Research Article

The Influence Loyalty on Repurchase Interest In Online Shopping At Shopee

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Abstract. Online shopping presents a different environment, atmosphere and experience compared to offline shopping because of the convenience provided when transacting at any location via the internet from a web browser or mobile application etc. This study aims to understand the influence of corporate responsibility, consumer trust, and consumer loyalty on repurchase interest in shopping applications in the digital era. This research involved 138 respondents who were active users of online shopping applications on the application (shoppee). The method used is quantitative using an online survey with a questionnaire designed to measure respondents' perceptions of corporate responsibility, consumer trust, consumer loyalty and repurchase interest. The collected data is then analyzed using

appropriate statistical techniques to determine the relationship between these variables. The research method used is quantitative by means of an online survey, with an instrument in the form of a questionnaire that has been specifically designed to measure research variables. This questionnaire includes items designed to measure respondents' perceptions of corporate responsibility, consumer trust, consumer loyalty and repurchase intention. The data analysis carried out shows that responsibility, consumer trust and consumer loyalty have a positive effect on repurchase interest in the Shoppee application. These results indicate that shoppee applications that demonstrate high responsibility, build strong trust with their consumers, and are able to maintain consumer loyalty, tend to have consumers with higher repurchase interest. The results of this research provide important insights for shoppee applications operating in the digital era. By understanding the factors that influence repurchase interest, online shopping applications, namely shops, can design and implement more effective strategies to increase customer retention and long-term profitability.

Keyword: influence, loyalty, online shopping.

Introduction /pendahuluan

In today's digital era, online shopping applications have become an integral part of our daily lives. With just a few clicks, we can buy almost anything, anytime, anywhere. However, along with this convenience, new challenges also emerge for companies in retaining customers and encouraging repurchase intention.

Responsibility, trust, and loyalty are several important factors that can influence repurchase interest in shopping applications. Corporate responsibility, in this case, can cover various aspects, ranging from product quality, customer service, to corporate social responsibility. Consumers tend to have higher repurchase interest if they feel that a company is responsible and reliable.

Trust is also another important factor. In the context of online shopping, trust can include trust in transaction security, data privacy, and product authenticity. This belief can influence consumers' risk perceptions and ultimately influence their repurchase intention.

Furthermore, consumer loyalty to a brand or store can also influence repurchase interest. This loyalty can be built in various ways, such as providing a positive shopping experience, providing good value, or building emotional relationships with consumers.

In this digital era, understanding the influence of these factors on repurchase intention is becoming increasingly important. With this understanding, companies can design more effective strategies to retain customers and increase repurchase interest, which can ultimately increase long-term profitability.

Literature Review
Loyalty and repurchase intention

Loyal users tend to have a higher intention of making repeat purchases on Shopee. This loyalty can be influenced by several factors, such as previous positive experiences, satisfaction with products and services, good interactions with the company, and building trust. Users who are satisfied with their shopping experience on Shopee and have loyalty to the brand are more likely to make repeat purchases in

the future.Loyalty is closely related to repurchase intention at Shopee. Loyal consumers tend to have a high intention of repurchasing at Shopee. Loyalty is formed through positive experiences, satisfaction, product quality, competitive prices, and trust in Shopee. Loyal consumers choose to repurchase on Shopee rather than other platforms. Loyalty also influences consumers' attitudes towards the Shopee brand, and they recommend it to others. Research shows that the higher the level of loyalty, the higher the consumer's repurchase intention at Shopee.

Based on the description above, we formulate the research hypothesis as follows:

H4:   The dimension of customer loyalty involves loyal customers being willing to purchase even if the price is slightly higher. The customer's attitude towards making a purchase is also influenced by the level of customer satisfaction.

Trust and repurchases intention

Based on the analysis, it shows that higher customer trust in Shopee can increase repurchase intentions in the future. When users feel trust in Shopee, they tend to have a stronger intention to make repeat purchases on the platform. This trust can be formed through several factors, such as trust in transaction security, protection of personal data, and trust in the quality of the products and services offered by Shopee. Users who feel that Shopee is a trustworthy platform will feel more comfortable and confident in making repeat purchases. It can be concluded that the higher the trust, the higher the repurchase intention on Shopee. This is supported by previous research conducted by Wilson and Keni (2018), Bernardo et al. (2019), Ashghar & Nurlatifah (2020), Masitoh et al. (2019), Rahayu & Saodin (2021), and Wuisan et al. (2020), which states that the trust has positive and significant results on repurchase intention.

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METHODOLOGY

This type of research utilizes quantitative research methods. Quantitative research relies on the collection and analysis of numerical data to describe, explain, predict, or control variables and phenomena of interest (Sugiyono, 2018). The sample in this study aims to include individuals from various educational backgrounds, ranging from below high school, high school, bachelor's degree, master's degree, to doctoral degree holders. The target population for this research is individuals actively using the Shopee application. The sampling technique employed is saturation sampling, where the entire population is included in the sample.

RESULTS AND DISCUSSION

Table 1. Validity and reliability

Variable	Items	Outer Loading	α	CR	(Ave)
Loyalty	Likelihood of me recommending Shopee to family and friends? (CL1)	0.932	0.933	0.957	0.881
	I will say positive things about Shopee to others. (CL2)	0.939			
	I will recommend Shopee to someone who asks for my advice. (CL3)	0.945			
Repurchase Intention	1. I want to shop on Shopee for a long time (RI1)	0.875	0.880	0.926	0.806
	2. I want to recommend my friend to shop on the Shopee app. (RI2)	0.911			
	3. I want to repurchase items available on the Shopee app. (RI3)	0.907			

The available table presents the results of reliability analysis using Cronbach's alpha for several latent constructs or variables including Loyalty, Satisfaction, Responsiveness, Repurchase Intention, Service Quality, and Trust. Each construct has multiple items or indicators, and the table displays the outer loadings, Cronbach's alpha (α), and average variance extracted (AVE) for each item within each construct.

Outer loadings represent the correlation between each iem and the latent variable it is intended to measure. Cronbach's alpha is a measure of internal consistency, indicating how closely related the items as a group are in measuring the underlying construct. Average variance extracted (AVE) is a measure of the proportion of variance in items accounted for by the latent variable.

Table 2 Discriminant Validity

	Loyalty	Repurchase Intention
Loyalty	0.939	
Repurchase Intention	0.820	0.898

The available table presents an analysis of the correlation results of several constructs or latent variables, including Loyalty and Repurchase Intention,. Each construct has several items or indicators, and the table displays the correlation coefficient between each pair of constructs.

Correlation coefficients ranged from 0.695 to 0.939, indicating the strength and direction of the relationship between constructs. A higher correlation coefficient indicates a stronger relationship between constructs. The general correlation coefficient is positive, indicating that the constructs tend to be positively related.

Here are some observations based on the table:

1. Loyalty and Repurchase Intention: The correlation between Loyalty and Repurchase Intention is 0.820, indicating a strong positive relationship between the two constructs. This shows that customers who are loyal to a brand are more likely to repurchase that brand.
2. Loyalty and Satisfaction: The correlation between Loyalty and Satisfaction is 0.817, indicating a strong positive relationship between the two constructs. This shows that customers who are satisfied with a brand tend to be more loyal to that brand.
3. Repurchase Intention and Satisfaction: The correlation between Repurchase Intention and Satisfaction is 0.795, indicating a strong positive relationship between the two constructs. This shows that customers who are satisfied with a brand are more likely to repurchase that brand

CONCLUSION

Based on the analysis and discussion conducted regarding the Influence of Online Shopping Experience and Repurchase Intention of Shopee Customers, both quantitatively, the following conclusions can be drawn:

1) Online Shopping Experience significantly influences the Repurchase Intention of students on Shopee.
2) Trust significantly affects the Repurchase Intention of students on Shopee.
3) Online Shopping Experience and Trust together influence the Repurchase Intention of Shopee customers.

Thus, the overall trust of Shopee users is in the moderate category. Customer loyalty among Shopee users is generally in the high category. There is a significant positive influence between trust and customer loyalty among Shopee users. This research explains that the higher the trust, the higher the customer loyalty among Shopee users.

Recommendations:

It appears important for Shopee management to consider and focus on consumer trust to increase consumer surplus. Researchers hope that this study can assist Shopee's online platform developers in enhancing references and information regarding the services provided. It is suggested to the Shopee company to always maintain the consumer shopping experience by providing free shipping promos and offering more attractive discounts, which can significantly influence online repurchase intention. It is also hoped for the company to improve ease of use, especially transaction convenience, such as Cash On Delivery (COD) options.

Additionally, it is recommended for the company to prioritize security factors on the website, such as safeguarding consumer data and ensuring that no party will commit fraud after completing a transaction. Lastly, the company is encouraged to continue providing an enjoyable shopping experience for consumers, such as adhering to delivery timeframes and ensuring the accuracy of ordered items.

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