



Determinant factors of repurchase interest of buying fashion products online in e-commerce

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Abstract

This study aims to analyze and explain the effect of e-service quality, price perception, and experiential marketing on the repurchase intention of online fashion products in e-commerce. The research uses a quantitative approach, design research with a survey to the respondents. The population is all consumers who shop for fashion through online sales in Indonesia e-commerce. Collecting data using non-probability sampling method, by means of self-selection and convenience, those who are easy to find, meet the requirements as a population and are willing to be used as research samples. The number of samples is 290 respondents. Analysis using the Structural Equation Model (SEM) method with AMOS 24.0 Software. The results of the analysis can show that e-service quality, price perception, and experiential marketing have a positive and significant effect on customer satisfaction. E-service quality, experiential marketing, and customer satisfaction have a positive and significant effect on repurchase intention. However, price perception has a negative and significant effect on repurchase intention. The novelty of this research is to explore the determinants of repurchase intention with the influencing variables consist of service quality, price perception and fashion shopping experience by Indonesian consumers in e-commerce through the intervening variable of customer satisfaction for customers in Indonesia.

Introduction

The world economy has undergone significant changes due to the development of information technology. Information Technology creates a digital economic system that makes business people conduct transactions with electronic media, this makes it easier for the community because access is easier and more efficient (Febriani & Dewi, 2019). Various kinds of modern trade transactions that use information technology are now more and more common. Business by utilizing information technology and the internet is called E-commerce or electronic commerce. E-commerce is the process of buying and selling goods electronically by consumers and companies/sellers through computerized business transactions (Laudon & Laudon, 1998).

The kominfo.go.id website states that the growth in the value of electronic commerce (e-commerce) in Indonesia in 2019 reached 78 percent. This makes Indonesia the country with the highest e-commerce growth in the world. The growth in the value of e-commerce is also inseparable from the increase in internet users in Indonesia, which has reached 82 million people, which places Indonesia as the 8th largest internet user in the world (Kominfo, 2019).

Nowadays, many fashion products are traded using e-commerce. Every brand, both local or international brands, is competing to provide the best service to potential customers, either through the quality of the goods provided or through competitive prices. Companies need to have a special strategy to market their products on online shopping sites so that customers can repurchase products in the same marketplace.

Repurchase intention is the result of consumer attitudes and behavior towards the performance of the services they consume (Hume et al., 2007). The behavior of repurchase interest

is the consumer's desire to buy or come back to the same provider. According to Suhaily and Soelasih (2017), there are several factors that influence people to make repeat purchases, namely e-service quality, price perception, and experiential marketing, and customer satisfaction. Factors that influence repurchase intention, namely e-service quality, price perception, and experiential marketing, and customer satisfaction are variables that will be used in this study.

This study is a modification and replication of Suhaily and Soelasih's research (2017), which distinguishes this research from other research is that focuses on the interest in repurchase intention of fashion products online in e-commerce while previous studies only discussed products purchased online. This study aims to analyze and explain the effect of e-service quality, price perception, experiential marketing on customer satisfaction and repurchase intention as well as analyze and explain the effect of customer satisfaction on repurchase intention of online fashion products at e-commerce.

Literature Review and Hypotheses Development

E-Commerce

In field of trade, technological advances have created a transaction method known as e-commerce (electronic commerce). E-commerce is a process that allows internet-based technology to facilitate commerce or trade (Fauroni & Lukman, 2002). In Indonesia, there are many e-commerce available, such as Shopee, Tokopedia, Akulaku, Bukalapak, etc.

Repurchase Intention

Online repurchase intention is defined as the reuse of online channels to buy from sellers in the intended channel (Liu et al., 2015). Repurchase intention is a psychological commitment to a product or service that appears after using it, which generates the idea to repurchase (Johan et al., 2020). Repurchase intention is important for companies to create profits and is also a thing that is widely discussed in evaluating a company. The indicators used to measure the repurchase intention variable are the continuity to make online repurchases, as well as the choice to repurchase online compared to buying directly through offline method (Tandon et al., 2017).

E-Service Quality

E-service quality is the quality of interactive services provided to consumers through information technology based on websites or applications. The interactive nature is intended to strengthen the relationship between service providers, sellers, and consumers (Pudjarti et al., 2019). E-service quality is an electronic-based service that is used to facilitate shopping, purchasing and delivery of products and services effectively and efficiently (Blut et al., 2015).

Santos (2003) states that e-service quality is an overall evaluation and assessment of customers regarding the superiority and quality of electronic service delivery in the virtual market. Based on this understanding, the quality of electronic-based services must also be considered to continue to satisfy customers. If the e-service quality of a marketplace is good enough, customer satisfaction will also increase. This is in accordance with the results of research from Herington and Weaven (2008) which states that e-service quality has a positive effect on customer satisfaction. This statement is also supported by the results of research by Lee and Lin (2005), Zhou et al. (2019), and Rohwiyati and Praptiestrini (2019).

For online consumers, e-service quality with high standards is a way to realize the potential benefits of the internet (Yang, 2001). When the company is able to provide high standards for the e-service quality provided, then the interest of a customer to make repeat purchases will occur. This is in line with research conducted by Rohwiyati and Praptiestrini (2019) which states that e-service quality has a positive effect on repurchase intention. This research is also supported by another researcher, Lestari and Ellyawati (2019) which states that e-service quality has a positive effect on intention to make repeat purchases. The indicators used to measure the e-service quality variables are website/application design, customer service, fulfillment of customer needs, and security (Wolfenbarger & CGilly, 2003).

In this regard, the first and second hypotheses in this study are:

H1 : E-service quality has a positive effect on customer satisfaction

H2 : E-service quality has a positive effect on repurchase intention

Price Perception

According to Peter and Olson (2000), price perception is related to how price information is understood by consumers and gives meaning to consumers. In this situation, from the customer's point of view, price is often used as a guide in their expectations of product/service performance. Price perception is the customer's assessment of the price of the product offered by the company (Martin-Consuegra et al., 2007). It is important to note that the price is an object of the product/service that becomes meaningful to the customer after the customer's subjective interpretation (Oh, 2000).

When the company is able to provide a good view of the perception of a good price, consumers will generally feel satisfied. This is in line with research conducted by Rohwiyati and Praptiestrini (2019), Guzel and Bas (2020), and Hermawan et al. (2017) where price perception has a positive and significant influence on consumer satisfaction.

Moreover, when shopping online, consumers cannot see directly the goods to be purchased, they are not sure that what is displayed on the internet is in accordance with what is actually received. Under conditions characterized by such performance uncertainty, price perception will play a role in determining the intention to repurchase (Jarvenpaa & Todd, 1997). This also applies to e-commerce because products are not available for customers to see and feel directly before they are purchased. So, consumers are forced to depend on the price listed, so that price perception has an important role in determining a buyer's decision to make a repeat purchase. Rohwiyati and Praptiestrini (2019) found that price perception had a significant and positive effect on the intention to repurchase. This research is also supported by other studies by Yasri et al. (2020) and Salim et al. (2020). The indicators used to measure the price perception variable are the suitability of price with quality, as well as the effect of price discounts on purchases (Chich, 2012).

Based on this brief review, the third and fourth hypotheses in this study are:

H3 : Price perception has a positive effect on customer satisfaction

H4 : Price perception has a positive effect on repurchase intention

Experiential Marketing

Experiential marketing is a form of marketing that focuses not only on the product or service but also on the overall experience that a company creates for its customers. Compared to traditional marketing, experiential marketing is more focused on the process of creating a customer experience, including pre-purchase, moment-of-truth, and post-purchase (Schmitt, 1999). Experiential marketing is more than just providing information and opportunities for customers to gain experience with the benefits derived from the product or service itself but also evoking emotions and feelings that have an impact on marketing, especially in sales (Andreani, 2007).

Experience is a major component of experiential marketing. Businesses usually create special stages for customers to have a variety of product experiences through various stimuli, including environment, atmosphere, and layout. As a result of these experiences, customers have different perceptions and will have reactions to these stimuli (Yuan & Wu, 2008). Indrawati and Fatharani (2016) conducted research related to the effect of experiential marketing on customer satisfaction. The results of Indrawati and Fatharani's research (2016) state that experiential marketing has a positive effect on customer satisfaction, this is also supported by Razi's (2016) research.

Businesses will usually make special stages for consumers to gain experience through different stimuli, each consumer will also have different perceptions and reactions to these stimuli (Yuan & Wu, 2008). The main point of experiential marketing is to extract the essence of the product and then apply it to an intangible, physical and interactive experience that increases the value of the product or service and will help customers make purchasing decisions (Williams, 2006). This online shopping experience will later make a consumer return to make repeat purchases. This

is stated by Razi (2016), which emphasizes that experiential marketing has a positive and significant effect on intentions to make repeat purchases. Razi's research (2016), is also supported by Subawa et al.'s research (2020). The indicators used to measure experiential marketing variables are sense, feel, think, act, and relate (Schmitt, 1999).

Based on above argumentation, the fifth and sixth hypotheses of this study are:

H5 : Experiential marketing has a positive effect on repurchase intention

H6 : Experiential marketing has a positive effect on repurchase intention

Customer Satisfaction

Satisfaction or satisfaction is a response to the fulfillment of consumer expectations, this is a consideration that the features of a product or service provide a pleasure with the fulfillment of consumer expectations (Oliver, 1997). Customer satisfaction is a person's feeling of pleasure or disappointment as a result of a comparison between when using a product and expectations before use (Kotler and Keller, 2016). A customer can be said to be satisfied when the customer receives significant added value from the supplier or seller, not only additional products, services or systems (Hanan & Karp, 1991).

If the customer is satisfied, then there is an incentive to make a repeat purchase. This is in accordance with the results of previous studies which state that customer satisfaction has an influence on repurchase interest (Mensah and Mensah, 2018; Phuong and Trang 2018; Tandon et al., 2017). The indicators used to measure customer satisfaction variables are product quality, as well as customer satisfaction and experience in shopping for fashion products online (Wen et al., 2015).

H7 : Customer satisfaction has a positive effect on repurchase intention

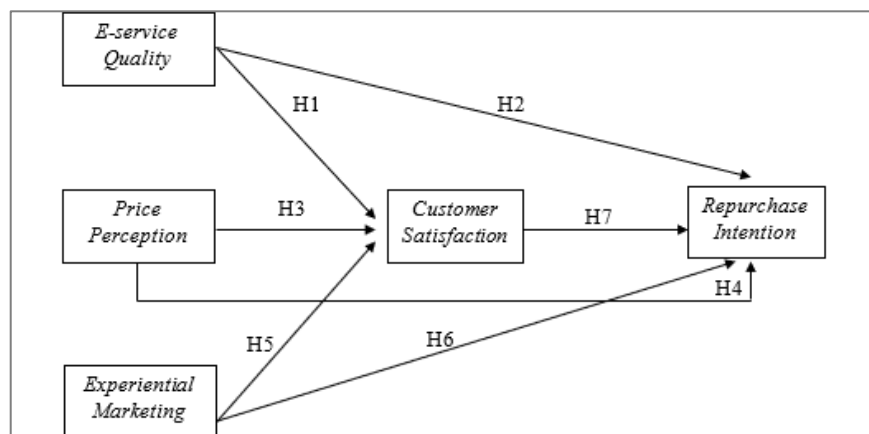


Figure 1. Research Framework

Based on the explanation in the previous section, the seven hypotheses in this study can be shown by the research framework in Figure 1. It can be seen that H1, H3, and H5 are the relationship between E-Service Quality, Price Perception, and Experiential Marketing to Customers Satisfaction. Then, H2, H4, and H6 show the relationship between E-Service Quality, Price Perception, and Experiential Marketing on Repurchase Intention, while for H7 shows the relationship between Customer Satisfaction and Repurchase Intention.

Research Methods

This study uses a quantitative approach, where the sample in this study is customers who make purchases of fashion products online in Indonesian e-commerce. The sample is collected using a non-probability sampling method, by means of self-selection where the sample will identify their desire to participate in the study (Saunders et al., 2016). In this case, a google form is used for a survey by providing a list of questions that will be filled out by the sample. The sample that successfully filled out the survey in accordance with the provisions was 290 respondents.

The analysis in this study use the Structural Equation Model (SEM) method with AMOS 24.0 Software. This study will explain the influence of the factors that influence a person's interest in making repeat purchases (RI), namely E-Service Quality (ESQ), Price Perception (PP), Experiential Marketing (EM), and customer satisfaction (CS). At the initial stage, a pilot test with 50 samples is conducted to test the validity and reliability of the research instruments used. The following are the results of the validity and reliability tests of the pilot tests that have been carried out.

Table 1. Validity and Reliability Test of the 50 Sample Size Pilot Study

| E-service Quality (Wolfenbarger & Gilly, 2003) | | | |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------|
| Indicators | Statements | The Significance of r count | Cronbach Alpha |
| ESQ1 | Websites/apps provide in-depth information. | 0,365 | - |
| ESQ2 | It is very fast and easy to complete transactions on the website/application. | 0,000 | 0,938 |
| ESQ3 | The website/app has a good selection of fashion products. | 0,000 | 0,936 |
| ESQ4 | The product that comes is exactly as it is in the application/website. | 0,000 | 0,938 |
| ESQ5 | The product is delivered according to the time promised as in the application/website. | 0,003 | 0,949 |
| ESQ6 | I feel my privacy is protected on the app/website. | 0,002 | 0,940 |
| ESQ7 | I feel safe in transacting on the application/website. | 0,000 | 0,938 |
| ESQ8 | The website/application has adequate security features. | 0,000 | 0,936 |
| ESQ9 | The company is willing and ready to respond to customer needs. | 0,000 | 0,937 |
| ESQ10 | When you have a question, the service provider will immediately answer. | 0,000 | 0,937 |
| Price Perception (Chib, 2012) | | | |
| Indicators | Statements | The Significance of r count | Cronbach Alpha |
| PP1 | You believe that the quality of the products offered is in accordance with the price of the products you buy. | 0,000 | 0,936 |
| PP2 | The app/website provides discounts on fashion products. | 0,000 | 0,937 |
| PP3 | There is no difference between the quality of fashion products provided at discounted prices compared to fashion products provided without discounts. | 0,000 | 0,937 |
| PP4 | Your decision to buy is influenced by the current price of the product or service. | 0,000 | 0,938 |
| PP5 | Overall you are satisfied with the price of the application/website product and service. | 0,000 | 0,936 |
| Experiential Marketing (Indrawati & Fatharani, 2016) | | | |
| Indicators | Statements | The Significance of r count | Cronbach Alpha |
| EM1 | It is very interesting to explore e-commerce websites and mobile applications. | 0,000 | 0,936 |
| EM2 | Very attractive website and mobile application design. | 0,000 | 0,936 |
| EM3 | Using an e-commerce website or application keeps me comfortable in shopping for fashion products. | 0,000 | 0,935 |
| EM4 | The experience of shopping for fashion products using websites and applications in e-commerce is very interesting. | 0,000 | 0,935 |
| EM5 | The features of the e-commerce website and mobile application stimulated my curiosity about the products offered. | 0,000 | 0,937 |
| EM6 | The features of e-commerce websites and applications are easy to understand. | 0,000 | 0,937 |
| EM7 | When I shop for fashion products online, it reflects my lifestyle. | 0,001 | 0,939 |

| EM8 | Website features and e-commerce applications create a good product image. | 0,000 | 0,937 |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------|
| EM9 | I can easily connect with the website/e-commerce customer service where I buy fashion products online. | 0,000 | 0,936 |
| Customer Satisfaction (Tandon et al., 2017; Wen et al., 2015) | | | |
| Indicators | Statements | The Significance of r count | Cronbach Alpha |
| CS1 | I am satisfied with the quality of the products offered online. | 0,000 | 0,936 |
| CS2 | Online shopping is a satisfying experience because it offers products that are tailored to my convenience and needs. | 0,000 | 0,936 |
| CS3 | Overall, I am really happy with my online fashion shopping experience. | 0,000 | 0,935 |
| Repurchase Intention (Wen et al., 2015) | | | |
| Indicators | Statements | The Significance of r count | Cronbach Alpha |
| R1 | I intend to continue to purchase fashion products online. | 0,000 | 0,936 |
| R2 | My intention is to continue buying fashion products online rather than buying in offline directly. | 0,000 | 0,939 |
| R3 | If I can, I want to continue shopping for fashion products online as much as possible. | 0,001 | 0,940 |

Based on Table 1, at the pilot test stage on 50 sample size, it was found that from the 30 initial statements there was 1 indicator that was not valid because the significance value of r was more than 0.05, namely ESQ 1, so that the ESQ 1 indicator was eliminated. The valid and reliable questions were then used to collect research data and worked for the further analysis.

Results and Discussion

Respondent Profiles

Table 2. Respondents Demographic Result

| Category | N | % |
|--------------------------------|-----|-------|
| <i>Gender :</i> | | |
| Male | 84 | 29% |
| Female | 206 | 71% |
| <i>Age (Years) :</i> | | |
| <25 | 182 | 62.7% |
| 25-40 | 107 | 36.9% |
| >40 | 1 | 0.4% |
| <i>Origin :</i> | | |
| Yogyakarta | 135 | 46.5% |
| Java (excluded Yogyakarta) | 95 | 32.7% |
| Outside Java | 60 | 20.8% |
| <i>Educational Level :</i> | | |
| Senior High School | 129 | 44.4% |
| Associate's Degree | 27 | 9.4% |
| Bachelor's Degree | 122 | 42.1% |
| Master's Degree | 12 | 4.1% |
| <i>Occupations :</i> | | |
| Students/College Students | 145 | 50% |
| Employee/Entrepreneur | 114 | 39.3% |
| Civil Servants/Soldiers/Police | 16 | 5.5% |
| Retired/Housewife | 11 | 3.7% |
| Others | 4 | 1.5% |

Table 2 provides a demographic overview of the 290 samples that were collected. Table 2 presents the frequency of female respondents as many as 206 respondents or a percentage of 71% and male respondents as many as 84 respondents. While the age of the respondents in this study, less than 25 years was 182 respondents with a percentage of 62.7%. For the origin of the sample in this study, the majority came from Yogyakarta as many as 135 people with a percentage of 46.5%. Based on the level of education, in this study the majority of respondents were high school graduates with a total of 129 respondents with a percentage of 44.4%. The work of the sample in this study is the majority of students with a total of 145 respondents with a percentage of 50%.

Measurement Test: Validity and Reliability

To measure construct validity, whether the indicator of a questionnaire measures the latent variable or not is calculated through the results of the loading factor coefficient analysis of the measurement test. The indicator is declared valid if the coefficient of factor loading is ≥ 0.5 (Hair et al., 2010). If there is a value that is still below 0.5, it will be eliminated from use to not be included as further data analysis.

Tabel 3. Validity Test Result

| Indicators | Factor Loading | Decision | Indicators | Factor Loading | Decision |
|------------|----------------|-----------|------------|----------------|-----------|
| ESQ2 | 0,558 | Valid | EM2 | 0,700 | Valid |
| ESQ3 | 0,551 | Valid | EM3 | 0,851 | Valid |
| ESQ4 | 0,457 | Not Valid | EM4 | 0,866 | Valid |
| ESQ5 | 0,466 | Not Valid | EM5 | 0,712 | Valid |
| ESQ6 | 0,561 | Valid | EM6 | 0,735 | Valid |
| ESQ7 | 0,728 | Valid | EM7 | 0,425 | Not Valid |
| ESQ8 | 0,729 | Valid | EM8 | 0,630 | Valid |
| ESQ9 | 0,670 | Valid | EM9 | 0,638 | Valid |
| PP1 | 0,552 | Valid | CS1 | 0,709 | Valid |
| PP2 | 0,579 | Valid | CS2 | 0,796 | Valid |
| PP3 | 0,485 | Not Valid | CS3 | 0,862 | Valid |
| PP4 | 0,538 | Valid | R1 | 0,730 | Valid |
| PP5 | 0,801 | Valid | R2 | 0,854 | Valid |
| EM1 | 0,753 | Valid | R3 | 0,878 | Valid |

Based on Table 3, there are 4 invalid indicators, namely ESQ4, ESQ5, PP3, EM7 and must be eliminated or deleted. After the invalid indicators are removed and all the remaining indicators are valid, the reliability test will then be carried out. Reliability test is a test used to adjust the accuracy and consistency of a measure. Good construct reliability if the construct reliability value is > 0.7 and the variance extracted value is > 0.5 .

Table 4. Reliability Test Result

| Variables | Construct Reliability | Variance Extracted Value |
|-----------------------------|-----------------------|--------------------------|
| E-Service Quality (ESQ) | 0,8 | 0,4 |
| Price Perception (PP) | 0,7 | 0,4 |
| Experiential Marketing (EM) | 0,9 | 0,5 |
| Customer Satisfaction (CS) | 0,8 | 0,6 |
| Repurchase Intention (RI) | 0,9 | 0,7 |

Table 4 shows that the construct reliability of all variables has shown 0.7, but for the variance extracted in this study, some still have a value of 0.4, namely from the E-Service Quality and Price Perception variables, but the variance extracted value is 0,4 can still be tolerated if the

construct reliability value is more than 0,6 (Fornell & Larcker, 1981). So based on this reason, the authors can conclude that the data collected through the indicators and constructs of latent variables are assumed to be reliable. After testing the validity and reliability, Goodness of Fit test will be carried out on the data that has gone through the confirmatory test.

Table 5. Goodness of Fit Test Result

| Index Fit | Goodness of Fit | Criterion | Cut-off Value | Decision |
|-----------------|-----------------|-------------|---------------|--------------|
| Absolute Fit | RMSEA | $\leq 0,08$ | 0,055 | Fit |
| | CMINDF | $\leq 2,00$ | 1,875 | Fit |
| | GFI | ≥ 0.90 | 0,897 | Marginal Fit |
| Incremental Fit | CFI | ≥ 0.90 | 0,950 | Fit |
| | TLI | ≥ 0.90 | 0,940 | Fit |
| Parsimony Fit | PGFI | ≥ 0.60 | 0,685 | Fit |
| | PNFI | ≥ 0.60 | 0,749 | Fit |

In Table 5 shows value of Goodness of Fit after several modifications. There are 2 indicators that are omitted in this study because they have a high modification index, namely ESQ2 and ESQ3. The results of Goodness of Fit value in Table 5 have met all the criteria, but there is still 1 criterion that is marginal fit, according to Hair et al. (2010), if there is only one marginal fit value from more than 5 measuring instruments used, it can still be tolerated so that the model in the study is suitable to be used.

Hypotheses Testing

The next step is to conduct a causality analysis with a full model Structural Equation Model (SEM) approach to test the hypothesis of this study. Figure 2 and Table 6 explain the results of the analysis of the study.

Based on the results of calculations and hypothesis testing in Table 6, it can be implied that:

- 1) First hypothesis, stating that e-Service Quality (ESQ) has a positive and significant effect on Customer Satisfaction (CS), is accepted. The calculation results show that the coefficient number is positive, the CR-statistical value is above 1.96 and the P-Value value is below 0.05.
- 2) Second hypothesis states that e-Service Quality (ESQ) has a positive and significant effect on Repurchase Intention (RI) and is accepted. This is evident from the results of the calculation of the coefficient number, the result is positive, the CR-statistical value is above 1.96 and the P-Value value is below 0.05.
- 3) Third hypothesis, stating that Price Perception (PP) has a positive and significant effect on Customer Satisfaction (CS), is accepted. These results are evident from the results of calculations with positive coefficient numbers, t-statistic values above 1.96, and P-Value values below 0.05.
- 4) Fourth hypothesis states that Price Perception (PP) has a significant negative instead of positive effect on Repurchase Intention (RI) is rejected. These results are evidenced by the negative estimate coefficient value, the t-statistic value is below 1.96, and the P-Value value is below 0.05.
- 5) Fifth hypothesis states that Experiential Marketing (EM) has a positive and significant effect on Customer Satisfaction (CS), which is accepted. These results are evidenced by the positive estimate coefficient value, the t-statistic value is above 1.96, and the P-Value value is below 0.05.
- 6) Sixth hypothesis states that Experiential Marketing (EM) has a positive and significant effect on Repurchase Intention (RI) is accepted. This is because based on the results of the calculation of the positive estimate coefficient, the t-statistic value is above 1.96, and the P-Value value is below 0.05.
- 7) Seventh hypothesis, stating that Customer Satisfaction (CS) has a positive and significant effect on Repurchase Intention (RI), is accepted. This is supported by the results of the calculation of a positive coefficient estimate, a t-statistic value above 1.96, and P-Value value below 0.05.

Table 6. Hypotheses Testing Result

| | | | Estimate | S.E. | C.R. | P-Value | Label |
|----|---|-----|----------|-------|--------|----------|-----------------------------|
| CS | ← | ESQ | 0,201 | 0,041 | 3,766 | 0,000*** | Significant Positive |
| CS | ← | PP | 0,255 | 0,151 | 2,038 | 0,042* | Significant Positive |
| CS | ← | EM | 0,550 | 0,111 | 4,383 | 0,000*** | Significant Positive |
| RI | ← | CS | 0,459 | 0,209 | 4,340 | 0,000*** | Significant Positive |
| RI | ← | PP | 0,253 | 0,301 | -2,012 | 0,044* | Significant Negative |
| RI | ← | ESQ | 0,117 | 0,081 | 2,170 | 0,030* | Significant Positive |
| RI | ← | EM | 0,267 | 0,223 | 2,098 | 0,036* | Significant Positive |

Repurchase Intention (RI); E-Service Quality (ESQ); Price Perception (PP); Experiential Marketing (EM); Customer Satisfaction (CS)

*p < 0,05; **p < 0,01; ***p < 0,000

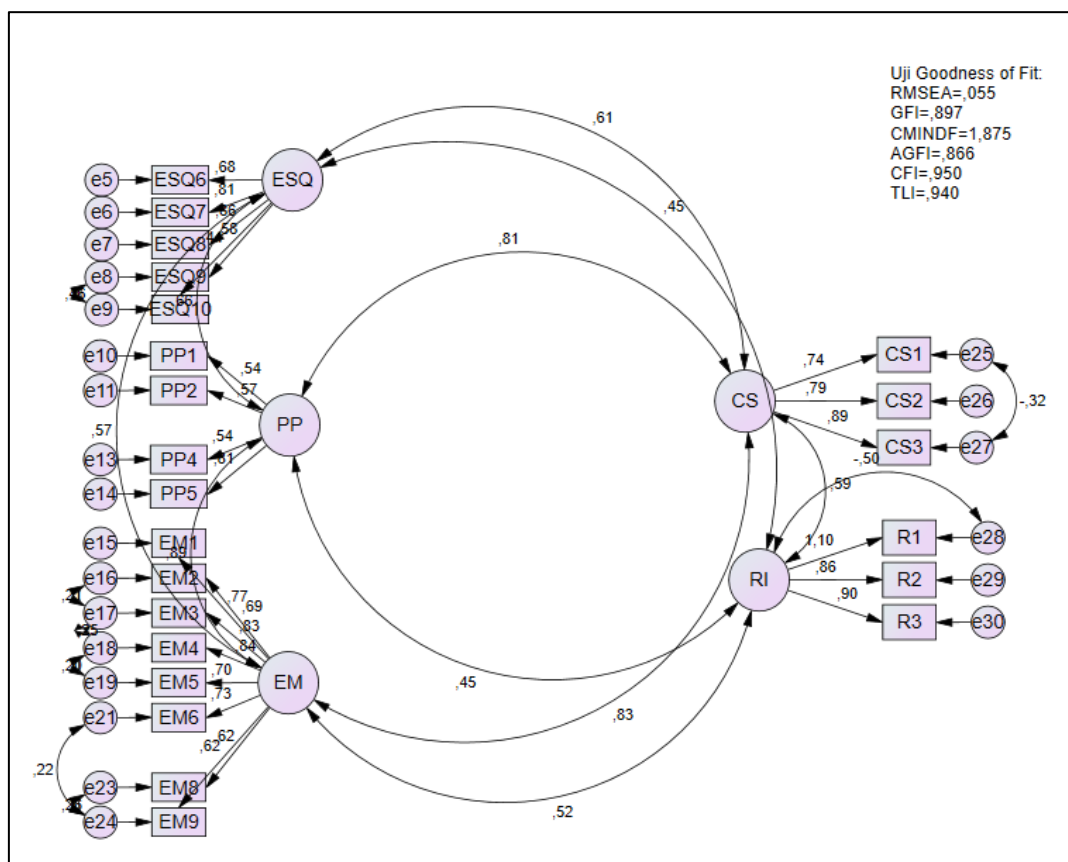


Figure 2. Diagram Path Model

Mediating Effect

The mediation test is represented from the significance of the indirect effect between variables as seen from the table of indirect effects-two tailed significance. The results show a significant mediation effect if it has an indirect effect-two tailed significance value less than 0.05. The results of the indirect influence analysis are as follows:

Table 7. Mediating Test Result

| | EM | PP | ESQ | CS | RI |
|----|-------|-------|-------|-----|-----|
| CS | ... | ... | ... | ... | ... |
| RI | 0,004 | 0,192 | 0,102 | ... | ... |

Based on Table 7, it can be concluded that customer satisfaction does not significantly mediate price perception and e-service quality on repurchase intention because the indirect effect

two tailed significance value is more than 0,05, namely 0,192 and 0,102. Meanwhile, customer satisfaction significantly mediates experiential marketing on repurchase intention because the indirect effect value of two tailed significance is less than 0,05, which is 0,004.

Discussion

Hypothesis testing using Structural Equation Model (SEM) analysis with AMOS 24.0 software in Table 6, it can be seen that seven hypotheses can be supported, as follows:

First, the test results state that e-service quality has a positive and significant effect on customer satisfaction. This result is in line with previous research that has been carried out by Suhaily and Soelasih (2017). This result is also supported by previous research by Herington and Weaven (2018) and also Lee and Lin (2005). Pudjarti et al. (2019) states that E-service quality refers to the quality of interactive services provided to consumers through information technology based on websites or applications. Increased e-service quality of an e-commerce will enhance customer satisfaction. The development of information technology that is getting faster will be a big task for e-commerce to be able to compete while still prioritizing service to customers through e-service quality so that customer satisfaction is maintained.

Second, the test results state that e-service quality has a positive and significant effect on repurchase intention. This result is not in line with previous research that has been conducted by Suhaily and Soelasih (2017), because previous research stated that e-service quality has a significant negative effect on repurchase intention. However, there are several studies that also support the results of the analysis in this study, namely Rohwiyati and Praptiestrini (2019) and Lestari and Ellyawati(2019) which state that e-service quality has a significant positive effect on repurchase intention. Blut et al. (2015) states that E-service quality is an electronic-based service that is used to facilitate shopping, purchasing and delivery of products and services effectively and efficiently. When e-commerce provides the best service, customers will also think about repurchasing because they have had a good shopping experience before. With good e-service quality, customers will be able to shop more efficiently, because they don't have to waste a lot of time shopping (Zeithaml et al., 1996).

Third, the test results state that price perception has a positive and significant effect on customer satisfaction and can be accepted. This result is in line with previous research that has been conducted by Suhaily and Soelasih (2017), this research is also supported by previous research by Rohwiyati and Praptiestrini (2019), Guzel and Bas (2020), and Hermawan et al. (2017). Customers make purchases of fashion products in e-commerce, customers cannot see directly the fashion products to be purchased. Customers are not sure what is displayed on the internet will match what will be received. Based on this, price perception will be the main actor in determining post-purchase customer satisfaction. In this case, price perception becomes a tool or signal of satisfaction from customers after purchasing fashion products.

Fourth, the test results state that price perception has a negative and insignificant effect on repurchase intention. This result is contrary to previous research that has been carried out by Suhaily and Soelasih (2017). However, there are studies that also support the results of the analysis in this study, namely Yen et al. (2013) which states that price perception has a negative effect on Repurchase Intention. The results of the study reject the fourth hypothesis which states that price perception affects repurchase intention. This shows that the price perception indicators, namely the suitability of price with quality, and the effect of price discounts on purchases are not sufficient to influence a person's intention to repurchase intention.

The results of the fifth hypothesis, stating that experiential marketing has a positive and significant effect on customer satisfaction can be accepted. This result is in line with previous research that has been carried out by Suhaily and Soelasih (2017). In addition, the results of the analysis in this study are also supported by several other studies from Indrawati and Fatharani (2016) and Razi (2016). Schmitt (1999), revealed that experiential marketing is a form of marketing that focuses not only on products or services but also on the overall experience that the company creates for its customers. When the company is able to provide an experience for a customer to be

interested and see what is in e-commerce continuously, indirectly customer satisfaction is obtained, because the customer is comfortable and feels interested in the features or products offered.

The sixth hypothesis, which states that experiential marketing has a positive and significant effect on repurchase intention, is not rejected. This result is in line with previous research that has been carried out by Suhaily and Soelasih (2017). The results of the analysis in this study are also supported by several other studies from Subawa et al. (2020) and Razi (2016). Razi (2016) states that sense as one of the dimensions of experiential marketing is the key to the customer experience after making a purchase. In purchasing fashion products online through e-commerce, when customers get goods according to the description, the customer will have a good experience with the product and brand, so it is not impossible that the customer will also make repeat purchases in the future.

The seventh hypothesis, which states that customer satisfaction has a positive and significant effect on repurchase intention, is acceptable. This result is in line with previous research that has been carried out by Suhaily and Soelasih (2017). In addition, this research is also supported by previous research by Mensah and Mensah (2018), Phuong and Trang (2018), Iriawan and Sumadi (2021), and Tandon et al. (2017). Kotler and Keller (2016) states that customer satisfaction is a person's feeling of pleasure or disappointment as a result of a comparison between the product he feels and what he expects. When a customer gets a product that meets their expectations, in this case the purchase of fashion products online at e-commerce, the customer will have a repurchase intention. Expectations in question can be in the form of products that match the existing description, prices that match the quality of goods, ease of doing transactions, etc. So based on this discussion, the authors can say clearly that customer satisfaction has a positive and significant effect on repurchase intention.

Implication and Conclusion

Based on the results of the study, it can be shown that e-service quality, price perception, and experiential marketing have a positive and significant influence on customer satisfaction. In addition, from the results of the study, it can be seen that e-service quality, price perception, and customer satisfaction have a positive and significant effect on repurchase intention. Contrary to this, price perception has a negative and significant effect on repurchase intention. The results also show that customer satisfaction does not significantly mediate Price Perception and E-Service Quality on Repurchase Intention, but customer satisfaction significantly mediates Experiential Marketing on Repurchase Intention. Recommendations for companies to increase repurchase intention, it is necessary to improve e-service quality, experiential marketing and customer satisfaction to increase repurchase intention. To improve e-service quality, companies can provide services with the aim of making it easier for customers and companies can always be responsive to questions or complaints from customers. To improve experiential marketing in order to increase repurchase intention, companies can provide product descriptions that are in accordance with the products that will be accepted by customers.

For further research, the authors recommends to provide further studies to determine the determinants of satisfaction and buying interest in addition to e-service quality, price perception, and experiential marketing by expanding other variables such as corporate image, brand image, perceived quality and can also expand the sample, both place and increase the number of samples used.

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