

Online Repurchase Behavior in Palu City

Sirajudin¹, Sarifuddin², Nasrulhak Akkas³, Rasmi Nur Anggraeni⁴

Universitas Muhammadiyah Palu, Indonesia¹²³

Correspondent: sirajuddin.66ok@gmail.com¹

Received : September 17, 2025

Accepted : October 24, 2025

Published : May 29, 2026

Citation: Sirajudin., Sarifuddin., Akkas, N., & Anggraeni, R, A. (2021). Online Repurchase Behavior in Palu City. *Mercatura : Journal of Marketing*, 2(1), 12-32

ABSTRACT: The results of the analysis indicate that e-customer value variable has a positive and significant effect on e-trust, e-satisfaction, and e-repurchase intention on online repeat purchases in Palu City. The internal factors also has an effect on e-trust, e-satisfaction, and e-repurchase intention on online repeat purchases. E-trust has a positive and significant effect on e-repurchase intention online. E-satisfaction has a positive and significant effect on e-repurchase intention online. Similarly, e-customer value has a positive and significant effect on e-repurchase intention through the intervening variable, e-trust, on online repeat purchases. Furthermore, internal factors have a positive and significant effect on e-repurchase intention through the intervening variable, e-satisfaction, on online repeat purchases.

Keywords: E-Customer Value, Internal Factors, E-Trust, E-Satisfaction, And E-Repurchase Intention.



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

Information and media technology, specifically the internet, has brought about significant changes in Palu City. In light of the sustained growth in internet users, as evidenced in Palu City, this can be identified as a key requirement for those who utilise the internet. Some purchases are made through traditional media stores, internet media, or what is commonly referred to as online shopping. The changing needs of society are dynamic, as evidenced by the shifts in lifestyle and the purchasing power of goods and services intended for immediate consumption. The use of technology through applications can facilitate access to the goods and services that are needed for purchase. The implementation of economic and business activities that are typically conducted by the community, such as shopping in stores, can now be conducted online. The internet presents opportunities for marketing products and introduces novel forms of retail businesses. Consumers have greater access to information, a wider range of products and services, and the ability to make selections at competitive prices. A number of factors influence consumer behavior, determining the choice of products for the market being visited. In the digital era, product sales are predominantly conducted online. E-commerce refers to the sale of products via digital platforms, often referred to as online stores (T. Zhang, 2014). These platforms may offer a single brand or a range of products from multiple brands. The seller is typically the website owner.

A marketplace is defined as a third-party website that serves as an intermediary, facilitating connections between sellers and buyers on the internet. It can be argued that a marketplace is an online store institution where numerous sellers offering a diverse range of products are situated in a single location. For the people of Central Sulawesi, online shops are businesses that focus on selling on social media, particularly on Facebook and Instagram. This is because these two social media platforms are the most commonly used for selling products via online shops.

Changes in consumer behavior can be observed by examining how consumers seek information about products, the means of payment they select for transactions, or the products they use. Even their post-purchase behavior may undergo changes. A number of researchers have elucidated the definition of consumer behavior and also explained the changes in consumer behavior caused by technological changes. They define it as an activity or a series of processes carried out by individuals or groups in planning, searching, selecting, buying, and using products to meet their needs and desires.

Consumers who visit online marketplaces are motivated to make a purchase of a particular item. Additionally, businesses will be automatically promoted by online marketplace owners, eliminating the need for expensive or complex promotional tools to market products. Online marketplaces have gained the trust of consumers, eliminating the need to cultivate confidence in the products and services offered. The convenience of online access allows consumers to seamlessly connect with the marketplace, regardless of time or location.

The continuity of business operations is also contingent upon the actions of the online marketplace manager. It is acknowledged that the manager may possess a poor reputation due to inadequate promotion and the absence of effective regulations, which could subsequently impede business growth. The success of an online marketplace ultimately hinges on the competence of its manager and proprietor.

In addition to e-trust, e-satisfaction plays a pivotal role in influencing consumer repurchasing behavior. Satisfaction can be defined as a consumer's assessment of the goods and services they have received. Positive experiences lead to repurchasing decisions. This construct has been the subject of extensive research in the field of marketing.

The advancement of technology has led to an increased reliance on online platforms for sales and marketing activities, with the objective of maximizing profits for companies. This research was conducted to ascertain the mechanisms underlying the formation of e-trust and e-satisfaction, driven by e-customer value and internal factors, with a view to understanding repurchase intentions in online shopping (Mahmoud et al., 2018). It is anticipated that this research will prove beneficial for both companies and marketers in Indonesia, enabling them to foster repurchases by consumers.

The Research Questions

This research includes the following questions to answer:

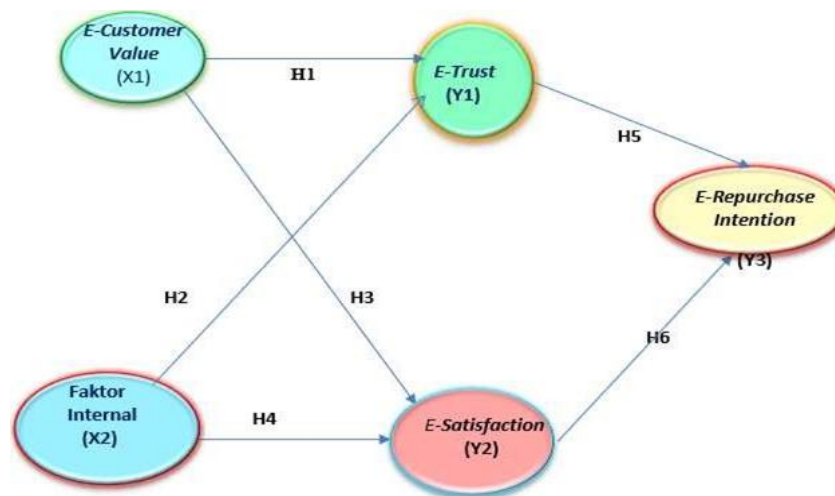
1. Does e-customer value have a positive and significant effect on e-trust and e-repurchase intention on online repeat purchase in Palu City?
2. Do internal factors have a positive and significant effect on e-trust and e-repurchase intention on online repeat purchase in Palu City?
3. Does e-customer value have a positive and significant effect on e-satisfaction and e-repurchase intention online in Palu City?
4. Do internal factors have a positive and significant effect on e-satisfaction and e-repurchase intention online in Palu City?
5. Does e-customer value have a positive and significant effect on e-repurchase intention through the intervening variable, e-trust, on online repeat purchases in Palu City?
6. Do internal factors have a positive and significant effect on e-repurchase intention through the intervening variable, e-satisfaction, on online repurchases in Palu City?

The Research Objectives

The research objective is to analyze the role of online purchasing behavior in Palu City with the following spesific objectives:

1. To analyze whether e-customer value has a positive and significant effect on e-trust, e-repurchase intention on online repeat purchases.
2. To analyze whether internal factors have a positive and significant effect on e-trust, e-repurchase intention, on online repurchases.
3. To analyze whether e-customer value has a positive and significant effect on e-satisfaction, e-repurchase intention online.
4. To analyze whether internal Factors has a positive and significant effect on e-satisfaction, e-repurchase intention online.
5. To analyze whether e-customer value has a positive and significant effect on e-repurchase intention through the intervening variable e-trust on online repeat purchases.
6. To analyze whether internal factors has a positive and significant effect on e-repurchase intention through the intervening variable e-satisfaction on online repeat purchases.

Figure 1. Research Framework.



Hypothesis

Based on a conceptual or empirical review of the literature, the hypethesis are as follows:

1. It is suspected that e-customer value has a positive and significant effect on e-trust, and e-repurchase intention on online repeat purchases in Palu City.
2. It is suspected that internal factors have a positive and significant effect on e-trust, e-repurchase intention, on online repurchases in Palu City.
3. It is suspected that E-customer value has a positive and significant effect on e-Satisfaction, e-repurchase intention online in Palu City.
4. It is suspected that Internal Factors have a positive and significant effect on e-Satisfaction, e-repurchase intention online in Palu City.
5. It is suspected that e-customer value has a positive and significant effect on e-repurchase intention through the intervening variable e-trust on online repeat purchases in Palu City.
6. It is suspected that internal factors have a positive and significant effect on e-repurchase intention through the intervening variable e-satisfaction on online repeat purchases in Palu City.

Research Design

The analysis of this research is sequential explanatory. Sugiyono, (2011) states that the sequential explanatory research design is characterized by conducting data collection and quantitative data analysis in the first stage, and followed by qualitative data collection and analysis in the second stage, in order to strengthen the results of quantitative research conducted in the first stage.

Location and Time of The Research

The research location is geographically in Palu City, with an estimated time of May to September 2023. The researcher utilized a web survey or online survey with the help of Google Form. Based

on the percentage, it is estimated that internet users in Central Sulawesi based on the total population are 3,021,879 people, while internet users in Central Sulawesi in 2022 are 39.34%.

Sample

Hair, et al, (2006) argue that the number of samples can be determined based on the number of variables multiplied by a minimum of 10 indicators. Furthermore, Kline (1998) states that Structural Equation Modeling (SEM) is a large sample measurement technique where $n > 200$. Based on the above views and the infinite population conditions, 210 respondents were selected. As a general rule, the minimum sample size is at least five times more than the number of question items to be analyzed, and the sample size will be more acceptable if it has a ratio of 5: 1. Ferdinand (2006) in this study there are 42 question items, so the minimum sample size required is $42 \times 5 = 210$ samples.

Classification of Research Variables

There are five variables used in this study, namely e-costumer value, internal factors, e-trust, e-satisfaction, and e-repurchase intention. These variables can be further classified into two large groups of variables, namely exogenous variables and endogenous variables.

Exogeneous Variable

Exogenous variables in various literatures are defined as variables whose existence is not influenced by other variables (Hair et al., 2017; Zikmund et al., 2013).

Endogeneous Variable

If the existence of exogenous variables is not influenced by other variables, on the contrary, endogenous variables are variables whose existence is influenced by other variables or predecessors (Malhotra, 2009).

There are three research variables categorized into endogenous variables, namely e-trust, e-satisfaction, and e-repurchase intention. The three variables are effect variables or variables that depend on both exogenous variables and other endogenous variables.

Operationalization of The Research Variables

The systematic analysis of this research was carried out using several theories and concepts to achieve the research objectives. It is to limit and facilitate the equation of perception so that there is no misunderstanding of the interpretation of the terms used. This study began by operationalizing the variables and dimensions as follows:

Table 1. Variable Operational Matrix

Variable	Dimesion	Indicators
E-Customer Value Zhang & Wang (2009:182)	Economic Value	1. Low prices of products (food, clothing, accessories, and appliances) 2. Low transaction costs 3. Discounted price
	Convenience Value	4. Easy-to-use product ordering procedure 5. Comfortable interface 6. User-friendly product search procedure
	Speed Value	7. Reduced shopping time 8. Fast service 9. Fast payment
	Community Value	10. Information and knowledge sharing 11. Reduced shared risk 12. Trust in transactions 13. Quality assurance
Faktor Internal (Ajzen, 2020)	Attitude	14. Online shopping is a wise decision 15. Online shopping is a positive decision 16. Online shopping is a beneficial decision
	Subjective Norms	17. My family helps me to do online shopping 18. My friends encourage me to shop online 19. Key people around me support online shopping 20. My social media group does online shopping

	Perceived Behavioral Control	21. Online shopping can save time 22. Online shopping is easy to do 23. Online shopping is fun
E-Trust (Amin & T, 2021)	Information Quality	24. Ready to provide personal information 25. Doing an online marketplace is a choice 26. Feeling comfortable in future transactions
	System Design Quality	27. Online marketplace is trustworthy 28. This online marketplace is reliable 29. This online marketplace has integrity 30. Online marketplaces provide information in an honest way 31. Happy to have purchased from an online market place 32. Satisfied with the decision to buy from an online marketplace
E –Satisfac-tion Trivedi & Yadav (2018)	E-Satisfaction	33. If I have to buy again, I will do it on the same online marketplace 34. My choice to shop from the same online marketplace is a wise one 35. Feeling bad about the decision to buy from the same online marketplace 36. Do the right thing by buying from the same online marketplace
Trivedi & Yadav (2020:402-415)		
E-Repurchase Intention Trivedi,S.Kand Yadav, M. (2018:427)	Transactional	37. I will buy again from the same online marketplace 38. I have a high desire to repurchase products (food, clothing, accessories and equipment) on the same online marketplace
	Referential & preferential	39. If I buy products (food, clothing, accessories and appliances) again, I will most likely buy them from the same online marketplace 40. If I can, I will use the same online market place again for my next purchase 41. I intend to revisit this online marketplace in the future 42. I will revisit the online marketplace to purchase products (food, clothing, accessories and appliances) in the near future

METHOD

Data Types

1. Quantitative Data

Quantitative data is data or information obtained in the form of numbers. In the form of this number, quantitative data can be processed using mathematical formulas or can also be analyzed with a statistical system (F. Solimun et al., 2017).

2. Qualitatif Data

Qualitative data is data in the form of words or verbal. Qualitative data can be obtained through interviews (Ulfatin, 2014).

Data Sources

The data collected in this study came from primary and secondary data. Each can be explained as follows:

1. Primary Data

Sugiyono (2004:129) states that primary data can be directly obtained from respondents. In this case, the respondents are those who use online application. The respondents were given a list of questions or online questionnaires through Google Form.

2. Secondary Data

Sugiyono (2004:129) states that data collection can use secondary data sources, which are not directly related to the research in question. Secondary data comes from data collected and used by other researchers or institutions. Secondary data can be in the form of articles in newspapers, magazines, journals, reports of institutions both government and private, and others.

Techniques of The Data Collection

The data collection techniques used in this study are as follows:

1. Observation

Observation was carried out directly as to analyze the various activities carried out by respondents of online application users to provide a list of questions or online questionnaires.

2. Documentation

This data collection is used to obtain data about the company's description through the company's documents.

3. Questionnaire

The data were collected through questions to respondents and related to the services received. This questionnaire was used to obtain data from respondents regarding service quality and

employees' performance on customers' satisfaction and to evaluate the services in order to provide satisfaction for customers in accordance with the wishes or expectations of customers, so that respondents can provide answers to questions in writing.

Instrument Validity and Reliability

According to Darmadi, (2011), instrument is as a tool for measuring information or taking measurements. Data collection instruments according to sumandi, (2008) are tools used to record generally quantitatively the state and activity of psychological attributes. These psychological attributes are technically usually classified into cognitive attributes and non-cognitive attributes.

The following are the results of the validity and reliability tests in this study.

Table 2. Validity and Reliability of Research Instruments

Variables	Items	Total Correlation	Cat.	Cronbach Alpha	Cat.
E-Customer Value (X1)	X1.1	0,632	Valid	0,922	Reliable
	X1.2	0,599	Valid		
	X1.3	0,702	Valid		
	X1.4	0,726	Valid		
	X1.5	0,627	Valid		
	X1.6	0,752	Valid		
	X1.7	0,819	Valid		
	X1.8	0,710	Valid		
	X1.9	0,751	Valid		
	X1.10	0,744	Valid		
	X1.11	0,664	Valid		
	X1.12	0,803	Valid		
	X1.13	0,818	Valid		
Internal Factor (X2)	X2.1	0,810	Valid	0,940	Reliable
	X2.2	0,845	Valid		
	X2.3	0,893	Valid		
	X2.4	0,790	Valid		
	X2.5	0,896	Valid		
	X2.6	0,832	Valid		
	X2.7	0,894	Valid		
	X2.8	0,679	Valid		
	X2.9	0,616	Valid		
	X2.10	0,774	Valid		
E-Trust (Y1)	Y1.1	0,723	Valid	0,936	Reliable
	Y1.2	0,898	Valid		
	Y1.3	0,809	Valid		
	Y1.4	0,923	Valid		
	Y1.5	0,923	Valid		
	Y1.6	0,824	Valid		
	Y1.7	0,846	Valid		

E-Satisfaction (Y2)	Y2.1	0,847	Valid	0,933	Reliable
	Y2.2	0,934	Valid		
	Y2.3	0,815	Valid		
	Y2.4	0,905	Valid		
	Y2.5	0,848	Valid		
	Y2.6	0,848	Valid		
E-Repurchase Intention (Y3)	Y3.1	0,898	Valid	0,896	Reliable
	Y3.2	0,837	Valid		
	Y3.3	0,847	Valid		
	Y3.4	0,876	Valid		
	Y3.5	0,679	Valid		
	Y3.6	0,722	Valid		

Source: Data Processed (2022)

Based on the validity and reliability tests, it is found that all variables and indicators in this study have a correlation value of more than 0.5 and a Cronbach alpha value is greater than 0.7. Therefore, all items or indicators are valid and the research variables are reliable.

Instrument Validity Test

There are three types of instrument validation test according to Sugiyono, (2010) namely construct validity test, content validity test, and external validity test.

a. Construct Validity Test

To test the validity of the construct, expert's opinion can be used. After the instrument is constructed about the aspects to be measured, based on certain theories, then further consulted with experts.

b. Content Validity Test

Content validity test is carried out between the content of the instrument and the teaching material, and to determine the implementation of the program. Technically, construction and content validity can be assisted by using an instrument grid. In the grid there are variables studied, indicators as benchmarks, and item numbers (items) of questions or statements that have been elaborated from indicators. With the instrument grid, the validity test can be conducted easily and systematically.

c. External Validity Test

The external validity of the instrument is tested by comparing (to find similarities) between the criteria in the instrument and the empirical facts that occur in the field. If there are similarities then the validity is high.

Instrument Reliability Test

Instrument reliability test, according to Sugiyono (2010: 354), can be done externally and internally. Externally, test is done by test-retest, equivalent, and a combination of both. Internal test is conducted by analyzing the consistency of the items on the instrument with certain techniques.

Internal testing is done by trying the instrument once, then the data obtained is analyzed with certain techniques. The results of the analysis can be used to predict the reliability of the instrument. Testing the reliability of the instrument can be done with the two-split technique from Spearman Browman. Thus, in the use of instruments in quantitative types, the steps in preparing the instrument include:

Tests and inventories are used for quantitative research data collection because test instruments measure a person's ability in a particular field. While the inventory is to find out certain characteristics of the individual. From these two instruments, the data collected is in the form of numbers which will later be tested with statistics to determine the objectives of the study.

1. Questionnaire

It is used to capture informative and factual data. The type of data for the questionnaire is in the form of numbers which will then be processed with statistical software to determine the results of the data. Questionnaires in data collection, previously must have been determined and tested first.

2. Observation Sheet

It is used in qualitative research as a complement to the interview techniques that have been carried out. Observation in qualitative research is used to see and observe directly the object of research, researchers are able to record and collect the data needed to reveal the research being conducted. The researcher must first understand the variations of observations and roles performed by the researcher.

3. Documentation

Hamidi, (2004) states that documentation is information that comes from important records from both institutions or organizations and individuals. The documentation of this research is the taking of pictures by researchers to strengthen the results of the research. According to Sugiyono & sumandi, (2013), documentation can be in the form of writings, images or monumetary works of a person.

Data Analysis Techniques and Models

1. Descriptive Analysis Technique

After the discussion, an interpretation will be carried out with a descriptive statistical approach that can be used to analyze the data and describe the data that has been collected (Sugiyono, 2011).

This study aimed to provide an overview of the data collected and presented through the frequency distribution and the average response of the respondent. The basis for interpreting the average value for descriptive analysis through the score criteria is as follows:

Tabel 3. Descriptive Analysis

Score Category	Interpretation
1,00 – 1,79	Very Poor/ Very Low
1,80 – 2, 59	Poor/Low
2,60 – 3, 39	Fair/Moderate
3,40 – 4,19	Good/High
4,20 – 5,00	Very good/Very high

Source : Sugiyono (2016:17)

2. Structural Equation Modelling Technique (SEM)

This study uses Structural Equation Model (SEM) analysis for testing research hypotheses for the following reasons (Ferdinand, 2006) :

- The variable measurement model in this study use unobservable variables. Unobservable variables are variables that cannot be measured directly but are measured from indicators (manifest variables) and testing the validity and reliability of latent variable measurements based on manifest variables can only be done through SEM.
- The causal relationship formulated in this study employs a complex model, necessitating an analysis capable of elucidating the causal relationship embedded in the model while ensuring statistical efficacy.

According to Ferdinand (2014:58), SEM is a set of statistical techniques that allow testing a relatively complex set of relationships simultaneously. Such complex relationships may be established between one or more dependent variables and one or more independent variables.

The SEM tool from the AMOS statistical software package can be used for modeling and hypothesis testing. AMOS causal models demonstrate the capacity to address measurement and structural issues, and are employed for testing hypothesis models. This is due to the following capabilities: (a) estimation of unknown coefficients from structural linear equations, (b) accommodation of models that include latent variables, (c) accommodation of measurement error in dependent and independent variables, and (d) accommodation of simultaneous reciprocal and interdependent warnings.

The indices used to test the feasibility of a model are as shown in the following table:

Table 4. Criteria of Goodnes-of Fit Indices

Goodness-of fit Indexes	Cut-of Value
(X2) Chi-Square	Expectedly small
Significance Probability	> 0,05
RMSEA (The Root Mean Square Error of Approximation)	< 0,08
GFI (Good of Fit Index)	> 0,90
AGFI (Adjusted Goodness of Fit Index)	> 0,90
CMIN/DF (The Minimum Sample of Discrepancy Function)	< 2,00
TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90

Source: Hair at, al (2017:435)

RESULT AND DISCUSSION

The concept of the marketplace is analogous to the traditional market. The marketplace owner bears no responsibility for the items sold. The role of the marketplace company is limited to that of a venue provider for sellers seeking to sell and buyers interested in purchasing products. If the buyer expresses interest in a transaction, the marketplace facilitates the arrangement, from the point of payment to the delivery of goods to the consumer. The platform for a marketplace can be in the form of an application or website.

Measurement Model Analysis

Measurement models are analyzed using the CFA (Confirmatory Factor Analysis) test to demonstrate construct validity, which measures whether or not the construct is able to reflect the latent variable. Construct validity provides confidence that the indicator measures taken from the sample describe the true value in the population. The CFA test is performed on each variable, where a variable is said to have a good confirmatory model if it meets the goodness of fit criteria.

Hair et al. (2010) suggest using at least one absolute goodness of fit index (GFI, RMSEA, or RMR) and at least one incremental goodness of fit index (CFI, NFI, IFI, AGFI, or TLI) to determine whether a model is considered good. Furthermore, as Waluyo (2011) asserts, an indicator is deemed capable of elucidating a construct if its value is at least 0.40, as observed in the standardized regression display. This value is considered valid. Moreover, in the construct reliability test, a research instrument can be deemed reliable if it exhibits a construct reliability value of ≥ 0.70 (Hair et al., 2010). The subsequent table presents the results of the CFA test and construct reliability tests.

Tabel 5. CFA Test Results and Construct Reliability

Construct	Indicator	Standardized Regression Weight	Cat.	Construct Reliability $\geq 0,7$	Cat.	AVE $\geq 0,5$
Customer Value (X1)	X1.1.1	0,682	Valid	0,973	Reliable	0,735
	X1.1.2	0,661	Valid			
	X1.1.3	0,792	Valid			
	X1.2.1	0,796	Valid			
	X1.2.2	0,651	Valid			
	X1.2.3	0,790	Valid			
	X1.3.1	0,809	Valid			
	X1.3.2	0,734	Valid			
	X1.3.3	0,859	Valid			
	X1.4.1	0,776	Valid			
	X1.4.2	0,862	Valid			
	X1.4.3	0,853	Valid			
	X1.4.4	0,868	Valid			
Internal Factor (X2)	X2.1.1	0,857	Valid	0,959	Reliable	0,704
	X2.1.2	0,841	Valid			
	X2.1.3	0,883	Valid			
	X2.2.1	0,636	Valid			
	X2.2.2	0,679	Valid			
	X2.2.3	0,699	Valid			
	X2.2.4	0,699	Valid			

a. E-Customer Value

Table 5, illustrates the outcomes of the Confirmatory Factor Analysis (CFA) for the customer value variable. The variable indicator exhibits a standardized regression weight value exceeding 0.5, indicating a satisfactory level of reliability. This indicates that the indicators of the customer value variable can explain these variables, thereby establishing the validity of the indicators and their suitability for future use. As evidenced in the table, the average variance extracted (AVE) value has been met, with a value of ≥ 0.5 . This indicates that the variance extracted by the indicator is sufficient for the formation of latent variables and can be utilized for further analysis. Additionally, the construct reliability value has also been met, with a value of ≥ 0.70 , as observed in the table.

b. Internal Factors

Table 5, presents the results of the internal factor variable Confirmatory Factor Analysis (CFA) test. The variable indicators have a standardized regression weight value of ≥ 0.5 , indicating a satisfactory level of correlation. This indicates that the indicators of the internal factor variable can explain these variables, thereby substantiating the validity of the indicators of the internal factor variable for further analysis. Furthermore, the table illustrates that the average variance extracted (AVE) value has been met, with a value of ≥ 0.5 . It can be concluded that the variance extracted from the indicators is greater for the formation of latent variables and can be used for further analysis. Additionally, the table demonstrates that the construct reliability value has been met, with a value of ≥ 0.70 .

c. E-Trust

Table 5, presents the results of the e-trust variable's CFA test. It can be observed that the variable indicators have a standardized regression weight value of ≥ 0.5 , indicating a satisfactory level of reliability. This indicates that the indicators associated with the e-trust variable can adequately explain this variable. Therefore, it can be concluded that the indicators pertaining to the e-trust variable are valid and can be utilized for subsequent analysis. Furthermore, the table indicates that the average variance extracted (AVE) value has been met, with a value of ≥ 0.5 . It can be concluded that the variance extracted from the indicators is greater for the formation of latent variables and can be used for further analysis. Additionally, the table shows that the construct reliability value has been met, with a value of ≥ 0.70 . Therefore, it can also be concluded that this variable has met the construct reliability test and can be used for further analysis.

d. E-Satisfaction

Table 5, presents the results of the Confirmatory Factor Analysis (CFA) for the e-satisfaction variable. It can be observed that the variable indicators have a standardized regression weight value of at least 0.5, indicating a satisfactory level of correlation. This indicates that the indicators associated with the e-satisfaction variable can adequately explain these variables. Therefore, it can be concluded that the indicators pertaining to the e-satisfaction variable are valid and can be utilized for subsequent analysis. Furthermore, the table indicates that the average variance extracted (AVE) value has been met, with a value of ≥ 0.5 . It can be concluded that the variance extracted from the indicators is greater for the formation of latent variables and can be used for further analysis. Additionally, the table shows that the construct reliability value has been met, with a value of ≥ 0.70 . Therefore, it can also be concluded that this variable has met the construct reliability test and can be used for further analysis.

e. E-Repurchase Intention

Table 5, shows the results of the CFA test on the e-repurchase intention variable, it can be seen that the variable indicators have a standardized regression weight value ≥ 0.5 . This shows that the indicators of the e-repurchase intention variable can explain these variables, so it can be concluded that the indicators of the e-repurchase intention variable are valid and can be used for further analysis. The table also shows that the Average Variance Extract (AVE) value ≥ 0.5 has been met. It can be concluded that the variance extracted from the indicators is greater for the formation of

latent variables and can be used for further analysis. In the table we can also see that the construct reliability value has been met, namely ≥ 0.70 .

Evaluation of SEM Assumptions

1. Normality Test

A normality test is a requisite component of the SEM analysis technique, serving to validate the underlying assumptions. The results of the normality test are indicated by the multivariate C.R. value in the assessment of normality table. In order to fulfill the assumption of normality, it is necessary that both the univariate and multivariate C.R. values fall within the range of -2.58 to

+2.58. In this study, the majority of univariate C.R. values were found to fall within the range of -2.58 to +2.58, with the multivariate C.R. value of 35.40 being an exception. The data do not meet the required normality assumption range. However, it is known that the majority of the data in this study are univariate normal. Therefore, it can be concluded that the data in this study have met the assumption of normality and can proceed with the next analysis.

2. Uji Multicollinearity

AMOS software will generate a warning in the event of multicollinearity or singularity in the data set. However, during the data entry process in this study, no such warnings were generated by AMOS. Therefore, it can be concluded that multicollinearity is not a factor in this study and that the testing process may proceed.

Structural Analysis Model

1. Model Fit Test

This structural model analysis employs the maximum likelihood method. The initial step is to ascertain that the model is consistent with the fit model data. Once the model is deemed fit, hypothesis testing can be conducted. The findings of the structural model analysis are illustrated in Figure 2.

Figure 2. Structural Model

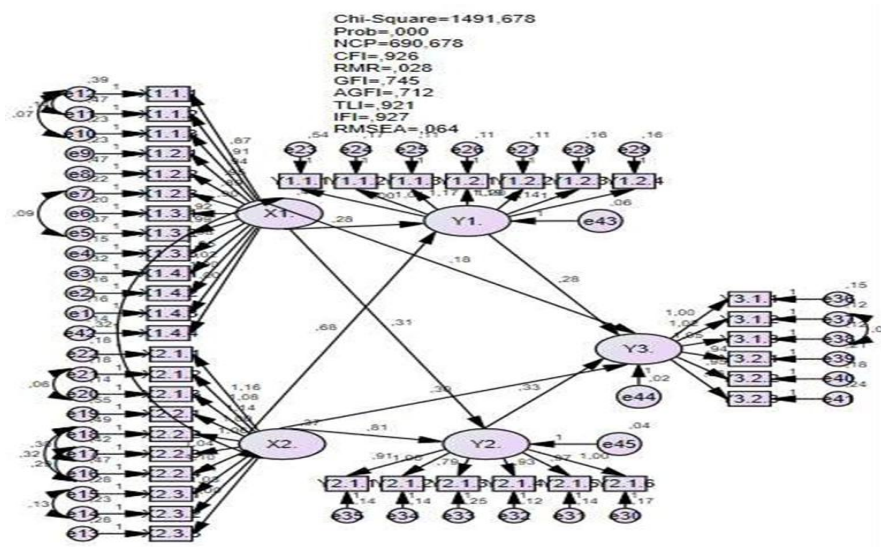


Table 6. Goodness of fit Structural Model

Goodness of Fit Measure	Index	Cut Off	Cat.
Chi-Square	1491,678	Kecil	Good
Probability	0,000	<0,05	Fit
CMIN/DF	1,862	<2,00-5,00	Fit
NCP	690,678	>0,05	Fit
CFI	0,926	>0,9	Fit
RMR	0,028	<0,08	Fit
TLI	0,921	>0,9	Fit
GFI	0,745	>0,9	Moderate
AGFI	0,712	>0,9	Moderate
IFI	0,927	>0,9	Fit
RMSEA	0,064	0,05-0,08	Fit

Based on Table 6, it can be seen the results of the goodness of fit model, which shows that almost all criteria are met Chi-Square, Probability, CMIN / DF, NCP, CFI, RMR, TLI, GFI, AGFI, IFI and RMSEA. These results show a good goodness of fit value, then the model can be said to be good and we can proceed to test the research hypothesis (M. S. Solimun, 2002).

Indirect Effects

In accordance with the findings of the analysis of indirect effects, the test results are presented in Table 7 below.

Table 7. Indirect Effects

Variabel	X1	X2	Y1	Y2	Y3
Y1	0,000	0,000	0,000	0,000	0,000
Y2	0,000	0,000	0,000	0,000	0,000
Y3	0,179	0,457	0,000	0,000	0,000

Source: Processed Data (2022)

The indirect influence exerted through the standardized indirect effect value is subject to variation. The highest indirect effect value is that of the influence of internal factors on the e-repurchase intention, which reaches 0.457. The next highest indirect effect value is that of the influence of e-customer value on e-repurchase intention, which reaches 0.179 (Eng, 2008).

The findings provide insight into two key areas: firstly, that e-customer value exerts both direct and indirect effects on e-repurchase intention; and secondly, that internal factors also have both direct and indirect effects on e-repurchase intention (Lozano et al., 2007). The indirect effect of internal factors on e-repurchase intention is mediated by e-trust and e-satisfaction.

Table 8. Result of Direct Effect Test

Path	Estimate	S.E.	C.R	P. Value	Label
X1 □ Y1	0,276	0,063	4,397	0,000	Par_38
X1 □ Y2	0,309	0,060	5,136	0,000	Par_43
X1 □ Y3	0,178	0,063	2,824	0,005	Par_44
X2 □ Y1	0,677	0,093	7,258	0,000	Par_42
X2 □ Y2	0,813	0,085	9,510	0,000	Par_40
X2 □ Y3	0,297	0,142	2,085	0,037	Par_45
Y1 □ Y3	0,278	0,087	3,196	0,001	Par_39
Y2 □ Y3	0,331	0,127	2,612	0,009	Par_41

Table 8. above shows the results of the direct effects test of the structural equation model. Based on this table, it can be seen that all direct relationships in this study are acceptable.

Rangkuman Uji Hipotesis

1. E-customer value has a positive and significant effect on e-trust, and e-repurchase intention on online repeat purchases in Palu City is accepted.
2. Internal factors influence e-trust and e-repurchase intention with respect to online repeat purchases in Palu City.
3. E-customer value has a positive and significant effect on e-satisfaction, which in turn has a positive and significant effect on e-repurchase intention online in Palu City.
4. Internal factors have a positive and significant effect on e-satisfaction and e-repurchase intention online in Palu City.

5. E-customer value has a positive and significant effect on e-repurchase intention via the mediating variable of e-trust on online repeat purchases in Palu City is accepted.
6. The internal factors have a positive and significant effect on e-repurchase intention through the intervening variable of e-satisfaction on online repurchases in Palu City is accepted.

The results of this study are supported by other research from the formation of trust in themselves. Consumers will think positively about the purchases they make, in the end, when they are sure of the purchase, these consumers will be sure to make repeat purchases at the same store, product, or brand (Prahawan 2021; Trivedi and Yadav, 2020). Apart from being able to form trust in consumers, internal factors are also considered to encourage customer satisfaction. When consumers have positive feelings about a product, this indicates that the product can meet the expectations of these consumers, which in turn they will be satisfied. When consumers are satisfied with a product, these consumers will be encouraged to make repeat purchases. A. Novelty.

1. This research is the formation of a research model that forms the latest measurement model through the estimation of very good results and there is a positive and significant effect of customer value and internal factors on e-repurchase intention through e-trust and e-satisfaction.
2. The results of this study are relevant and supported by three other studies Mukherjee (2012) Maspaitella (2013), Ballo & Andreani (2019), Awi and Chaipoo Pirutana and Putri (2016). The research variables are: 1). e-customer value, e-trust and e-satisfaction. 2). e-trust and e-satisfaction 3). e-customer value, and e-repurchase intention (Sadeh et al., 2011).

CONCLUSION

Based on the analysis conducted, it can be concluded that e-customer value has a positive and significant effect on e-trust, as well as on e-repurchase intention and online repeat purchases in Palu City. Furthermore, internal factors also have a positive and significant influence on both e-trust and e-repurchase intention in the context of online repeat purchases in the same area. The findings also confirm that e-customer value significantly affects e-repurchase intention in online repurchase behavior (Pabian et al., 2020; G. Zhang & Wang, 2014). Additionally, internal factors are shown to have a positive and significant effect on e-repurchase intention. The analysis further reveals that e-customer value influences e-repurchase intention through the intervening variable of e-trust in online repurchase activities (Miao et al., 2022). Likewise, internal factors have a positive and significant impact on e-repurchase intention through the intervening variable of e-satisfaction in the context of online repeat purchases in Palu City.

REFERENCE

- Ajzen, I. (2020). The Theory of Planned Behavior. *Organizational Behavior & Human Decision Processes*, 50(2), 179. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amin, S., & T, M. (2021). Effect of consumption values on customers green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 1320–1336.

- Darmadi, H. (2011). Metode Penelitian Pendidikan. Bandung: Alfabeta. *International Journal of Data and Network Science*, 97–106.
- Eng, T.-Y. (2008). E-customer service capability and value creation. *Service Industries Journal*, 28(9), 1293–1306. <https://doi.org/10.1080/02642060802230163>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen*.
- Hair, J. F., Anderson, R. E., Tatham, R. L., Black, W. C., Hair, J. F., Bush, R. P., & Ortinau, D. J. (2017). *Multivariate Data Analysis*.
- Hamidi. (2004). *Metode penelitian kualitatif aplikasi praktis pembuatan proposal dan laporan penelitian Malang*.
- Lozano, C., Martínez, S., & Fuentes, F. (2007). The value of e-customer satisfaction to internet companies. *Fuzzy Economic Review*, 12(1), 73–94. <https://doi.org/10.25102/fer.2007.01.05>
- Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2018). Service innovation and customer satisfaction: the role of customer value creation. *European Journal of Innovation Management*.
- Malhotra, N. K. (2009). *Riset Pemasaran. Edisi ke empat jilid I*.
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-U.-A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Pabian, A., Pabian, B., & Reformat, B. (2020). E-customer security as a social value in the sphere of sustainability. *Sustainability (Switzerland)*, 12(24), 1–14. <https://doi.org/10.3390/su122410590>
- Sadeh, E., Mousavi, L., Garkaz, M., & Sadeh, S. (2011). The structural model of E-service quality, E-customer satisfaction, trust, customer perceived value and E-loyalty. *Australian Journal of Basic and Applied Sciences*, 5(3), 532–538. <https://www.scopus.com/inward/record.uri?eid=2->
- Solimun, F., R., A. A., & Nurjannah. (2017). Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS. In *Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM)*.
- Solimun, M. S. (2002). *Structural Equation Modelling (SEM) Lisrel dan Amos*. Sugiyono.
- Sugiyono. (2011). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif*. Sugiyono.
- Sugiyono, & sumandi, S. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.
- Ulfatin, N. (2014). *Metode Penelitian Kualitatif*.
- Zhang, G., & Wang, X. (2014). Research on the relationship between E-customer value and Repurchase Intention. *2009 2nd International Conference on Intelligent Computing Technology and Automation, ICICTA*, 4, 419–421. <https://doi.org/10.1109/ICICTA.2009.816>

Zhang, T. (2014). Stock price synchronicity, crash risk, and institutional investors. *Journal of Corporate Finance*, 21(1), 1–15.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin. (2013). *M.2013).Business Research Methods*.