

Analysis of The Effect of Web Design Quality, Sales Promotion, Order Fulfillment on Repurchase Intention with Customer Satisfaction as Mediating Variable on E-Commerce Marketplace Users in Jabodetabek

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Abstract

This research aim to study the effect of web design quality, sales promotion, and order fulfillment on repurchase intention with customer satisfaction as a mediating variable. This phenomenon of the e-commerce marketplace transaction value that continue to increase during 2017-2020 period in Indonesia. This increase on e-commerce marketplace transaction value triggered by the covid-19 pandemic that force the digitalization on almost all living aspects, especially on commerce activities. Commerce activities on e-commerce marketplace technically are the same as conventional commerce, where seller aim to achieve repurchase intention through the customer satisfaction. There are several things that have influence on these two variables. Several factors including; web design quality, sales promotion, and order fulfillment. All of those factors are very important for the e-commerce marketplace. Therefore, the author aims to determine the relationship between the variables of web design quality, sales promotion, and order fulfillment on repurchase intention with customer satisfaction as a mediating variable. The method used in this research is Partial Least Square, and tool used in this research is WarpPLS version 7.0. The result of the research found out positive and significant impact on all of the variables studied in this research.

Keywords

Web Design Quality, Sales Promotion, Order Fulfillment, Customer Satisfaction, Repurchase Intention

1. Introduction

For the past few years in Indonesia e-commerce marketplace transaction has shown significant growth since 2017 and expected to keep growing by the year of 2024 which can be seen on Figure 1 (Databoks.katadata.co.id 2021). This significant growth for the past few years impacted by the covid-19 pandemic around the globe.



Figure 1. Indonesian E-Commerce Marketplace Transaction Growth

Camilleri and Falzon (2020) stated that the pandemic made people limited their physical related activities to avoid covid-19 infection, and switch their shopping activities to online shopping. Based on the research conducted by Badan Pusat Statistik Indonesia (Bps.go.id 2021), Jakarta and its satellites cities has the most online selling merchant compared to other cities and states. There are multiple e-commerce marketplace that are well known by Indonesian society, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and JD.ID.



Figure 2. Top 5 E-Commerce Marketplace in Indonesia

Research conducted by Compas.id shown top 5 Indonesian e-commerce marketplace with its gross merchandise value. Based on the Figure 2, each marketplace has different gross merchandise value (Compas.co.id 2021). The phenomenon of the different gross merchandise value of each e-commerce marketplace in Indonesia is made possible by the customer satisfaction fulfilled by each of the e-commerce marketplace company. Wirapraja et al. (2021) stated that this phenomenon is inline with objectives of marketing management, that every company has a goal to provide value to customers in the company's business processes. There are multiple factors that could affect the customer satisfaction itself. According to Camilleri (2021) one of the factors that can affect customer satisfaction is consumer order fulfillment, while according to Wilson et al. (2019) the factor that can affect customer satisfaction is web-design quality, and according to Antara and Rastini (2022) Sales promotion is also one of the factors that can affect customer satisfaction. Furthermore, one of the factors that can increase the gross merchandise value of a company is repeat purchases made by existing customers. Napitupulu and Siahaya (2022) mentioned that repurchase intention itself is a variable that moderated by customer satisfaction. However those previous research has its own limitation that will be explained on paragraph below.

The limitation on Wilson et al. (2019) study is the research only studied the effect of web design quality, and customer satisfaction on repurchase intention. Where on this study the researcher focused on other factors that could affect both customer satisfaction and repurchase intention such as order fulfillment and sales promotion. Furthermore, Antara and Rastini (2022) recommended to future study shall not limited to the small research area, where they only use one industry and one company at the time. This research has the research area of e-commerce industry and studying multiple e-commerce marketplace company at one time.

Camilleri (2021) still need future study to confirm the effect of order fulfillment on customer satisfaction. This recommendation fulfilled on this research. Pham and Ahammad (2017) sample on their research were their own colleagues resulting potential bias on the research answer. While this research respondent are completely random individual coming from different areas and workplace. The other limitation is Napitupulu and Siahaya (2022) which conducted their research on a specific research object, found that different research object may resulting in different effect on its researched variables.

Based on these limitations, the researcher formulate a research model that could fill the gap between previous research limitations and recommendations.

1.1 Objectives

The objective of this research is to study the impact of web design quality, sales promotion, and order fulfillment on repurchase intention with customer satisfaction as mediating variable.

2. Literature Review

2.1 Web Design Quality

Wilson and Keni (2018) mentioned that web design quality can be judged based on the website appearance and navigation system. Wilson et al. (2019) also stated that web design quality is something critical to have for an e-commerce. Camilleri (2021) confirmed that website design quality is important since trading digitally is different than conventional trading, absence of physical contacts need to be substituted with features that could support this trade activities. Based on the previous research above, web design quality is something fundamental for customer satisfaction on the e-commerce marketplace industry.

2.2 Sales Promotion

Maulana and Novalla (2020) defined sales promotion as a fundamental aspect on marketing mix, since sales promotion is a channel for a company to market their products. Fitri (2018) defined sales promotion as short-term incentive to boost the sale of product or service purchases. According to Kuswardani et al. (2018) with the incentives provided, new consumers will be interested in trying these products and an encouragement for old consumers to buy more products.

2.3 Order Fulfillment

Camilleri (2021) said that the seller's inability to communicate or deal with problems including providing information about shipping, delays, lost goods, returns, and or returns and may cause consumers to switch to other e-commerce that can meet the expectations of consumers themselves. Kautish and Sharma (2019) defined order fulfillment as critical link in between of pre-sale and post-sale. Jain et al. (2017) defined order fulfillment as activity that involves picking and packing, shipping, after-sales service and returns handling.

2.4 Customer Satisfaction

Camilleri (2021) defined as fundamental concept in the marketing literature. Customer satisfaction is a feeling that consumers have towards a product or service, where they can show an emotional reaction when they are faced with a situation when their expectation are not fulfilled according to Wilson et al. (2019). Satisfied consumers is one of the main factors behind a successful business. Getting customer satisfaction has become the main goal of every business. According to Wilson (2018) being able to meet consumer satisfaction is something that a business entity must achieve.

2.5 Repurchase Intention

Repurchase Intention is the intensity of consumers to make repeated purchases of a product or service twice or more times according to Shin et al. (Sari et al., 2020). Wilson et al. (2019) stated that repurchase intention often considered as factor that could measure consumer loyalty to a company. Therefore, it is very important for a company to create and implement a strategy with the objective of making consumers entangled in a repurchase attitude (Wilson, 2018). Repurchase interest is an important aspect that is usually a measure of the success of a company. In the end of the day, repurchase intention is something that every business want to achieve.

2.6 Relationship among Latent Variables & Hypotheses

2.6.1 Web Design Quality and Customer Satisfaction

According to Wilson et al. (2019) quality of a website page or web design quality has fundamental role in e-commerce marketplace branding, if the design of the website could give a good impression for its visitors it could lead to customer satisfaction. A study done by Rahi et al. (2020) found that web design quality has positive and significant effect on customer satisfaction. Research by Wibowo et al. (2019) confirmed the same findings.

H1. Web Design Quality affects Customer Satisfaction.

2.6.2 Sales Promotion and Customer Satisfaction

According to research conducted by Antara and Rastini (2022), sales promotion has positive and significant effect on customer satisfaction. Another research by Alvian and Prabawani (2020) found that sales promotion has good effect on customer satisfaction. Last but not least, a research conducted by Kresna and Suryawardani (2020) confirmed the same findings.

H2. Sales Promotion affects Customer Satisfaction.

2.6.3 Order Fulfillment and Customer Satisfaction

According to Camilleri (2021) conducted a study to determine customer shopping experience, then he found that order fulfillment has a positive effect on customer satisfaction. This research also supported by Jain et al. (2017) that conducted the same research, of which they found that order fulfillment has an influence on customer satisfaction. In the other hand Pham and Ahammad (2017) also found a strong influence of order fulfillment on customer satisfaction.

H3. Order Fulfillment affects Customer Satisfaction.

2.6.4 Customer Satisfaction and Repurchase Intention

Napitupulu and Siahaya (2022) conducted a research that found customer satisfaction has positive influence on repurchase intention. Other similar previous research by Wilson et al. (2019), and Prayogi and Nursaidah (2021) also found the same result.

H4. Customer Satisfaction affects Repurchase Intention.

Furthermore, based on the relationship which already explained, the research model is shown in Figure 3.

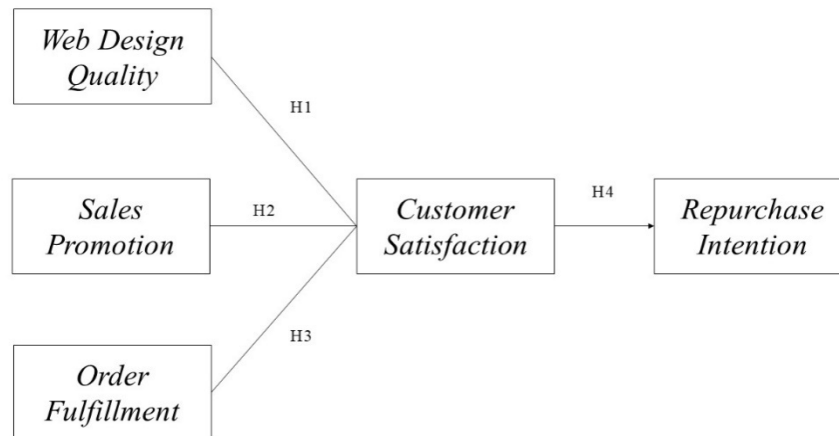


Figure 3. Research Model

3. Methods

Researcher first studied the phenomenon on e-commerce marketplace industry related stuff, then researcher conducted a literature study to understand furthermore about previous research gaps. Research method that used is quantitative research, and the type of applied research is explanatory research. This research consist of five variables, Web Design Quality, Sales Promotion, Order Fulfillment, Customer Satisfaction, and Repurchase Intention. Literature review was done by comparing indicators from previous research in Table 1, Table 2, Table 3, Table 4 and Table 5. The data will be analyzed using WarpPLS 7.0 software.

4. Data Collection

The population used in this study is e-commerce marketplace users that reside on DKI Jakarta and its satellite cities. Minimum samples that required in this study is 200, of which the researcher able to collect 287 respondents which theoretically fulfilled the minimum requirements. The questionnaire used to measure 5 variables consists of Web Design Quality (5 indicators), Sales Promotion (5 indicators), Order Fulfillment (5 indicators), Customer Satisfaction (5 indicators), and Repurchase Intention (4 indicators). All of the indicators mentioned area presented on Table 1, Table 2, Table 3, Table 4, and Table 5.

Table 1. Web Design Quality Indicators

Indikator	Items	Wilson et al. (2020)	Akram et al. (2017)	Fitri (2018)
Usefulness	WD1		V	V
Ease of Use	WD2	V	V	V
Entertainment	WD3	V	V	V
Complementary Relationship	WD4	V	V	V
Customer Service	WD5	V		V

Table 2. Sales Promotion Indicators

Indikator	Items	Fitri (2018)	Mutanafisa and Retnaningsih (2021)	Kuswardani et al. (2018)
Discount	SP1	V	V	V
Free Shipping	SP2	V		
Contests	SP3	V		V
Coupons	SP4	V	V	V
Refund and Rebates	SP5	V	V	

Table 3. Order Fulfillment Indicators

Indikator	Items	Camilleri (2021)	Kautish and Sharma (2019)	Jain et al. (2017)
Product Quality	OF1		V	V
Delivery Options	OF2		V	
Product Availability	OF3		V	V
On Time Delivery	OF4	V		V
Ease of Return	OF5	V		

Table 4. Customer Satisfaction Indicators

Indikator	Items	Wibowo et al. (2019)	Camilleri (2021)	Javed et al. (2020)	Sari et al. (2020)
Wise Decision	CS1	V		V	
Shopping Experience	CS2	V	V	V	V
Overall Satisfaction	CS3	V	V	V	
Satisfaction on Transaction Services	CS4	V			V
Enjoyment Over Seller Performance or Products	CS5	V			V

Table 5. Repurchase Intention Indicators

Indikator	Items	Qibtiyah, et al. (2020)	Javed et al. (2020)	Sari et al. (2020)
Transactional Interest	RI1	V	V	V
Referential Interest	RI2	V		
Preferential Interest	RI3	V	V	V
Explorative Interest	RI4	V	V	V

5. Results and Discussion

The data analysis techniques used in this study is Partial Least Square Structural Equation Modeling or PLS-SEM using WarpPLS 7.0 software. According to research by Hair et al. (2019) the Partial Least Square Structural Equation Modeling consists of two models, first the measurement model (outer model), and second the structural model (inner model).

5.1 Measurement Model

Measurement model used to test the validity and reliability of each indicators. According to Sholihin and Ratmono (2020) outer loading and Average Variance Extracted are used to evaluate convergent validity. Sholihin and Ratmono (2020) also stated the rule of thumb of outer loading value is at least 0.708 and the Average Variance Extracted is 0.50. In the other hand reliability testing can be done by using cronbach alpha, and composite reliability approach. A measuring instrument considered as reliable if it can meet the cronbachalpha & composite reliability values of 0.6 - 0.7 for exploratory research, 0.7 - 0.9 for further research. Based on the data presented on Table 6, all of the indicators passed both validity and reliability evaluation.

Table 6. Construct Validity & Reliability

Variable	Indicator	Loading Factor	P Value	AVE	CR	CA
WD	WD1	0,615	<0.001	0.490	0.827	0.739
	WD2	0,701	<0.001			
	WD3	0,739	<0.001			
	WD4	0.725	<0.001			
	WD5	0.714	<0.001			
SP	SP1	0.696	<0.001	0.512	0.839	0.760
	SP2	0.631	<0.001			
	SP3	0.708	<0.001			
	SP4	0.787	<0.001			
	SP5	0.746	<0.001			
OF	OF1	0.731	<0.001	0.519	0.843	0.767
	OF2	0.650	<0.001			
	OF3	0.688	<0.001			
	OF4	0.782	<0.001			
	OF5	0.745	<0.001			
CS	CS1	0.682	<0.001	0.608	0.885	0.837
	CS2	0.771	<0.001			
	CS3	0.827	<0.001			
	CS4	0.774	<0.001			
	CS5	0.834	<0.001			
RI	RI1	0.711	<0.001	0.599	0.856	0.775
	RI2	0.734	<0.001			
	RI3	0.801	<0.001			
	RI4	0.842	<0.001			

5.2 Structural Model

Model fit and Quality Indices provided by software WarpPLS 7.0 shown on the Table 7. Based on the results of the data processing, the structural model used in this study meets the requirements of the Goodness of Fit test.

Table 7. Model Fit & Quality Indices

No	Model Fit & Quality Indices	Index/P-Value	Criteria	Result
1	Average Path Coefficient (APC)	0,429 / P<0,001	P < 0,05	Valid
2	Average R-Square (ARS)	0,674 / P<0,001	P < 0,05	Valid
3	Average adjusted R-Square (AARS)	0,672 / P<0,001	P < 0,05	Valid
4	Average block VIF (AVIF)	2,565	≤ 5	Valid
5	Average full collinearity VIF	3,173	≤ 5	Valid
6	TenenhausGoF (GoF)	0,606	Small > 0,1 Med > 0,25 Large > 0,36	Large
7	Symphson's paradox ratio	1	≥ 0,7	Valid
8	R-Squared contribution ratio	1	≥ 0,9	Valid
9	Statistical suppression ratio	1	≥ 0,7	Valid
10	Nonlinear bivariate casualty direction ratio	1	≥ 0,7	Valid

The structural model tested for its predictive ability and relationship between its constructs. The structural model test at this stage includes: path coefficient, R Square value, effect size value, Q Square value as presented in Figure 4 and Table 8.

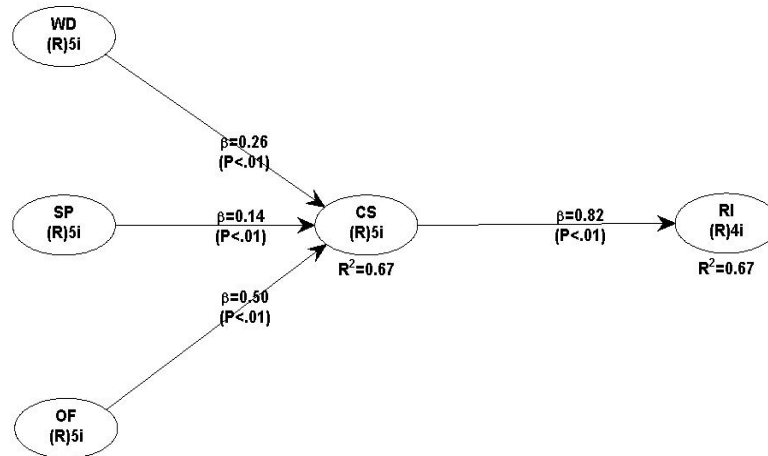


Figure 4. Path Diagram compiled using WarpPLS 7.0

Table 8. Structural Model Result

Hypothesis Path	Coefficient	p-value	Effect Size
H1: WD → CS	0.256	<0.001	0.184
H2: SP → CS	0.141	<0.001	0.097
H3: OF → CS	0.498	<0.001	0.393
H4: CS → RI	0.821	<0.001	0.673

The p-value which is presented in Table 8 show that all the relationship among variables is having significant effect, since all the value is smaller than 0.05. Then, regarding the coefficient value, all the values are positive, it means that if the value of one variable increase or getting higher, than the value of the other variable also will be increase or getting higher also.

Table 9. R Square and Q Square Value

Variable	R Square	Q Square
Customer Satisfaction	0.675	0.675
Repurchase Intention	0.673	0.670

Based on Table 9, the R square values of Customer Satisfaction (CS), and Repurchase Intention (RI) are 0.675, and 0.673 respectively. These values indicate that Customer Satisfaction (CS) explained by the Website Design Quality, Sales Promotion, and Order Fulfillment variables of 67.5%. Meanwhile the Repurchase Intention (RI) explained by Customer Satisfaction (CS) variables of 67.3%. The Q square value of both Customer Satisfaction, and Repurchase Intention are 0.675, and 0.670 respectively, which indicate that both variable has good predictive ability.

5.3 Discussion

This research focused on studying 5 hypotheses. Specifically this hypotheses testing carried out with the significance level of 5%. The hypotheses could be accepted when $p\text{-value} < 0.05$, otherwise when $p\text{-value} > 0.05$ the hypotheses will be rejected.

Based on Table 8, Web Design Quality (WD) has positive effect on Customer Satisfaction (CS) with the coefficient of 0.256 ($p\text{-value} < 0.001$). This mean that H1 is accepted, and consistent with the result of previous study done by Wilson et al. (2019). Rahi et al. (2020) also found significant effect on web design quality and customer satisfaction. Previous study conducted by Wibowo et al. (2019) found the same result as the others regarding significant effect of web design on customer satisfaction.

Sales Promotion (SP) has positive effect on Customer Satisfaction (CS) with the coefficient of 0.141 ($p\text{-value} 0.007$). This mean that H2 is accepted, and consistent with the result of previous study done by Antara and Rastini (2022) who found that the sales promotion has a significant effect on customer satisfaction. Alvian and Prabawani (2020) in their research also found that sales promotion has a good influence on customer satisfaction. Previous research by Kresna and Suryawardani (2020) also found an influence between sales promotion and customer satisfaction.

Order Fulfillment (OF) has positive effect on Customer Satisfaction (CS) with the coefficient of 0.498 ($p\text{-value} < 0.001$). This mean that H3 is accepted, and consistent with the result of previous study done by Camilleri (2021) that found order fulfillment has a positive effect on customer satisfaction. Jain et al. (2017) found the same result of order fulfillment has an influence on customer satisfaction. Pham and Ahammad (2017) also found a strong influence of order fulfillment on customer satisfaction.

Customer Satisfaction (CS) has positive effect on Repurchase Intention (RI) with the coefficient of 0.821 ($p\text{-value} < 0.001$). This mean that H4 is accepted, and consistent with the result of previous study done by Napitupulu, and Siahaya (2022) found that customer satisfaction has a positive effect on repurchase intention. Research on the relationship between customer satisfaction and repurchase intention is also supported by two previous studies conducted by Wilson et al. (2019), and Prayogi and Nursaidah (2021) who found similar results.

6. Conclusion

Main goal of this study is to determine the effect of web design quality, sales promotion, order fulfillment on repurchase intention with customer satisfaction as mediating variable. The hypotheses testing shown that all of the proposed hypotheses passed the test. All of the variables and research models has good ability to predict the phenomenon.

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