THE INFLUENCE OF CUSTOMER EXPERIENCE AND EASE OF USE ON REPURCHASE INTENTION OF FASHION PRODUCTS ON SHOPEE E-COMMERCE (CASE STUDY ON STUDENTS OF INSTITUT STIAMI)

Hanafi Sumardi[1] , Tri Andari Ratna Widyastuti[2]
STIAMI Institute[1,2]
hanafi.sumardi46@gmail.com[1] , audra_ran@yahoo.co.id[2]

ABSTRACT

The development of e-commerce in Indonesia is increasing, people are starting to leave the habit of shopping conventionally and switch to shopping online. One of the effects of technological developments has an impact on the development of the fashion industry which encourages business actors in the fashion sector to be more adaptive, innovative, and creative in creating products that can meet the needs of the community. This study aims to analyze how much influence customer experience and easy of use have on the repurchase intention of fashion products on Shopee. This study used Quantitative research types and data collection techniques using questionnaire on STIAMI Students who had shopped at Shopee. From the results of the questionnaire distribution, respondents can find out their responses about customer experience and easy of use to the repurchase intention of fashion products on Shopee. The results showed that simultaneously the magnitude of the influence of Customer Experience and Easy of Use on Repurchase Intention was 0.648 or 64.8%. While the remaining 35.2% was determined by other variables that were not measured in this study.

INTRODUCTION

In the current modern era, technological advancements are becoming increasingly sophisticated. With the presence of social media, online business brings many benefits to various parties, both consumers and companies. Additionally, the pandemic situation has made many people more comfortable shopping online from home. When many offline stores were closed and outdoor activities were restricted, online shopping sites played a very helpful role. For some people trying it for the first time, this certainly becomes an interesting and efficient shopping method. This is due to the ease of transactions provided by various platforms; online transactions become a solution to solve problems related to distance and time in shopping using only a smartphone.

The development of e-commerce in Indonesia is increasing, and gradually society is beginning to abandon conventional shopping habits and switch to online shopping. E-commerce is considered a solution as a buying and selling medium that can save time and costs. The ease with which e-commerce reaches local and international markets makes people increasingly interested in buying and selling on e-commerce platforms (Source: teamwork.id, accessed on December 2, 2019).

Conducting buying and selling transactions via the internet can certainly save time and costs compared to offline shopping, where consumers must first visit a store to purchase a product. Moreover, if consumers need several products, they would have to visit multiple stores to obtain the items they want. Meanwhile, by utilizing the convenience of the internet, consumers can shop for several products using only their smartphones, anywhere and anytime. This convenience is one of the factors driving the increasing usage of online site services. Ultimately, the trend of online shopping has become a new habit for society.

This growing economic ecosystem can be observed in data from Bank Indonesia, which states that the e-commerce business in mid-2020 rose significantly to 140 million, compared to only 80 million in 2021 and just 40 million in mid-August (Antara & Setiawan, 2020). Based on data from Similar Web, the graph above shows that Shopee is the e-commerce platform with the highest number of site visits in Indonesia in the first quarter of 2023. During the January-March period of this year, Shopee's site achieved an average of 157.9 million visits per month, far surpassing its competitors. Tokopedia's site averaged 117 million visits, Lazada 83.2 million visits, BliBli 25.4 million visits, and Bukalapak 18.1 million visits per month.

With a monthly visit count of 158 million, it can be observed that there is a repurchase intention or repeated online purchasing activity on the Shopee platform. This repeated purchasing occurs because customers feel safe, comfortable, and confident making purchases on the Shopee application. A person will trust an online shopping site and return, offering products along with other factors such as customer experience, ease of use, and repurchase intention.

rata-rata kunjungan situs per bulan
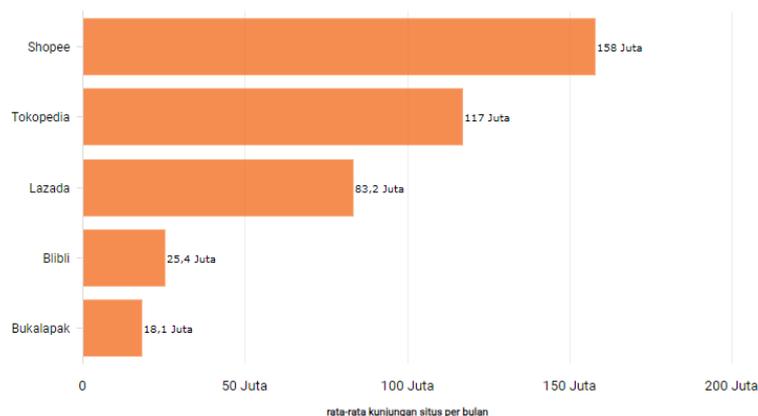
Figure 1. Most accessed E-Commerce on first quarter of 2023
Source: https://databoks.katadata.co.id/datapublish/2023

Customer experience is defined as the combination of each consumer's experience in consuming or using a product as a form of the good or bad experience of a product or service, which can attract consumers to repurchase a product (Cahyani et al., 2019).

According to Pebrila et al., (2019), there are five components of customer experience: 1) Sense (the five senses), which refers to humans sensing the availability of a product; 2) Feel (feelings), which involves the emotions consumers experience when receiving a product; 3) Think (way of thinking), which is the consumer's experience through their thought process when intending to purchase a product; 4) Relate (connection), which is the consumer's action through a personal bond with a particular product; 5) Act (action), which is the consumer's behavior after receiving feedback from various products they have purchased.

Ease of use refers to the convenience for consumers to access the website as a form of business and the ease of finding items needed by consumers (Wiyata et al., 2020). In addition to ease of access and items for making repeat purchases, a sense of trust between both parties is required.

According to Febriani & Ardani (2021), there are three indicators of ease of use, namely: 1) Easy to learn, the condition in which consumers find it easy to learn and use; 2) Easy to obtain, the condition where someone feels it is easy to acquire a new system; 3) Easy to operate, the condition in which consumers find it easy to operate.

Consumer purchase intention arises due to the response received if the product is deemed suitable (Febriani & Ardani, 2021). There are several dimensions of repurchase intention, namely: a) Transactional attraction, the consumer's buying and selling activity towards the product; 2) Referential attraction, the consumer's activity of giving references and recommending a product; 3) Preferential attraction, which is an interest.

Repurchase intention is the consumer's desire and action to buy a product again, due to satisfaction with what the consumer needs from a product (Nurhayati and Murti 2012). Repurchase intention occurs when consumers have previously purchased a product or service. Kimppa et al. (2014) define repurchase intention as the intention to buy the same brand of a product again. Meanwhile, Hellier et al. (2013) state that it is an individual's assessment of repurchasing a designated service from the same company, considering the current situation and the likelihood of future circumstances. According to Sutisna (2001), when consumers receive positive feedback from past actions, there will be a reinforcement of positive thoughts about what the person has received, enabling the individual to make a repurchase.

METHODS

This study uses a quantitative research method because the researcher aims to confirm the concepts and theories explained in the previous chapter with data and facts that actually occur in the field. This research discusses the influence of customer experience and ease of use on repurchase intention for fashion products on the Shopee e-commerce platform.

The subjects taken are active students using the Shopee application, both female and male, at the central campus of the STIAMI institute, totaling 2,214 students. They usually have already made individual purchase decisions conducted to fulfill a desire without external influence.

In this research, the data used consist of primary data and secondary data. Primary data are data obtained directly from observations, interviews, and questionnaires. In addition to primary data, this study also uses secondary data.

The secondary data used are literature data obtained from previous research journals, reference books, and magazines in the form of company financial reports, government reports, articles, books as theoretical sources, magazines, and so forth. Data obtained from secondary sources do not require further processing.

Operational definition of variables according to Sugiyono (2019:69) is "An attribute or characteristic or value of an object or activity that has certain variations determined by the researcher to be studied and then conclusions are drawn."

According to Sujarweni (2018:6), types of data and their sources can be divided based on their nature, source, method of acquisition, and time of collection. Data analysis techniques are systems for processing data, organizing data presented from opinions sequentially, seeking the essence, and sorting important processes that can be explained by others (Putri & Pujani, 2019).

In this research, the author uses validity and reliability tests to ensure the data used are valid. Data are collected by preparing a list of questions to be presented to respondents in the form of a questionnaire, and then the collected data will be processed using the SPSS program.

RESULT AND DISCUSSION

Based on the data collected through questionnaires given to STIAMI Institute students as respondents, the characteristics of each student can be identified. This was done in the hope that this information could provide input for Shopee in understanding the characteristics of its future consumers.

Table 1. Customer experience variable (X1)

No.	Indicators	Statements	Score	Category
1	Sense	Fashion product models on Shopee are very diverse	4,64	Very good
2		The selection of fashion product designs on Shopee is so good that it attracts customers.	4,31	Very good
3	Feel	I think the fashion product section on Shopee's website looks really attractive.	4,07	Good
4		I am interested in buying fashion products on Shopee because of the advertisements that are broadcast.	3,96	Good
5	Think	Fashion products sold on Shopee match their product descriptions.	3,75	Good
6		The quality of fashion product materials on Shopee is good	3,65	Good
7	Act	I am used to using Shopee to buy fashion products.	4,05	Good
8		Shopee is my choice when shopping for fashion products online	4,20	Very good
9	Relate	Shopee really helps me find fashion product references.	4,25	Very good
10		I found Shopee very helpful when buying hard-to-find fashion items.	3,98	Good
Total Score			**40,87**	
Average = Total Score : Number of Statements				
40,87 : 10 = 4,08 (Good)				

Source: Processed Data (2023)

Table 2. Easy of use variable (X2)

No.	Dimensions	Statements	Score	Category
1	Easy to learn	Accessing Shopee is easy for me to learn	4,45	Very good
2	Easy to get	It's easy for me to become an expert in operating Shopee	4,25	Very good
3	Easy to operate	Operating Shopee is very clear and easy to understand	4,38	Very good
4		Accessing Shopee is not difficult for me	4,40	Very good
Total Score			**17,49**	
Average = Total Score : Number of Statements				
17,49 : 4 = 4,37 (Very good)				

Source: Processed Data (2023)

Table 3. Repurchase intention variable (Y)

No.	Indicators	Statements	Score	Category
1	TRANSACTIONAL INTEREST	I want to repurchase fashion products on Shopee	4,09	Good
2		If possible, I would like to continue shopping online as much as I can	3,95	Good
3	REFERENTIAL INTEREST	I want to refer Shopee to my relatives	4,64	Very good
4		If my friends experience problems with online shopping, I can easily mention Shopee as a solution for them	4,09	Good
5	PREFERENTIAL INTEREST	Shopee is my first choice when it comes to online shopping services	4,05	Good
6		Shopee is my first choice when recommending online shopping services to friends	4,04	Good
7	EXPLORATIVE INTEREST	Searching for information on Shopee is fun for me	4,02	Good
8		Finding benefits in using Shopee is fun for me	4,24	Very good
Total Score			**33,11**	
Average = Total Score : Number of Statements				
33,11 : 8 = 4,14 (Good)				

Source: Processed Data (2023)

The Influence of Customer Experience on Repurchase Intention

From the results of the t-test and the coefficient of determination test, it was found that customer experience has a positive effect on repurchase intention. In the t-test, the calculated t-value was 9.814 > the table t-value of 2.006, thus Ha1 is accepted. Meanwhile, the coefficient of determination value was 0.645 or 64.5% with a significance value of 0.000 < 0.05.

This can also be seen from the recapitulation of respondents' responses to the Customer Experience variable, which showed an average interpretation score of 4.08 with a good criterion. Therefore, the questionnaire results regarding Customer Experience have a very good interpretation for the respondents.

Overall, respondents felt a good experience when shopping on the Shopee application; however, it can be seen that respondents strongly agree that the fashion products on Shopee are very diverse and the product choices are excellent, which attracts customers to shop on Shopee and make repeat purchases on Shopee.

Customers can easily find any products they are looking for on Shopee, such as fashion, beauty products, sports equipment, household supplies, and others. This very good consumer experience encourages them to choose Shopee as their place for online shopping.

This study also obtained results consistent with previous research by Tya Verina and Ari Susanti (2022), which found that customer experience has a significant effect on repurchase intention on the Shopee e-commerce site among university students in Surakarta.

This study also supports previous research conducted by Winnie Lianardi, Sarli Rahman, and Onny Setiawan (2022), which found that customer experience significantly influences the intention to continue using BCA Mobile in Pekanbaru.

The Effect of Ease of Use on Repurchase Intention

From the results of the t-test and coefficient of determination test, it was found that ease of use has a positive effect on repurchase intention. In the t-test, the significance value of the effect of Ease of Use (X2) on Repurchase Intention (Y) is 0.002 < 0.05, and the calculated t-value is 3.307 > the table t-value of 2.006, so Ha2 is accepted. Meanwhile, in the coefficient of determination test, Ease of Use partially affects Repurchase Intention by 0.171 or 17.1%.

This is also evidenced by respondents' feedback on ease of use, which has an average score of 4.37 with a very good criterion. This means that the Shopee application is very easy to use and learn for consumers. Shopee has a simple application interface, is not complicated, and the application menu options are directly visible on the front page.

When consumers open the Shopee application, there is information about ongoing promotions, so if consumers are interested, they only need to click and will be directed directly to the promotion page. If consumers want to search for a product, there is a search menu on the front page, making it easier for consumers to quickly find the products they want.

Likewise, the transaction process carried out on Shopee, from selecting products, adding them to the shopping cart, to checking out and making payments, is easy to understand and comprehend. Consumers can also easily track the status of their orders and the delivery process of the products they purchased. Because the application is easy to learn and understand by consumers, this becomes one of the factors encouraging consumers to make repeat purchases on Shopee.

This study aligns with previous research conducted by Tya Verina and Ari Susanti (2022), which found that ease of use has a significant effect on repurchase intention on the Shopee e-commerce site among students in Surakarta. This study also supports previous research by Winnie Lianardi, Sarli Rahman, and Onny Setiawan (2022), which found that ease of use has a significant effect on the intention to continue using BCA Mobile in Pekanbaru.

The Influence of Customer Experience and Ease of Use on Repurchase Intention

From the F-test, it was found that Customer Experience and Ease of Use simultaneously have a positive and significant effect on Repurchase Intention. The significance value for the simultaneous effect of Customer Experience and Ease of Use on Repurchase Intention is 0.000 < 0.05, and the calculated F value is 47.767 > the table F value of 3.175. This proves that Ha3 is accepted. Meanwhile, the coefficient of determination test yielded a value of 0.648 or 64.8%,

meaning that Customer Experience and Ease of Use influence Repurchase Intention by 64.8%, while the remaining 35.2% is influenced by other variables not examined in this study.

According to the theoretical framework that customer experience and ease of use affect repurchase intention, it is evident that consumers' shopping experiences on Shopee influence their desire to choose Shopee as their preferred online shopping platform. Certainly, with a good shopping experience, an application that is easy to understand, safe, and reliable, consumers are encouraged to make purchases regularly and repeatedly on Shopee.

These two variables are interrelated factors, where if one does not meet consumer expectations, it can certainly affect their desire to shop on Shopee. If the shopping experience is good and enjoyable, but the Shopee application is not easy for consumers to understand, it can become a drawback that may discourage consumers from making purchases on Shopee. Conversely, if the Shopee application is easy to use, but consumers feel dissatisfied when shopping—for example, due to receiving incorrect items, long delivery times, poor product quality, and others—it can also influence their willingness to shop again on Shopee.

This study aligns with research conducted by Tya Verina and Ari Susanti (2022), which found that customer experience, ease of use, and customer trust significantly affect the repurchase intention on the Shopee e-commerce site among university students in Surakarta.

This study also supports previous research conducted by Winnie Lianardi, Sarli Rahman, and Onny Setiawan (2022), which found that ease of use, trust, and ease of use significantly influence the intention to continue using BCA Mobile in Pekanbaru.

Instrument Test Results

Validity Test

In the validity test, the author used SPSS (Statistical Package for the Social Science) version 24.0 for Windows.

In calculating the correlation value, the author used Joseph Hair's formula, as follows:

Table 4. Customer Experience Validity Test Results

Statements	r count	r table	Description
X1.1	0,524	0,265	Valid
X1.2	0,600	0,265	Valid
X1.3	0,659	0,265	Valid
X1.4	0,667	0,265	Valid
X1.5	0,648	0,265	Valid
X1.6	0,713	0,265	Valid
X1.7	0,680	0,265	Valid
X1.8	0,604	0,265	Valid
X1.9	0,669	0,265	Valid
X1.10	0,720	0,265	Valid

Source: Processed Data (2023)

The validity test results in the table above show that all items in variable X1 have a rhitung>0.265, meaning that the data in all items in variable X1 is valid. This questionnaire instrument can be used for research purposes.

Table 5. Easy of Use Validity Test Results

Statements	r count	r table	Description
X2.1	0,810	0,265	Valid
X2.2	0,814	0,265	Valid
X2.3	0,821	0,265	Valid
X2.4	0,801	0,265	Valid

Source: Processed Data (2023)

The validity test results in the table above show that all items in variable X2 have a calculated r value greater than 0.265, meaning that the data for all items in variable X2 is valid. This questionnaire instrument can be used for research purposes.

Table 6. Repurchase Intention Validity Test Results

Statements	r count	r table	Description
Y.1	0,785	0,265	Valid
Y.2	0,756	0,265	Valid
Y.3	0,503	0,265	Valid
Y.4	0,821	0,265	Valid
Y.5	0,849	0,265	Valid
Y.6	0,883	0,265	Valid
Y.7	0,824	0,265	Valid
Y.8	0,686	0,265	Valid

Source: Processed Data (2023)

The validity test results in Table 6 show that all items in variable Y have a calculated r value greater than 0.265, meaning that the data for all items in variable Y are valid. This questionnaire instrument can be used for research purposes.

Reliability Test

Table 7. Reliability Test Results for Customer Experience (X1), Ease of Use (X2), and Repurchase Intention (Y)

Variables	Cronbach's Alpha Value	Threshold Value	Status
Customer Experience (X1)	0,844	0,60	Reliable
Easy of Use (X2)	0,825	0,60	Reliable
Repurchase Intention (Y)	0,902	0,60	Reliable

Source: Processed Data (2023)

Based on the results of the table above, the reliability test of the variables Customer experience (X1), Ease of use (X2), and Repurchase intention (Y) produced a Cronbach's Alpha value of more than 0.60. Thus, it can be stated that all instruments are reliable because they have a Cronbach's Alpha value above 0.60.

Normality Test

The normality test aims to determine whether the data in the resulting regression equation is normally distributed or non-normally distributed. The results of the normality test can be seen in the table and figure below:
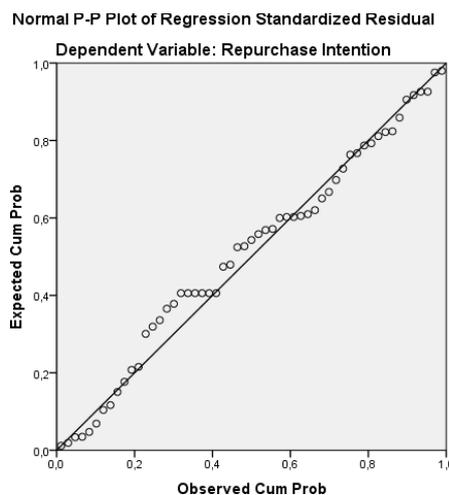
Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		55
Normal Parameters [a, b]	Mean	0,0000000
	Std.Deviation	3,02003266
Most Extreme Differences	Absolute	0,095
	Positive	0,051
	Negative	-0,095
Test Statistic		0,095
Asymp. Sig. (2-tailed)		0,200 [c, d]

Source: Processed Data (2023)

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance

Figure 2. P-P Plot Results of Normality Test

Source: SPSS 24 Data Analysis Results, 2023

Based on Figure 2 above, it shows that the significance level is 0.200 > 0.05, and from Figure IV.3 above, it can be seen that the data is normally distributed because the data distribution is around the diagonal line, so it can be concluded that the data is normally distributed and meets the assumption of normality.

Heteroscedasticity Test

In the heteroscedasticity test, researchers use a scatterplot and conclude that if the points are scattered above or below and form a certain pattern, then there is no heteroscedasticity.
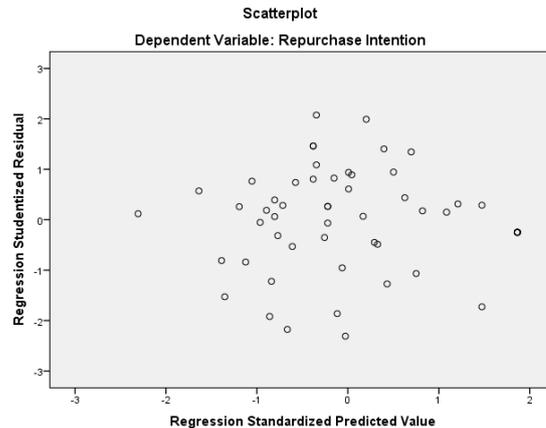
Figure 3. Heteroscedasticity Test Results

Source: SPSS 24 Data Analysis Results, 2023

Based on Figure 3, it can be seen that the data does not form a specific pattern; the data points are scattered above and below or around the number 0 and do not cluster only above it.

Multiple Regression Analysis

Multiple regression analysis was used to test the effect of independent variables, namely Customer experience (X1) and Ease of use (X2), on Repurchase intention (Y). The results obtained using SPSS version 24 software are shown in the following table:

Table 9. Multiple Linear Regression Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std.Error	Beta
1	(Constant)	-1,932	4,188	
	Customer Experience	0,796	0,095	0,777
	Easy of Use	0,143	0,236	0,056

a. Dependent Variable: Repurchase Intention

Source: SPSS 24 Data Analysis Results, 2023

Based on data analysis using SPSS 24, the following regression equation was obtained:

Y = -1,932 + 0,796 X1 + 0,143 X2

The regression equation above shows the partial relationship between the independent variable and the dependent variable. From this equation, we can conclude that:

1) The constant value a shows a value of -1.932, meaning that if there is no change in the independent variables (values X1 and X2 are 0), then the value of the dependent variable (value Y) is -1.932.

2) The regression coefficient value for the Customer experience variable (X1) is 0.796, which is positive, meaning that if Customer experience increases by 1 point, Repurchase intention will increase by 0.796.

3) The value of the Easy of use variable (X2) is 0.143, which is positive, so if Easy of use increases by 1 point, Repurchase intention will increase by 0.143.

T-test

According to (Ghozali, 2018), the t-test is used to test the significance level of the relationship between independent and dependent variables. The testing criteria are determined based on probability. If the significance level used is 5 percent, in other words, if the probability of Ha > 0.05, then it is declared insignificant, and if the probability of Ha < 0.05, then it is declared significant.

Ttabel = t (α/2 ; n-k-1)

α = 5% = t (0.05/2 ; 55-2-1)

= 0.025 ; 52

= 2,006 (According to the standard t-table at a significance level of 0.05).

The Effect of Customer Experience on Repurchase Intention

Table 10. Results of t-test Customer experience on Repurchase intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,512	3,451		- 0,148	0,883
	Customer Experience	0,823	0,084	0,803	9,814	0,000

a. Dependent Variable: Repurchase Intention

Source: SPSS 24 Data Analysis Results, 2023

Based on Table 10, it shows that the significance value of the effect of Customer experience (X1) on Repurchase intention (Y) is 0.000 < 0.05 and the t-value of 9.814 > the t-table value of 2.006, therefore Ho1 is rejected and Ha1 is accepted. This means that Customer experience has a positive and significant effect on Repurchase intention for Fashion Products on Shopee E-commerce.

The Effect of Ease of Use on Repurchase Intention

Table 11. Results of the t-test for ease of use on repurchase intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,701	5,603		2,624	0,011
	Easy of Use	1,052	0,318	0,414	3,307	0,002

a. Dependent Variable: Repurchase Intention

Source: SPSS 24 Data Analysis Results, 2023

Based on Table 11, it shows that the significance value of the effect of Ease of Use (X2) on Repurchase Intention (Y) is 0.002 < 0.05 and the t-value of 3.307 > the t-table value of 2.006, therefore Ho2 is rejected and Ha2 is accepted. This means that Ease of Use has a positive and significant effect on the Repurchase Intention of Fashion Products on Shopee E-commerce.

F-test

According to (Ghozali, 2018), the F statistical test measures the accuracy of the sample regression function in estimating the actual value. If the significance value of F < 0.05, then the regression model can be used to predict the independent variable. The F statistical test also shows whether all independent variables included in the model simultaneously affect the dependent variable. The F statistical test has a significance level of 0.05. The hypothesis testing criteria for using the F statistic are that when the significance value of F < 0.05, the alternative hypothesis is accepted, which states that all independent variables simultaneously and significantly affect the dependent variable.

Table 12. F-Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	904,833	2	452,417	47,767	0,000[b]
	Residual	492,512	52	9,471		
	Total	1397,345	54			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Easy of Use, Customer Experience

Source: SPSS 24 Data Analysis Results, 2023

Based on the table above, it can be seen that the significance value for the simultaneous effect of Customer Experience and Ease of Use on Repurchase Intention is 0.000 < 0.05 and the calculated F value is 47.767 > the table F value of 3.175. This proves that Ho3 is rejected and Ha3 is accepted. In other words, Customer Experience and Ease of Use simultaneously have a positive and significant effect on Repurchase Intention.

Coefficient of Determination

Table 13. Determination Coefficient Results Customer experience (X1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,803[a]	0,645	0,638	3,05915

b. Predictors: (Constant), Customer Experience

Source: SPSS 24 Data Analysis Results, 2023

Table 14. Results of the Coefficient of Determination for Ease of Use (X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,414[a]	0,171	0,155	4,67508

a. Predictors: (Constant), Easy of Use

Source: SPSS 24 Data Analysis Results, 2023

Table 15. Results of the Coefficient of Determination for Customer Experience (X1) and Ease of Use (X2) on Repurchase Intention (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,805[a]	0,648	0,634	3,07756

a. Predictors: (Constant), Easy of Use, Customer Experience
b. Dependent Variable: Repurchase Intention

Source: SPSS 24 Data Analysis Results, 2023

a. Based on Table 13, Customer Experience (X1) partially influences Repurchase Intention (Y) by 0.645 or 64.5%.

b. Based on Table 14, Ease of Use (X2) partially influences Repurchase Intention (Y) by 0.171 or 17.1%.

c. Based on Table 15, the statistical calculation of the R Square value is 0.648 or 64.8%, which indicates that simultaneously the influence of Customer Experience (X1) and Ease of Use (X2) on Repurchase Intention (Y) is 0.648 or 64.8%. Meanwhile, the remaining 35.2% is determined by other variables not included in this study.

Correlation Coefficient Analysis Test (R)

Correlation Coefficient (R) The correlation coefficient is a tool used to measure the strength of the relationship between the independent variable and the dependent variable. The value of R ranges from 0 to 1; the closer it is to 1, the stronger the relationship between the independent variables collectively and the dependent variable.

The strength of the correlation can be categorized as follows: 0.00 to 0.20 indicates a very weak correlation; 0.21 to 0.40 indicates a weak correlation; 0.41 to 0.70 indicates a strong correlation; 0.71 to 1.00 indicates a very strong correlation.

Multiple Coefficient of Determination Analysis (R2)

Essentially, the coefficient of determination (R^2) measures the extent to which a model can explain the variation in the dependent variable. The value of the coefficient of determination ranges from zero to one. An R^2 value approaching one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Sujarweni, 2018:13).

This coefficient of determination value expresses the magnitude of the influence of variables X1 and X2 on variable Y, expressed as a percentage (%).

CONCLUSION

Based on the results of this study, the are several conclusions can be drawn. First, Based on the t-test results, it was found that customer experience has an effect on repurchase intention with a significance value of 0.000 < 0.05 and a t-count value of 9.814 > t-table value of 2.006, thus Ha1 is accepted. The coefficient of determination test shows that customer experience partially influences repurchase intention by 0.645 or 64.5%. second, Based on the t-test results, it was found that ease of use has a positive effect on repurchase intention with a significance value of 0.002 < 0.05 and a t-count value of 3.307 > t-table value of 2.006, thus Ha2 is accepted. The coefficient of determination test shows that ease of use partially influences repurchase intention by 0.171 or 17.1%. Lastly, Based on the F-test results, customer experience and ease of use simultaneously have a positive and significant effect on repurchase intention with a significance value of 0.000 < 0.05 and an F-count value of 47.767 > F-table value of 3.175, thus Ha3 is accepted. The coefficient of determination test shows that simultaneously, the influence of Customer Experience (X1) and Ease of Use (X2) on Repurchase Intention (Y) is 0.648 or 64.8%. The remaining 35.2% is determined by other variables not included in this study.

REFERENCES

Antara, & Setiawan, K. (2020). Bank Indonesia: Transaksi E-Commerce Agustus 2020 Naik hingga Mencapai 140Juta. Retrieved from from Bisnis.Tempo.com.website:https://bisnis.tempo.co/rea d/1398066/bank-indonesia-transaksi-e-commerceagustus-2020-naik-hinggamencapai-140-juta .

Nurhayati and Murti, W.W. (2012). Analisis Faktor-faktor yang Mempengaruhi Minat Beli Ulang Masyarakat Terhadap Produk Handphone, Value Added. 8(2). 53

Kimppa, K., Whitehouse, D.,Kuusela, T., & Phahlamhlaka, J. (2014). ICT and Society: 11th IFIP TC 9 International Conference on Human Choice and Computers, HCC11 2014, Turku, Finland, July 30 - August 1, 2014. Heidelberg, New York, Dordrecht, London: Springer

Nilakandi, Z. (2019). Pengertian Bisnis Beserta Fungsi, tujuan dan Jenis-Jenis Bisnis Secara Lengkap.4Oktober2019.Retrievedfromhttps://www.nesabamedi com/pengerti an-bisnis/ .

Suryadi, D. (2018). Mendongkrak Akselerasi Bisnis Via Transformasi Digital. 24 Oktober 2018, 66 .

Cahyani, A. et al. (2019). Pengaruh Customer Experience terhadap Repurchase Intention pada PT. Traveloka Indonesia. Jurnal Sains Terapan Pariwisata, 4(1), 25–36 .

Nurdiana, F., & Oktafani, F. (2021). Pengaruh Satisfaction dan Trust Terhadap Minat Beli Ulang Konsumen

StarbucksBuahBatuBandung.EProceedingsofManagement,8(3).Retrieved from ht tps://openlibrarypublications.telkomuniversity.ac.id/index.php/managemenarti cle/view/14971%0Ahttps://openlibrarypublications.telkomuniversity.ac.id/i dex. php / management/article /download /14971/14875 .

Alemia Henuk-Kaaribu, S. M. (2020). Pengantar Ilmu Administrasi. Yogyakarta: ANDI (Anggota IKAPI) .

Darmanto, A. (2019). Pengantar Ilmu Administrasi (Edisi 2). Tangerang Selatan. Dewi, I. C. (2017). Uji Kompetensi Administrasi Bisnis. Malang: Gunung Samudera(Grup Penerbit PT Book Mark Indonesia) .

Dr. HJ Apiaty Kamaludin, M. (2017). ADMINISTRASI BISNIS. Makassar: CV SAHMEDIA .

Dr. HJ Mariati Rahman,M.(t.thn.). ILMU ADMINISTRASI.Makassar: CV SAHMEDIA

Pebrila, L. et al. (2019). Kekuatan Pengalaman Konsumen dan Kepercayaan terhadap Minat Beli Ulang pada Toko Handmade Addictive. E-Jurnal Ekonomi Dan Bisnis Universitas Udayana, 8(4). https://doi.org/10.24843/eeb.2019.v08.i04.p01

Atika, R. (2020). Pengaruh Shoping Orientation Dan Prior Online Purchase Experience Terhadap Repurchase Intention Fashion Di Tokopedia. IIB DARMAJAYA .

Sugiyono.(2014). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta

Moeeini, M.,& Fard, M. G. (2014). Review and Analysis of Factors Affecting Online Repurchase Intention. Indian Journal of Fundamental and Applied Life Sciences, 4, 1312–1321 .

Davis, F.D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. Management Information Systems Research Center, 13(3), 319–340 .

Aren, S., Güzel, M., Kabadayı, E., & Alpkan, L. (2013). Factors Affecting Repurchase Intention to Shop at the Same Website. Procedia - Social and Behavioral Sciences, 99, 536544. https://doi.org/10.1016/j.sbspro.2013.10.523

Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing Strategy, Implementation and Practice Sixth Edition. Edinburgh Gate: Pearson Education Limited .

Febriani, N. M. A., & Ardani, I. G. A. K. S. (2021). The Influence of Customer Experience, Ease of Use, and Trust on Repurchase Intention (Case Study of Tokopedia Consumers in Denpasar). American Journal of Humanities and Social Sciences Research, 5(2), 378–383 .

Wiyata, M. T. et al. (2020). Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee di Kalangan Mahasiswa Kota Sukabumi. Cakrawala, 3(1), 11–21.