perceived as easier to use. Lagging interfaces, long loading times, and slow processing can negatively affect user experience, making a system feel more complicated than it actually is.

From Writer point of view perception ease of use in a system hinges on a harmonious blend of flexibility, clarity, and responsiveness, which together create an environment where users feel empowered rather than encumbered. Flexibility ensures that a system adapts to individual workflows, allowing users to tailor settings and features to their unique needs, thereby fostering a sense of ownership and control. Equally critical is ease of understanding, where intuitive design and logical navigation eliminate ambiguity, enabling users to interact with the system confidently from the outset—no manuals or tutorials required. This is reinforced by

ease of operation, which minimizes cognitive and physical effort, ensuring tasks can be completed with minimal friction or learning curves. However, even the most adaptable and intuitive system risks alienating users if it lacks responsiveness; delays, lag, or slow processing disrupt the fluidity of interaction, eroding trust and amplifying frustration. As Damayanti (2021) highlights, these factors are interdependent: a responsive, flexible system with clear functionality not only enhances usability but also builds user confidence, driving sustained engagement. Ultimately, prioritizing these elements transforms technology from a tool to a seamless extension of the user's intent, where efficiency and satisfaction converge to shape lasting positive experiences and loyalty.

2.1.4.3 Benefits of Providing Ease of Use

According to Jatimoyo et al. (2021), ensuring a high level of ease of use in a system provides numerous benefits for both users and businesses. These advantages include:

1. **Increases User Adoption**

When a system is easy to use, new users are more likely to adopt it without hesitation. People prefer technology that does not require extensive training or complicated steps to get started. By reducing barriers to entry, businesses can attract more users and encourage faster adoption rates.

2. **Enhances User Satisfaction**

A user-friendly system minimizes frustration and maximizes user enjoyment. If customers or employees find a system simple and convenient,

they are more likely to have a positive perception of the platform, leading to higher satisfaction levels. This can contribute to customer loyalty and improved retention rates.

3. Encourages Continuous Use

Users are more likely to continue using a system that requires minimal effort to operate. If a platform is complicated, people may abandon it in favor of easier alternatives. By prioritizing ease of use, businesses can ensure long-term engagement and higher usage frequency.

4. Improves Productivity and Efficiency

In work environments, a system that is easy to use enables employees to complete tasks faster and with fewer errors. This leads to increased productivity and operational efficiency. Businesses that implement user-friendly software can reduce training costs and enhance overall workflow.

5. Reduces Customer Support Costs

When a system is designed with ease of use in mind, users require less assistance from customer support. This reduces the number of inquiries and complaints, allowing businesses to allocate resources more efficiently.

Thus, providing ease of use benefits not only end-users but also organizations by improving engagement, efficiency, and overall system effectiveness.

From Writer point of view Prioritizing ease of use in system design is not merely a convenience but a strategic lever that drives mutual value for users and organizations, transforming usability into a catalyst for growth and loyalty. By lowering barriers to adoption through intuitive interfaces, businesses can attract and

retain users who might otherwise be deterred by complexity, accelerating acceptance and reducing reliance on training—a critical advantage in fast-paced markets. Enhanced satisfaction emerges naturally when users navigate systems effortlessly, fostering positive emotional connections that translate into loyalty and advocacy, as noted by Jatimoyo et al. (2021). This satisfaction, in turn, fuels sustained engagement, as users gravitate toward platforms that streamline tasks rather than hinder them, minimizing abandonment and maximizing productivity. For organizations, the ripple effects are profound: employees work more efficiently, customer support demands plummet, and operational costs shrink, freeing resources for innovation rather than troubleshooting. Moreover, in competitive landscapes, a reputation for user-centric design becomes a differentiator, attracting customers who prioritize seamless experiences. Ultimately, investing in ease of use transcends functionality—it builds trust, aligns user and business goals, and creates ecosystems where efficiency and satisfaction coexist, ensuring long-term relevance and resilience in an increasingly user-driven world.

2.1.4.4 Indicators of Ease of Use

Kusumadewi et al. (2021) identified several key indicators that help measure perceived ease of use in a system. These indicators provide insight into how users interact with a platform and whether they find it convenient and user-friendly.

1. Easy to use

This refers to the simplicity and user-friendliness of a system, product, or technology. A well-designed interface should allow users to accomplish

their tasks with minimal effort and without confusion. When a system is easy to use, it enhances user satisfaction and encourages continued engagement.

2. Easy to learn

This means that new users can quickly understand and operate the system without extensive training or prior experience. A good system provides intuitive navigation, clear instructions, and a logical structure, reducing the time and effort required to learn how to use it effectively.

3. Easy to find what is being searched for

This concept emphasizes the efficiency of a system in helping users locate the information or items they need without unnecessary steps or obstacles. Whether in a website, an application, or a digital platform, an effective search function, well-organized content, and clear categorization contribute to making the user experience seamless and frustration-free.

2.1.5 Application Quality

2.1.5.1 Definition of Application Quality

Application quality is a crucial factor that businesses focus on to meet consumer needs, enhance customer satisfaction, and maintain a competitive advantage in the market. According to Riyadi (2021), application quality refers to an application's ability to perform its intended functions effectively. This includes essential aspects such as durability, reliability, accuracy, ease of operation, and ease of maintenance, along with additional attributes that add value to the product. The higher these qualities, the better the application's ability to meet consumer expectations and demands.

Furthermore, according to Lestari et al., (2020) application quality is an application made to make it easier for users by making attractive designs without errors when used. The quality of the application is not to meet the criteria that the company wants, but to meet the criteria that consumers want.

Sutiah (2021) provides a broader perspective by defining quality as the overall description and characteristics of a product or service that fulfill both explicit and implicit consumer needs. This implies that a high-quality product is not only functional and durable but also aligns with customer expectations in terms of design, aesthetics, and overall user experience.

Based on these expert insights, it can be concluded that product quality encompasses various attributes, including a product's physical characteristics, functional effectiveness, and unique features that distinguish it from competitors. A high-quality product should be able to meet consumer expectations and needs satisfactorily while providing a level of value that justifies the money spent. Therefore, companies must consistently improve and compare their product quality with competing products to maintain consumer trust, increase market share, and ensure long-term business success.

From Writer point of view application quality is a multidimensional concept that bridges functional excellence and emotional resonance, serving as the linchpin for consumer trust and market competitiveness. At its core, it demands more than just technical reliability or durability—though these remain critical, as Lestari

(2020) emphasizes that application quality primary goals is to make it easier for users to use and working seamlessly in order to meet the criteria that consumer wants. Sutiah (2021) expands this view, framing quality as a holistic blend of performance, design, and experiential value, where aesthetics and intuitive interaction elevate a product from merely functional to genuinely indispensable. This duality underscores that true quality lies in the intersection of practicality and pleasure: a well-crafted application must not only operate flawlessly but also engage users through thoughtful design and frictionless experiences.

For businesses, prioritizing such comprehensive quality is a strategic imperative. It fosters differentiation in crowded markets, transforms users into loyal advocates, and justifies premium pricing by aligning cost with perceived value. Moreover, consistent quality assurance becomes a safeguard against attrition, ensuring that products evolve in tandem with shifting consumer expectations. In essence, application quality is not a static achievement but a dynamic commitment—one that harmonizes innovation with empathy, technical rigor with creative vision, and short-term gains with long-term brand legacy. Companies that master this balance don't just meet standards; they redefine them, securing their place as leaders in an era where excellence is the ultimate currency.

2.1.5.2 Indicators of Application Quality

According to Untari (2021), indicators of product, system or service known so far consist of:

1. Reliability

Reliability refers to the ability of a product, system, or service to consistently perform its intended function without failure over time. A reliable product or system provides users with confidence that it will function as expected under normal operating conditions. In business and technology, reliability is crucial as it affects customer trust, user satisfaction, and overall efficiency. For example, a reliable software application runs smoothly with minimal bugs or crashes, while a reliable appliance operates consistently without frequent malfunctions.

2. Performance

Performance is the measure of how effectively and efficiently a product, system, or service operates to meet its intended purpose. High performance means that the product functions at optimal levels, delivering fast, accurate, and efficient results. For instance, in computing, a high-performance processor executes tasks quickly without lag, while in automobiles, a high-performance engine delivers speed, power, and fuel efficiency. Performance is a key factor in user experience and overall satisfaction, influencing purchasing decisions and brand loyalty.

3. Durability

Durability refers to the ability of a product, system or service to withstand, environmental conditions, and prolonged use without significant degradation in quality or function. A durable product, system or service maintains its structural integrity and functionality over an extended period,

reducing the need for frequent repairs or replacements. For example, a system or application that are able to withstand any breach in the system or application.

2.2 Previous Research

Based on the result conducted by Ferdiyanti (2022) entitled *Pengaruh Orientasi Belanja, Pengalaman Pembelian, Dan Persepsi Harga Terhadap Minat Beli Ulang Konsumen E-Commerce Blibli Pada Mahasiswa Pendidikan Ekonomi Universitas Lampung*. The analysis results indicate that shopping orientation, purchase experience, and price perception influence the repurchase intention of Blibli e-commerce consumers among economics education students, with a determination level of 0.722 or 72.2%. This means that 72.2% of students' repurchase intention is affected by shopping orientation, purchase experience, and price perception, while the remaining 27.8% is influenced by other variables not examined in this study.

Based on the result conducted by Saripudin dan Faihaputri (2021) entitled *Pengaruh Kepercayaan, Keamanan, Dan Kemudahan Penggunaan Aplikasi Terhadap Minat Beli Ulang (Studi Kasus Di E-Commerce Jd.Id)*. The results of the study found that trust, security and ease of use of the application partially and simultaneously had a significant positive effect on repurchase interest.

Based on the result conducted by Gai, et al. (2024) entitled *Analysis of The Influence of Digital Payment Process, Quality of Application, and Online Service on Repurchase Intention of Online Shopping Platform Customers*. The data analysis reveals several key findings. First, convenience does not significantly impact

customer satisfaction. Second, the transaction process greatly improves customer satisfaction. Third, system quality has a positive effect on customer satisfaction. Fourth, content reliability also boosts customer satisfaction. Fifth, customer service enhances customer satisfaction. Sixth, customer satisfaction reduces customer complaints. Seventh, higher customer satisfaction increases the likelihood of repurchasing. However, there is also a negative link between customer satisfaction and repurchase intention. These findings suggest that factors beyond customer satisfaction may also influence the decision to repurchase.

2.3 Hypothesis Development

A hypothesis is a tentative and testable statement that explains the relationship between two or more variables in a research study. It serves as a guide for the research process by proposing a possible outcome based on theoretical reasoning or previous empirical findings. In quantitative research, hypotheses help determine what data needs to be collected and which statistical techniques to apply (Priyatno, 2020). The hypotheses that will be used in this study can be seen in the description:

- H₁ : Purchase Experience have partial effect toward Repurchase Intention in the Lazada E-Commerce Application.
- H₂ : Ease of Use have partial effect toward Repurchase Intention in the Lazada E-Commerce Application.
- H₃ : Application Quality have partial effect toward Repurchase Intention in the Lazada E-Commerce Application.

H₄ : Purchase Experience, Ease of Use and Application Quality have simultanous effect toward Repurchase Intention in the Lazada E-Commerce Application.

2.4 Research Model

A research model is a structured framework that illustrates the relationships among variables being studied, often derived from theoretical foundations or conceptual constructs. It serves as a visual or conceptual representation of how the researcher perceives the interaction among variables and guides the formulation of hypotheses. The research model helps to clarify the direction of the research, identify the dependent and independent variables, and provide a blueprint for empirical testing (Herlina, 2021). Research Model is a structured framework that illustrates the relationships between different variables in a study. It serves as a guide to explain how certain factors interact and influence the research problem. The research model that will be used in this study can be seen in the description below as follows:

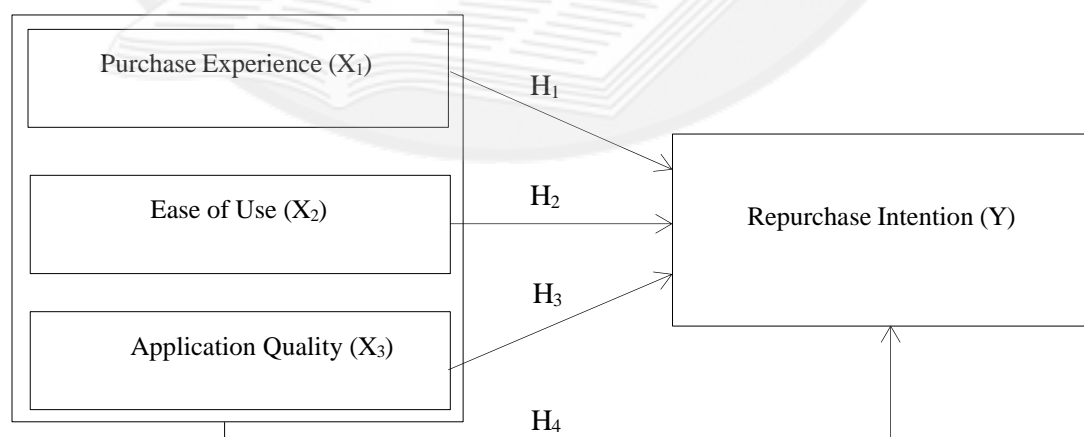


Figure 2.1. Research Model
Sources: Prepared by the writer (2025)

2.5 Framework of Thinking

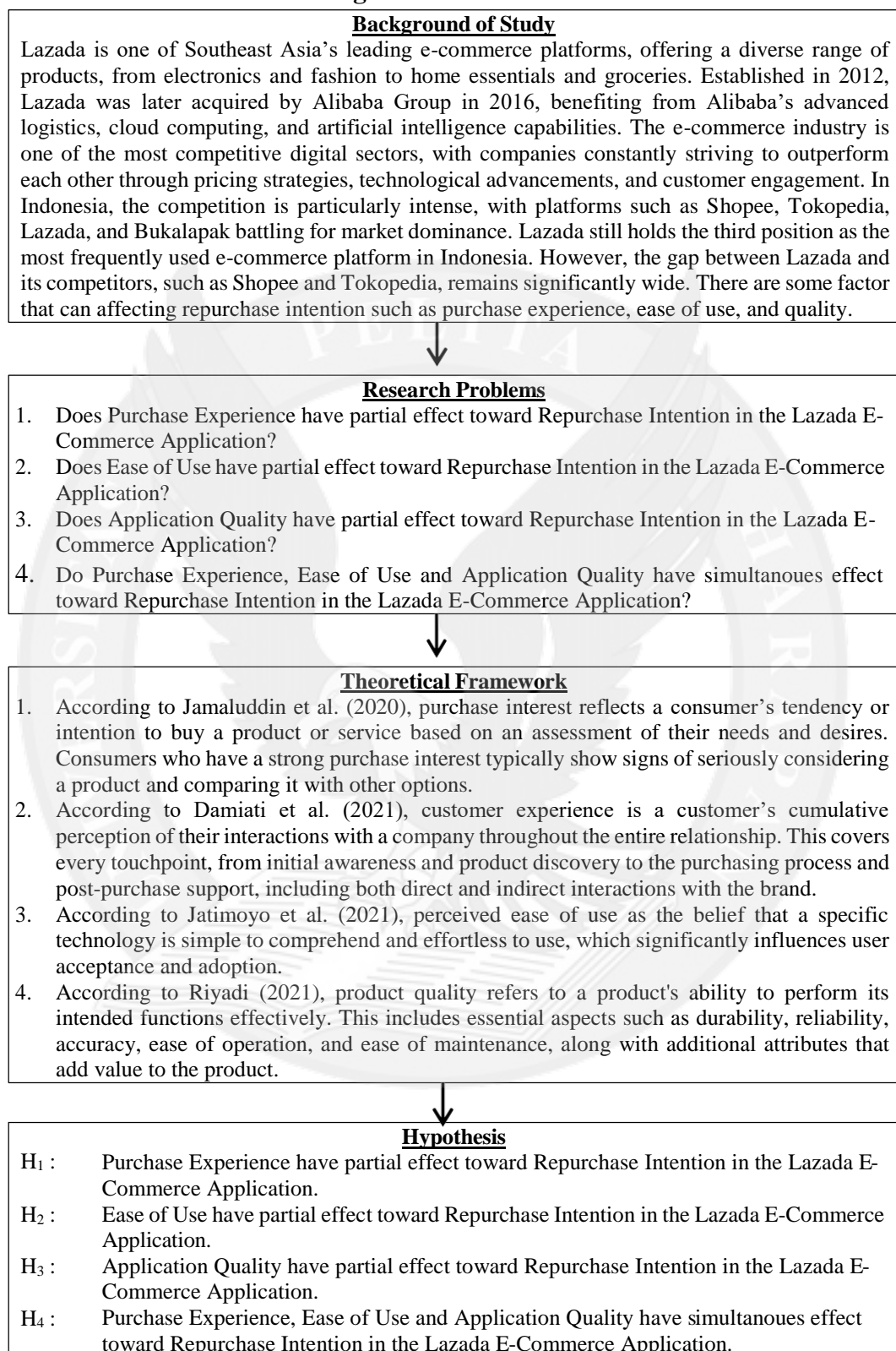


Figure 2.2 Framework of Thinking

Source:Prepared by Writer (2025)