

## Building Long-Term Relationships: A Study of Key Factors Influencing Future Repurchase Intentions in Online Shopping

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### Abstract

This study highlights the important factors that influence the level of repeat purchases made by people in the past. In an effort to strengthen the digital economy in Indonesia, particularly in parts of Papua Province, it is imperative for e-commerce companies to prioritise research and execute strategies that can increase online repurchase intentions, particularly in this region. In a unique context such as Papua, understanding factors such as consumer trust, consumer concerns, consumer perceptions, and interpersonal relationships between sellers and consumers is critical to developing effective strategies to increase repurchase intentions. The literature review revealed that these factors have a significant impact on online shopping behaviour as well as providing references to understand the phenomenon of the digital economy in Papua Province. The practical implications of this study provide valuable insights for e-commerce businesses to formulate strategies that suit the characteristics of the local market and increase their business productivity within the region.

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## **I. Introduction**

The development of e-commerce has become a significant phenomenon in the global business world, changing the way consumers shop and interact with products and services (Y. Wu & Huang, 2023). With the advancement of information and communication technology, as well as the increase in internet access worldwide, e-commerce has become one of the most dynamic and fast-growing sectors in the past few decades (Wegmann et al., 2023).

In the e-commerce ecosystem, repurchase intention plays a very important role. Repurchase intention refers to the tendency or desire of a consumer to repurchase a product or service from a company after a previous purchase experience. (Chanthasaksathian & Nuangjamnong, 2021). The importance of repurchase intention lies in its contribution to the company's long-term success in maintaining customer loyalty, increasing customer retention, and generating sustainable revenue (Bulut, 2015).

In the context of online shopping, repurchase intention has greater implications due to the unique characteristics of the online shopping experience (Apasrawirote & Yawised, 2022). In contrast to traditional in-person sales at physical stores, online sales provide customers with convenience, ease of access, and a greater choice of products. (Cai & Cude, 2016). However, with the benefits on offer, there are some considerations that must be made to increase repurchase intentions and ensure the profitability of an e-commerce business (Pappas et al., 2017).

Facing unique challenges in the development of e-commerce and digital economic development with the rapid growth in the adoption of information and communication technology throughout Indonesia, including in the Papua Province region, recorded in survey data on mobile device penetration and internet connectivity is increasing, reaching 95.35% (Badan Pusat statistik, 2023). Through the survey data, it should be expected that in Papua Province, the distribution in the use of e-commerce is also experiencing rapid growth. On the other hand, the potential for e-commerce in this area is huge, especially with the existence of a local market consisting of a diversity of products and services and consumer behaviour characteristics. However, based on the survey data that 82.82% of people are more comfortable to shop offline (Badan Pusat Statistik, 2023). From this data, it can be concluded that despite the increasing penetration of mobile devices and internet networks, consumer interest in using e-commerce platforms for shopping can be said to be lacking.

With the rapid advancement of technology and changes in online commerce, understanding the factors that influence consumer behaviour has become extremely important for e-commerce businesses today. Without a thorough understanding of the constraining factors that can reduce repeat purchase intensity, businesses may find it difficult to identify the problems customers face and provide effective solutions.

Furthermore, by reviewing relevant and current literature on key factors in e-commerce, this study can provide valuable insights for academics, practitioners, and other stakeholders in the e-commerce industry. The information gained from this literature review can serve as a basis for developing more effective and comprehensive customer service strategies, employee training programmes, and public policy initiatives in increasing consumers' repurchase intentions and promoting the digital economy in Papua Province.

Therefore, this study will focus on the factors that influence the increase in repurchase intensity in online shopping. The expected outcome of this research is to find relevant variables to increase repurchase intensity, strengthen customer relationships, and achieve sustainable business growth.

## **II. Literature Study**

### **Online Shopping**

Since its transition into a global network for sharing and delivering information, the internet has emerged as a useful marketing tool as a platform for domestic and international transactions. The act of buying goods or services over the internet is often known as "online shopping" (Pappas et al., 2017).

Internet shopping is a rapidly growing phenomenon today. A peek at the exponential growth of the major players in the industry indicates that there is still a huge market potential for e-commerce (Lim et al., 2016). Online shopping is becoming increasingly popular around the world, especially for retailers and customers. Online shopping creates opportunities for online retailers and customers (Miah et al., 2022). The impact of online shopping on e-business development can have significant implications on economic change within a country (Melović et al., 2021). This can happen because with the current online shopping system, there is a significant increase in the number of consumer demands and also an increase in the supply of the types of goods available (Melović et al., 2021).

The benefits of online shopping are very clear to today's modern consumers, it is trust and perceived benefits that influence consumer attitudes to online shopping (Hossain et al., 2022). Online shopping systems are a significant and important method to streamline business processes, reduce managerial costs and turnaround time, and illuminate relationships with customers and business partners (Miah et al., 2022). In addition to the convenience provided from online shopping, customers have access to a wide selection of goods, can obtain the necessary information without difficulty, and can quickly compare prices across online shopping platforms (Abu-Alongos et al., 2023).

Today online shopping can be a valuable channel. The attributes presented as well as its ability to match the user's goals can facilitate consumers in its use to be easier (Cai & Cude, 2016). Furthermore, supported by the development of mobile services and social media, new features and new capabilities, such as location awareness, context sensing, and consumer interaction platforms, online shopping has now brought new services to consumers that are more complex, and can improve consumer relationships. (Ha et al., 2021).

### **Repurchase Intention**

The expansion of the internet network has grown rapidly, increasing its spreadability and impact across industries (Kim et al., 2012). With that in mind, recent tangible technological developments have led to the accelerated growth of online shopping (Nguyen et al., 2021).

The development of the internet creates opportunities for marketing a product and brings new forms for new transactions, one of which is online shopping (Suhaily & Soelasih, 2017). In addition, with the internet, online consumers have easier access to information and offers of various kinds of products and services that can be selected at competitive prices.

To face competition in the e-commerce industry today, retailers are eager to increase consumer transactions to shop (Dharmesti et al., 2019). Therefore, the repurchase intention of consumers is one of the most desired factors for online retailers (Zaid, 2020).

Repurchase intention is a key concept in the study of consumer behaviour that refers to the tendency or desire of a consumer to repurchase products or services from a brand or company after a previous purchase experience. (Bulut, 2015). Repurchase intention is a form of consumer trust that encourages them to make repeat purchases, either because they are satisfied with their previous shopping experience to make them feel attached to a particular brand or product (C. M. Chiu et

al., 2009). In addition, a positive customer experience can strengthen the emotional bond between the consumer and the brand, thereby increasing the likelihood of future repurchases (Wu et al., 2014).

### III. Method

A literature review of previous research on repurchase intentions in online shopping. This research tries to conduct a literature review by collecting several journals related to factors in predicting repurchase intentions. Thus, this method is carried out to deepen knowledge and clarify the problem under study in order to find out the latest way to solve the problem.

### IV. Results

Based on the results of the literature in journals over the past five years relating to repurchase intention, several literature reviews were obtained as shown in Table 1. Literature Review

Table 1: Literature Review

No	Title and Author Research	Research Methods	Contribution/Findings
1.	Factors Influencing Repurchase Intention on e-Commerce Platforms: Case of GET Application hanthasaksathian & Nuangjamnong, 2021)	e research method used in this study is quantitative. The sample of this study consisted of 400 Thai and foreign respondents living in Bangkok.	e results showed that trust has the strongest influence on online repurchase intentions, followed by perceived ease of use, reliability, and perceived usefulness.
2.	The Role of Familiarity in Increasing Repurchase Intentions in Online Shopping (Zaid, 2020)	e research method used in this study is a quantitative method This study involved 250 (as many as 50 respondents) for each online shopping site such as Tokopedia, Bukalapak, Lazada, Zalora, and Blibli, with the criteria of having done online shopping at least five times.	is study found that trust and satisfaction in online shopping significantly increase the intention to repurchase. Familiarity with online shopping sites further strengthens the relationship between trust, satisfaction, and intention to repurchase.
3.	The Online Shoppers' Behavioral Intentions, E-Satisfaction,	e research method in this study uses a quantitative approach with the use of	The results found in this article are the positive effects of perceived

No	Title and Author Research	Research Methods	Contribution/Findings
	the Pathway to Repurchase Behavior: A Quantitative Analysis (Hassan et al., 2021)	Structural Equation Modeling (SEM). This study collected data from 607 university students in Khyber Pakhtunkhwa Province, Pakistan.	service quality, website quality, and reputation on purchase intention, with trust and perceived risk as mediators and moderators. en this study shows that consumers show positive behaviour towards online shopping when they have a pleasant shopping experience, and that companies offering online shopping services should consider consumers' utilitarian needs during online shopping.
4.	Repurchase intentions of new e-commerce users in the COVID-19 context: The mediation role of brand love. (Ding et al., 2022)	This study used an online cross-sectional survey. Before conducting the main survey, this research conducted preliminary data based on Alexa website statistics and Avery Data APP rankings based on weighted scale calculation. e total number of respondents in this study was 310 people.	Brand experience has a significant positive relationship with brand emotions, among which brand perception experience has the most significant impact on consumers' brand emotions. The influence of brand emotions on brand loyalty is positive and significant, and brand attachment has a more decisive influence than brand love on brand loyalty. Finally, brand loyalty positively affects repurchase intention; the higher the brand loyalty, the stronger the repurchase intention.
5.	Factors Affecting Repurchase Intentions at Shopee. (Windawati & Adhilla, 2022)	The research method in this study uses a quantitative approach. The sample in this study were some customers who purchased products	e findings of this study are that trust and product quality can increase consumer satisfaction. From fantastic satisfaction

No	Title and Author Research	Research Methods	Contribution/Findings
		<p>through the Shopee application.</p> <p>The criteria used in determining the sample in this study are people who are at least 17 years old and above, use the Shopee shopping application and have shopped for at least two months in the Shopee application.</p>	<p>can increase repurchase intentions.</p>
6.	<p>An Empirical Study of Customers' Satisfaction and Repurchase Intention on Online Shopping in Vietnam. (Nguyen et al., 2021)</p>	<p>This study used the survey method to collect information by sending online questionnaires to Vietnamese people. The study collected data randomly from 597 Vietnamese people who had</p> <p>to have done online shopping.</p>	<p>e findings of this study are that responsiveness, trust, convenience, delivery, information, and perceived website usability can have a positive and significant effect on customer satisfaction and repurchase intentions.</p>
7.	<p>Determinants affecting online shopping consumers' satisfaction and repurchase intention: Evidence from Vietnam. (Cuong, 2023)</p>	<p>This study uses a survey method with a quantitative approach with 312 respondents.</p>	<p>The results found in this study indicate that perceived ease of use, perceived usefulness, website design quality, and perceived price significantly influence online customer satisfaction and online repurchase intentions. The findings also indicate that perceived usefulness is the factor that has the most impact on online customer satisfaction and online repurchase intentions.</p>
8.	<p>E-commerce brand The effect of perceived brand leadership on consumers' satisfaction and repurchase</p>	<p>This study utility an online survey method with 476 Chinese consumers as respondents who</p>	<p>The results of this study show that the perceived factors of brand leadership (quality, value, innovativeness and</p>

No	Title and Author Research	Research Methods	Contribution/Findings
	intention on e-commerce websites. (W. Chiu & Cho, 2019)	have purchased products on e-commerce websites. Data analysis uses a quantitative approach.	popularity) have a positive influence on satisfaction, and in turn satisfaction significantly significantly influences repurchase intentions. In addition, value and popularity factors have a positive influence on repurchase intentions. The influence of innovativeness on satisfaction and repurchase intentions is stronger for consumers in their 20s compared to consumers over 40.
9.	International buyers' repurchase intentions in a Chinese cross-border e-commerce platform A valence framework perspective. (Mou et al., 2020)	The method used in this study is an online survey of 378 international B2C buyers including North America, Europe, Africa, and Asia on the CBEC platform in China.	The results explained 51.4 per cent of the variance and revealed that overall value, as determined by monetary savings, convenience and product offerings have a positive value and exert the strongest effect on repurchase intentions.
10.	How Repurchase Intention Is Affected in Social Commerce? An Empirical Study. (Shang & Bao, 2022)	Data was collected through a survey via WeChat a popular mobile social app in China. The snowball sampling method was used to collect data. The total number of respondents was 331 people. Then the data was analysed using a quantitative approach.	The results of this study indicate that guanxi swift has the potential to influence customers' decision-making process regarding repurchase. Alternative attractiveness can be considered a threat to repurchase intention, and meanwhile the relationship between alternative attractiveness and repurchase intention can be negatively moderated by customer satisfaction. Current research has also found that high perceived



No	Title and Author Research	Research Methods	Contribution/Findings
			value of a high product or service will increase customer satisfaction which in turn will contribute to repurchase intentions. which in turn will contribute to repurchase intentions.

## V. Outcomes Literatur Review

Based on the results of the literature study that has been conducted, there are several variables that can be involved to increase repurchase intentions. Based on this, the first variable found is customer satisfaction (W. Chiu & Cho, 2019; Zaid, 2020; Chanthasaksathian & Nuangjamnong, 2021; Windawati & Adhilla, 2022). Customer satisfaction, which is an expression of feelings of like or dislike for a product after comparing the actual performance with the expected performance of the product and this can affect repurchase intentions (Chanthasaksathian & Nuangjamnong, 2021). Consumers who are satisfied with their online shopping experience, whether in terms of product or service quality, customer service, or transaction speed, are more likely to purchase goods or services from the same brand or platform in the future (W. Chiu & Cho, 2019).

Furthermore, a variable that can increase repurchase intentions is trust. Trust plays a very important role in shaping repurchase intentions in online shopping (Zaid, 2020; Chanthasaksathian & Nuangjamnong, 2021; Hassan et al., 2021; Nguyen et al., 2021; Windawati & Adhilla, 2022). When customers believe in the ability of a company's platform or brand to fulfil expectations such as reliability, honesty, and integrity, they tend to feel more comfortable and more confident about making their next purchase (Nguyen et al., 2021). Consumers who already trust a particular e-commerce platform tend to be more satisfied with their online shopping experience, which in turn increases their likelihood of returning to purchase goods or services from that e-commerce platform in the future (Windawati & Adhilla, 2022). Therefore, building and maintaining customer trust is critical to influencing their desire to repurchase.

The next variable is the perceived value of consumers. Perceived value is also one of the important factors that influence repurchase intentions in online shopping (Chanthasaksathian & Nuangjamnong, 2021; Hassan et al., 2021; Ding et al., 2022; Cuong, 2023; W. Chiu & Cho, 2019; Mou et al., 2020; Shang & Bao, 2022). Consumers tend to feel satisfied with the goods or services they buy and are more likely to consider buying again if the goods or services they buy match the value and price they pay (Ding et al., 2022). Perceived value not only includes the price of the product or service, but also includes the benefits that consumers get from the product or service, such as quality, features, usability, and uniqueness (Cuong, 2023). Online companies can increase repurchase intentions and build strong long-term relationships with customers by paying attention to the value that consumers see and endeavouring to increase it through improved products, prices, and better services (Shang & Bao, 2022).

Furthermore, there are other variables found in the results of this literature study, namely the utilitarian nature of consumers. Utilitarian orientation in consumers has a goal-oriented shopping behaviour (Hassan et al., 2021). They usually shop online based on rational needs associated with specific goals. A utilitarian-orientated consumer tends to be someone who is task-orientated, efficient, rational, and shops thoughtfully (Hassan et al., 2021).

Then there is a positive influence of brand emotion, brand attachment, and brand love on brand loyalty. And this brand loyalty can then stimulate consumer repurchase intentions. Thus, the higher the brand loyalty, the stronger the repurchase intention (Ding et al., 2022).

And finally, swift guanxi has the potential to influence the customer decision-making process regarding repeat purchases (Shang & Bao, 2022). Swift guanxi is a term used to describe a fast and effective business relationship between consumers and sellers, which is usually based on mutual trust, co-operation, and a mutually beneficial exchange of information. When buying goods online, the relationship between buyer and seller can be strengthened when customers see friendly customer service, open communication, and quick fulfilment of their needs (Shang & Bao, 2022). Sellers can strengthen their position in the online shopping market by building and maintaining good relationships with customers through swift guanxi. They can also increase repurchase intentions and customer loyalty (Shang & Bao, 2022).

## **VI. Conclusion**

By understanding the factors that influence repurchase intentions in the growing e-commerce industry in Indonesia. Specifically in the Papua Province region, an in-depth understanding of factors such as consumer trust, customer satisfaction, perceived value, and efficient interpersonal relationships between consumers and sellers is noteworthy.

Companies can create more relevant strategies to successfully increase purchase intentions by establishing long-term relationships with customers in the Papua region. In addition, the company needs to understand the local market dynamics and demographics of its consumers in this region. Therefore, e-commerce businesses must now prioritise the development of aspects that can influence the repurchase intentions of their consumers. At the same time, this can also advance the digital economy evenly across Indonesia and provide sustainable benefits for companies and consumers in the future.

## **COMPETING INTERESTS**

The authors have no competing interest to declare.

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