ANTECEDENTS OF REPURCHASE INTENTION IN E-MARKETPLACE IN DENPASAR CITY, INDONESIA

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Abstract

This study aims to explain the antecedents of repurchase intention in e-marketplace by referring to the concepts and theories of all research variables and empirical facts which are then formulated into hypotheses. The population used in this study are customers who live in Denpasar City and have made purchases through the e-marketplace website. The population in the study cannot be known with certainty, so it cannot be stated in numbers (infinite). This study uses purposive sampling as a method of determining samples. The sample of this study was 135 respondents. The data analysis method used is Warp PLS 3.0. The results showed that the website quality had a positive and significant effect on both repurchase intention and satisfaction. Satisfaction has a positive and significant effect on both repurchase intentions and commitment. Commitment has a positive and significant effect on repurchase intention. This means that the better the website quality, the higher the level on both repurchase intention and satisfaction, the higher the satisfaction means the higher the repurchase intention and customer commitment, and the higher the commitment, the higher the repurchase intention. A meaningful relationship is an indicator with the highest value on the commitment variable. Theoretical implications of this research are for the development of marketing management science, specifically website quality, satisfaction, commitment, and repurchase intentions, especially in the scope of C2C e-commerce.

Keywords: Website Quality, Satisfaction, Commitment, Repurchase Intention

INTRODUCTION

The development of information technology has brought changes to consumer behavior in the process of meeting needs. This situation encourages companies to adopt internet technology as a supporting facility in increasing their competitiveness. One of the trends is online trading via internet / e-commerce. There is a tendency for consumers to switch to using the online shopping system in almost all countries in the world. In developed countries online shopping penetration rates are higher, while in developing countries it is still in the development stage but has high growth prospects (Tandon *et al.*, 2017). Based on data from Social Research & Monitoring soclab.com reported by Hadi (2017), in 2015 internet users in Indonesia reached 93.4 million with 77 percent of which around 71.9 million sought product information and shop online. In 2016, the number of online shoppers reached 87 million with a transaction value of around 4,89 billion US dollars. E-commerce functions as a new distribution channel, enabling online vendors to provide products and services that are far more efficient and superior in many ways than traditional channels. Customers not only provided flexibility and convenience, but also many choices and lower costs (Lee *et al.*, 2003). E-Commerce is generally grouped into four types: business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), and consumer-to-business (C2B), depending on who becomes service providers and customers in certain online transactions (Zalatar, 2012). B2C and C2C are the most popular types of e-commerce in Indonesia. Based on data compiled from Euromonitor, the World Bank, IMF, and Nomura Estimates reported by Yasa (2017), the C2C market estimates contributing 3 percent of the retail market in Indonesia in 2016, while the B2C market contributed 1.7 percent.

Maintaining customers is the company's main goal. More and more companies realize that getting consumers to visit their website and make purchases online just once is not enough. If they want to increase profits and maintain excellence in competition, they must try their best to give consumers and make them repurchase in the long term (Wang, 2009). Given that customer behavior in online shopping is different from traditional consumer behavior, understanding online consumer behavior has become more complex due to increased competition and rapid changes in the online environment. Web retailers need to understand the determinants of online purchasing and repurchase intention to be able to compete (Bulut, 2015). According to Choi *et al.* (2014) to maintain the competitiveness, C2C e-marketplace not only have to identify the needs of the market and trade opportunities that are not being met, but also provides search services, integrated transaction, as well as implementing the design and web site content that can be used, has the function of reliable technical and rich in support services.

When customers intend to repurchase online, customers will evaluate their previous purchase experience in terms of perceptions of product information, forms of payment, shipping

requirements, services offered, risks involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment (Ling *et al.*, 2010). Regarding the widespread use of online shopping systems, the website service quality has emerged as an important factor that has a positive correlation with the probability of visiting and reviewing websites (Tandon *et al.*, 2017). According to Kim *et al.* (2012) in the online shopping environment, marketers must guarantee the system quality to provide security and accessibility, speed and various other convenience features, if these factors are not guaranteed, consumers are not likely to use the internet shopping website.

When visiting C2C e-marketplace, consumers feel the value of the marketplace through its website, such as the design, content, features and functions of the website. Through this virtual experience, consumers will assess website performance on various website features such as attractiveness and other functional features (Choi *et al.*, 2014). According to Bai *et al.* (2008) is very important to continue to invest in website quality for online consumer behavior is strongly influenced by their virtual experience. Al-Manasra *et al.* (2013) stated satisfaction with e-store, as well as satisfaction with traditional stores, not solely derived from satisfaction related to the product purchased but also related to the ease and design of the site. These elements are identified as the main determinants of e-store satisfaction, which in turn affects the decision to revisit a website.

Customer satisfaction is very important for the success of online stores because this is a key driver of post-purchase phenomena, such as repurchase intentions (Fang *et al.*, 2011). Mohamed *et al.* (2014) stated that satisfaction was obtained from the website will encourage the emergence of customer intentions to shop online repeatedly. Trusted customer satisfaction is the main key in increasing customer retention, profitability and long-term growth of online stores (Chen *et al.*, 2012).

According to Hsu *et al.* (2016) to increase commitment, customer satisfaction is an important factor and an important antecedent is the website quality. In other words, given the excellent website quality, it will help to develop a good quality relationship between online business and buyers in the context of social shopping. Satisfaction as a result of online shopping experience, will develop a commitment to the purchase method and be loyal to it (Ferreira *et al.*, 2013). High levels of satisfaction give customers repeated positive support that will create commitment (Pratminingsih *et al.*, 2013).

Commitment is recognized as an important antecedent of repurchase intention and is considered relevant for understanding client behavior, because it refers to an explicit or implicit sign of continuity of relations between exchange partners in a long-term perspective (Milan *et al.*, 2017) that tends to keep customers loyal to the company online shopping (Shin *et al.*, 2013).

If someone has a high commitment to a platform, he will invest significant effort to maintain the relationship by continuing to buy through the platform and share experiences with other users (Xiao *et al.*, 2017). Creating, improving, and maintaining satisfaction, trust and commitment is considered very important for most company strategies because the costs of acquiring new customers are very expensive and customer retention is linked to long-term profitability (Şahin *et al.*, 2013).

Based on the results of previous studies, the study of Tandon *et al.* (2016) discusses the effect of customer satisfaction as a mediator between website service quality to repurchase intentions supporting that website quality has a positive and significant direct influence on repurchase intention. Different results were found in the study of Shin *et al.* (2013) which examined the effect of site quality on repurchase intention shopping on the internet through intermediary variables, revealing that website quality does not have a direct influence on repurchase intention. Then in the study of Chen and Chen (2017), Shin *et al.* (2013) found that satisfaction had no effect on repurchasing intentions which contradicted the results of the study of Lin and Lekhawipat (2014), Mohamed *et al.* (2014), Tandon *et al.* (2017) who support that satisfaction contributes to the customer's repurchase intention.

In the context of online shopping, research on C2C marketplace relatively limited, and only few studies that discuss the direct influence between website quality and repurchase intention, besides that there are inconsistencies in the results of the study of the relationship between website quality, satisfaction and repurchase intention, as well as the commitment variable rarely used in explain repurchase intention on online shopping. As such, this research is intended to fill in the gaps that exist by proposing and testing the theoretical models that combine website quality, satisfaction, commitment and repurchase intention because of the potential for interaction between variables.

LITERATURE REVIEW

Website quality is an important concept in electronic commerce because the perception of website quality directly affects the intention to use the site (McCoy *et al.*, 2009). Website quality is defined as the perception of the overall quality of internet shopping center sites according to the customer's point of view (Shin *et al.*, 2013, Tandon *et al.*, 2 017).

In an attempt to measure the website quality, different scales have been developed from different points of view and suggest a different dimension to the assessment (Kim and Lennon., 2013). Bressolles *et al.* (2007) explain that there are six dimensions used in measuring the quality of a website including, the quality and quantity of information, ease of use of the website,

website design, reliability and respect for commitment, security and privacy, as well as interactivity and personalization.

The concept of customer satisfaction is often regarded as one of the central issues in the practice of internet marketing. Meeting or exceeding customer expectations is considered a determining factor in the success of internet trading (Lee *et al.*, 2003). Ismoyo *et al.* (2017) states that customer satisfaction is a basic concept in understanding the company's relationship with its customers. Customer satisfaction is highly correlated with internal factors for each individual in the organization. As customer satisfaction reflects the level of positive customer feelings about service providers, it is important for service providers to understand customer perceptions of their services (Pratminingsih *et al.*, 2013). Customer satisfaction is one of the main determinants of achieving company goals, which has a major influence on customer retention (Lin and Lekhawipat, 2014). Research by Kim *et al.* (2012) show that internet consumer satisfaction is able to increase their repurchase intention. According to Chen *et al.* (2012) at the global level, profitability and long-term growth of each company are closely related to customer satisfaction.

Commitment is defined as "the belief of an entity that its ongoing relationship with other entities is important and useful", and therefore it is important to invest in a great effort to maintain long-term relationships with these parties (Xiao *et al.*, 2017). Mukherjee and Nath (2007) define commitment as a desire to maintain valuable relationships. Commitment is the highest stage of relational bonds and has been clearly defined in three measurable dimensions: input, endurance and consistency. Commitment refers to the promise of implicit or explicit relational continuity between exchange partners. In the most progressive phase of this interdependence between buyers-sellers, these exchange partners have achieved a level of satisfaction from the exchange process that almost blocks other major exchange partners who can provide similar benefits (Dwyer *et al.*, 1987).

Huang (2015) defines repurchase intentions as behavioral intentions for repeat purchases by customers. Hermawan and Semuel (2017) reveal that customers who make repurchase intentions are referred to as the key to defensive marketing strategies that decide business success, besides that repurchase intention is often used by marketing managers in predicting sales in various marketing activities.

According to Ha *et al.* (2010) online repurchase intention is defined as the willingness of consumers to repurchase offers on certain websites. Repurchase intention refers to the subjective probability of consumers to re-patronize online stores (Chiu *et al.*, 2012) and is a major determinant of purchasing actions (Wu *et al.*, 2014). Phuong (2017) stated that

consumers' desire to repurchase is an important component for online stores to get achievement for a long time.
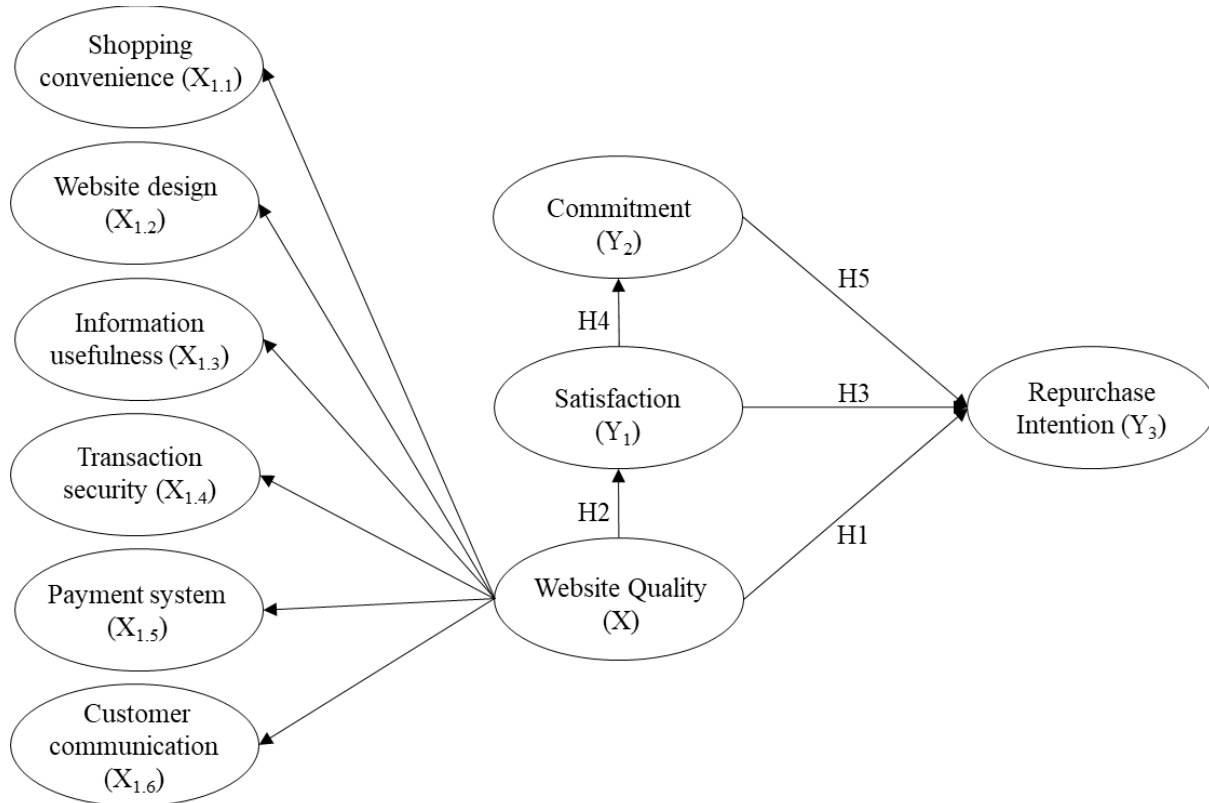
HYPOTHESES

Figure 1 Conceptual Framework

H1: Website quality has a positive and significant effect on repurchase intention.

H2: Website quality has a positive and significant effect on satisfaction.

H3: Satisfaction has a positive and significant effect on repurchase intention.

H4: Satisfaction positive and significant effect on commitment.

H5: Commitment positive and significant effect on repurchase intention

RESEARCH METHODS

The study was conducted with the aim to determine the effect of the website quality variables both on satisfaction variables and repurchase intention, satisfaction variables on both commitment variables and repurchase intentions, and commitment variables on repurchase intention in e-marketplace websites.

Table 1 Variable identification

Variable Classification	Variable	Dimension	Indicator	Source
Exogenous	Website quality (X)	Shopping convenience (X1)	Ease of navigate (X1.1)	Shin *et al.* (2013), Bressolles *et al.* (2007), Tandon *et al.* (2017)
			Ease of order process(X1.2)	
			Ease of payment process(X1.3)	
		Website design (X2)	Attractive appearance(X2.1)	
			Professional appearance (X2.2)	
			Creative appearance(X2.3)	
		Information usefulness (X3)	Rich in Information (X3.1)	
			Relevant Information (X3.2)	
			Accurate Information (X3.2)	
		Transaction security (X4)	Secure customer's payment information (X4.1)	
			Secure customer's purchasing information (X4.2)	
			Secure customer's personal data (X4.3)	
		Payment system (X5)	Trusted payment procedure (X5.1)	
			Varied payment method (X 5.2)	
			Escrow payment service (X5.3)	
		Consumer communication (X6)	Service to give a rating on product (X6.1)	
			Service to comment on product (X6.2)	
			Service to asks the seller (X6.3)	
Endogenous	Satisfaction (Y1)	-	Satisfied with the offers on the website (Y1.1)	Chen *et al.* (2012), Shin *et al.* (2013), Kim *et al.* (2012)
			Satisfied with the purchase process using the website (Y1.2)	
			Satisfied with the experience using the website (Y1.3)	
	Commitment (Y2)	-	Meaningful relationship (Y2.1)	Chen and Chen (2017), Milan *et al.* (2017), Xiao *et al.*, (2017),
			Strong relationship (Y2.2)	
			Emotional attachment (Y2.3)	
	Repurchase intention (Y3)	-	Intention to repurchase in the same website (Y3.1)	Bulut (2015), Shin *et al.* (2013), Kim *et al.* (2012)
			Intention to revisit the website (Y3.2)	
			Intention to repurchase on an ongoing basis (Y3.3)	

The calculation used in this study is customers who live in the city of Denpasar and have made purchases through the website e-marketplace. Because the population in the study cannot be known with certainty, the population in this study is an infinite population, so it cannot be stated in numbers (infinite).

The sampling method used in this study is non probability sampling, that is, this technique does not provide the same opportunity or opportunity for each element or member of the population to be chosen as a sample (Sugiyono, 2017: 142). The sampling technique in this study is purposive sampling, which is to select sample members who are adapted to certain criteria. The respondent criteria used in this study are:

1. Consumers who have at least high school degree/ equivalent education because this education is considered to have good knowledge.
2. Consumers who live in Denpasar city.
3. Consumers who have shopped on the same marketplace website at least three times a year.

In determining the sample, Sugiyono (2017:155) suggested the best sample size for multivariate size was 5-10 observations for each estimated parameter. In this study 27 indicators were used so the number of respondents used for the sample was 27 x 5 = 135 respondents. Determination of a sample of 135 respondents in accordance with the provisions of sampling to obtain maximum results should be used ≥ 100 samples.

The test of the research instrument used was the validity and reliability test carried out on 30 initial respondents. The data analysis method used is descriptive statistics which serves to describe objects studied through samples or populations as they are, without analyzing and making conclusions that apply to the public (Sugiyono, 2017: 232). Descriptive statistical analysis is intended to find out the characteristics and responses of respondents to the item questions on the questionnaire. The second method of analysis is inferential statistical analysis, namely the analysis of the data in this study using the Partial Least Square (PLS) approach. PLS is a model of Structural Equation Modeling (SEM) based on components or variants. To test the hypothesis and produce a feasible model, this study uses Structural Equation Modeling (SEM) with a variance based or component based approach with Partial Least Square (PLS).

RESULTS

The number of respondents taken in this study were 135 respondents. Respondents who agreed to fill in the questionnaire are customers who've made a purchase on the same e-marketplace at least three times a year. Respondents were more male than female respondents, 53.5 percent compared to 46.7 percent. Respondents in this study were

dominated by respondents aged 25-30 years at 53.3 percent. Respondents with the type of work as private employees have the highest number with a percentage of 33.3 percent. Respondents with the highest level of undergraduate education amounting to a percentage of 51.1 percent. Respondents with income levels ranged from 2.000.001 – 4.000.000 were the highest with a percentage of 45.9 percent. Respondents with income below 2.000.000 amounted to 23.0 percent, below 2.000.000 were set as the lower limit because researchers assumed that there would be customers who did not have personal income, the results also showed that 37.8 percent of respondents were students / students who might do not have personal income yet. In the reliability test shows the value of each cronbach's alpha is greater than 0.60 so that all research instruments are said to be reliable. In the validity test shows 18 indicators used have a correlation value greater than 0.3 so that the overall indicator used is declared valid.

Warp-PLS output

Based on the results of the Warp-PLS output, the following results are obtained from APC, ARS, and AVIF. Based on the results of the three model fit indicators, it can be said that the results of this study are acceptable because they have met the criteria of goodness of fit.

Table 2 Goodness of Fit

Fit model	Index	P-value	Criteria	Information
Average path coefficient (APC)	0.417	<0.001	P <0.001	Valid
Average R-Squared (ARS)	0.438	<0.001	P <0.001	Valid
Average Block Variance Inflation Factor (AVIF)	1.863		Good if <5	Valid

Estimation of path coefficients and p value

Based on the results of data analysis the values of each path coefficients are as follows.

Table 3 Intervariable Coefficient Relations

	Path Coefficients	P Value
Website quality (X) Satisfaction (Y1)	0.627	<0.001
Website quality (X) → Repurchase intention (Y3)	0.290	<0.001
Satisfaction (Y1) → Commitment (Y2)	0.594	<0.001
Satisfaction (Y1) → Repurchase intention (Y3)	0.415	<0.001
Commitment (Y2) → Repurchase intention (Y3)	0.160	0.019

Evaluation of combined loadings and cross loadings

The results of the evaluation of combined loadings and cross loadings to test the convergent validity of each instrument (questionnaire). Due to this study using the second-order construct the test were performed twice. The first test is to test the dimensions of the website quality variable which consists of six dimensions, which are presented in Table 4.

Table 4 Output Combined Loadings results and Cross Loadings Website Quality Dimensions

Dimension	Indicator	Cross Loading	SE	P value	Information
Shopping convenience (X1)	X1.1	0.793	0.083	<0.001	Valid
	X1.2	0.831	0.078	<0.001	Valid
	X1.3	0.787	0.079	<0.001	Valid
Website design (X2)	X2.1	0.840	0.071	<0.001	Valid
	X2.2	0.839	0.077	<0.001	Valid
	X2.3	0.768	0.075	<0.001	Valid
Information usefulness (X3)	X3.1	0.799	0.076	<0.001	Valid
	X3.2	0.816	0.096	<0.001	Valid
	X3.3	0.814	0.083	<0.001	Valid
Transaction security (X4)	X4.1	0.859	0.065	<0.001	Valid
	X4.2	0.843	0.065	<0.001	Valid
	X4.3	0.901	0.063	<0.001	Valid
Payment system (X5)	X5.1	0.736	0.115	<0.001	Valid
	X5.2	0.815	0.087	<0.001	Valid
	X5.3	0.848	0.075	<0.001	Valid
Consumer communication (X6)	X6.1	0.734	0.118	<0.001	Valid
	X6.2	0.709	0.116	<0.001	Valid
	X6.3	0.783	0.091	<0.001	Valid

Based on Table 4, the indicators for each dimension of website quality have passed convergent validity, then the second test is then carried out, namely on the variable website quality, satisfaction, commitment and repurchase intention presented in Table 5.

Table 5 Output Combined Loading results and Cross Loadings

Indicator	Cross Loading	SE	P value	Remarks
Shopping convenience (X1)	0.613	0.129	<0.001	Valid
Design website (X2	0.590	0.133	<0.001	Valid
Information usefulness (X3)	0.584	0.152	<0.001	Valid
Transaction security (X4)	0.489	0.109	<0.001	Valid
Payment system (X5)	0.461	0.214	0.016	Valid
Consumer communication (X6)	0.618	0.125	<0.001	Valid
Satisfied with the offers on the website (Y1.1)	0.764	0.102	<0.001	Valid
Satisfied with the the purchase process using the website (Y1.2)	0.811	0.097	<0.001	Valid
Satisfied with the experience using the website (Y1.3)	0.721	0.134	<0.001	Valid
Meaningful relationship (Y2.1)	0.888	0.096	<0.001	Valid
Strong relationship (Y2.2)	0.865	0.094	<0.001	Valid
Emotional attachment (Y2.3)	0.851	0.097	<0.001	Valid
Intention to repurchase in the same website (Y3.1)	0.772	0.110	<0.001	Valid
Intention to revisit the website (Y3.2)	0.768	0.115	<0.001	Valid
Intention to repurchase on an ongoing basis (Y3.3)	0.698	0.108	<0.001	Valid

Based on Table 5, the variable website quality, satisfaction, commitment and intention to repurchase is valid with a value of p <0.05.

Evaluation of latent output variable coefficients

The first test was conducted to test each dimension of website quality, so the following results were obtained.

Table 6 Results Latent variable Coefficients Output

	X1	X2	X3	X4	X5	X6
R-squared coefficients						
Composite reliability coefficients	0.845	0.857	0.851	0.901	0.843	0.787
Cronbach's alpha coefficients	0.726	0.749	0.737	0.836	0.719	0.793
Average variances extracted	0.646	0.666	0.656	0.753	0.642	0.552
Full collinearity VIFs	1.149	1.202	1.146	1.076	1.131	1.161
Q-squared coefficients						

The above output shows composite reliability and Cronbach alpha meets the requirements above 0.70. Overall, the results of the measurement model (outer model) of the reflective construct have met the requirements so that it can proceed to the structural model.

Based on the first test, the output results for each dimension of the website quality are valid, then a similar test is carried out to test the overall research variables, which are presented in Table 7.

Table 7 Results Output Latent variable Coefficients

	Website quality(X)	Satisfaction (Y1)	Commitment (Y2)	Repurchase intention (Y3)
R-squared coefficients		0.393	0.353	0.570
Composite reliability coefficients	0.733	0.810	0.902	0.791
Cronbach's alpha coefficients	0.764	0.748	0.837	0.703
Average variances extracted	0.516	0.587	0.754	0.558
Full collinearity VIFs	1.142	2.457	1.634	2.481
Q-squared coefficients		0.391	0.354	0.573

Based on these data, the R-squared value of satisfaction construct is 0.393 indicates that satisfaction variance can be explained by 39.3 % by the variance of website quality. R-squared value of commitment construct is 0.353 shows that commitment variance can be explained by 35.3% by the variance of website quality and satisfaction. R-squared value of repurchase intention is 0.570 indicates that the variance of intention to repurchase can be explained by 57% by the variance of website quality, satisfaction, and commitment.

The reliability of the research instruments was measured using two measures, namely composite reliability and cronbach's alpha. Based on these data, each indicator has met the size of the composite reliability and cronbach's alpha which is> 0.70. The average variance extracted (AVE) for each indicator is more than 0.50, so that the four constructs can meet the convergent validity criteria. Full collinearity VIF is the result of full collinearity testing which includes vertical and lateral multicollinearity. Based on these data the value of full collinearity VIF for each indicator is less than 3.3, then the data is declared free of vertical, lateral and common method bias problems. Q-squared is the result of testing predictive validity and its value must be greater than zero. The model estimation results show good predictive validity of 0.391, 0.354 and 0.573, so that the value is above zero.

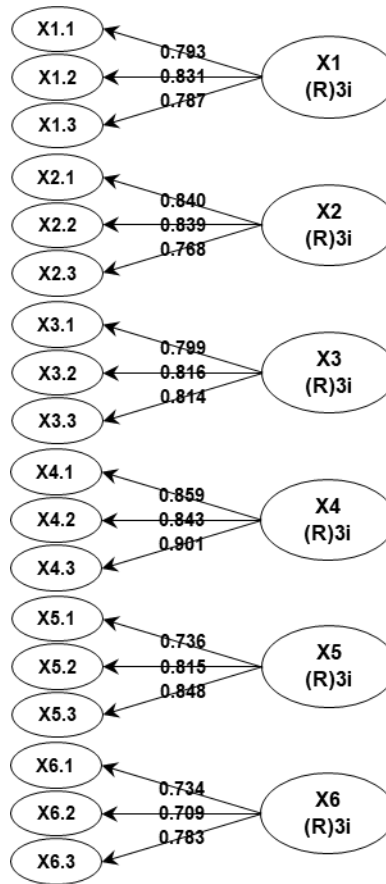**Evaluation of indirect output and total effect**

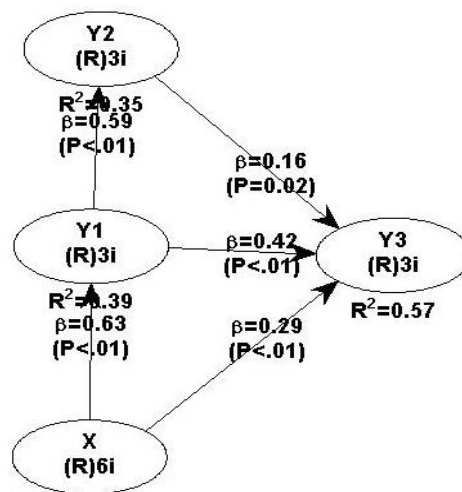Figure 2 Dimensions of the Second-Order Model

Figure 3 Results of the Second-Order Construct Model Estimation

At the Figure 2 to test the dimensions of the six dimensions of website quality that consist of each of the three indicators. Based on the output results of combined loadings and cross loadings and output latent variable coefficients, the six dimensions of website quality have qualified so that it can be resumed at the stage of testing the structural model according to Figure 3. In Figure 3 is required to measure the construct of website quality which is the second-order construct, using latent variable scores / the factor score of the six dimensions is an indicator of website quality construct.

DISCUSSION OF RESULTS

Effect of website quality on repurchase intention

Based on the results of the first hypothesis test found that website quality positive and significant effect on repurchase intention. This result means that the better the website quality, the higher customer's intention to repurchase.

These results are in accordance with the research of Qureshi *et al.* (2009) who found that website quality had a significant positive effect on the intention of Northern Irish students to repurchase from online vendors. Sharma (2014) states that website quality plays an important role in influencing the act of repurchasing airplane tickets online. Razak *et al.* (2016) states that website quality determines the customer's intention to repurchase on the travel agent's website. Sudiyono and Chairy (2017) found that website quality has a significant positive effect on repurchase intention in the Matahari Mall website. Tandon *et al.* (2017) shows that website quality has a significant positive effect on customers intention to repurchase from online retailers in India.

Effect of website quality on satisfaction

Based on the results of the second hypothesis test found that website quality has a positive and significant effect on satisfaction. This means that the better the website quality, the higher customers satisfaction in using the website.

This is consistent with research from Bai *et al.* (2008) website quality has a direct and positive impact on online customer satisfaction. Wang (2009) found that website quality has a positive and significant effect on consumer satisfaction. Sadeh *et al.* (2011) found that website quality has a positive and significant impact on consumer satisfaction in e-retailing system. Shin *et al.* (2013) found that website quality affects satisfaction positively and significantly to online shopping satisfaction. The results of the research of Hasanov and Khalid (2015) revealed that website quality has a positive and significant effect on customer satisfaction on organic food products in Malaysia. Hsu *et al.* (2015) found that website quality had a positive and significant

effect on satisfaction in the case of online group purchases in Taiwan. According to Pilelienė and Grigaliūnaitė's research (2016) on the buying patterns of online customers in Lithuania revealed that it is important to improve the website quality factor that affect customer satisfaction with e-commerce.

Effect of satisfaction on repurchase intention

Based on the results of the third hypothesis test found that satisfaction has a positive and significant effect on repurchase intention. This means that the higher customer satisfaction of a website, then the higher customer's intention to repurchase.

These results are in accordance with research from Fang *et al.* (2011) which states customer satisfaction is very important for the success of online stores because this is a key driver of post-purchase phenomena, such as repurchase intention. Lin and Lekhawipat (2014) revealed that satisfaction directly and positively influences repurchase intention. Mohamed *et al.* (2014) found that a strong predictor of satisfaction is to be the intention of shopping online at *mudah.my* website. According to Bulut (2015) consumers are more likely to intend to repurchase from a website when they shop online able to make customers more trusting and satisfied. Curras-Perez *et al.* (2017) state that higher satisfaction with an organization or provider strengthens consumer intention to obtain products or services from suppliers on the next occasion.

Effect of satisfaction on commitment

Based on the results of the fourth hypothesis, it is found that satisfaction has a positive and significant effect on commitment. This means that the higher customer satisfaction to a website, then the higher the customers commitment to the website.

This is consistent with research from Ferreira *et al.* (2013) which states that when consumers are satisfied with the experience when they shop offline, they will develop a commitment to this purchase method. In the study of Pratminingsih *et al.* (2013) stated that an increase in the level of satisfaction can increase the commitment of online shopping customers. Results of research by Shin *et al.* (2013) show that customer satisfaction has a positive effect on customer commitment in online shopping. Hsu *et al.* (2016) found a positive and significant impact of customer satisfaction on internal commitment social shopping. Chen and Chen (2017) found that customer satisfaction was able to influence affective commitment positively and significantly.

Effect of commitment to repurchase intention

Based on the results of the fifth hypothesis test obtained commitment has a positive effect on repurchase intention. This means that the higher the customer's commitment, the higher customer's repurchase intention to a website.

This result is in accordance with the research from Wang (2009) which shows that commitment can influence repurchase behavior positively and significantly. This means that commitment to e-vendors works as a social mechanism or psychological bond to maintain relationships and ultimately affect behavioral intentions. Ercis *et al.* (2012) found that there was a positive and significant relationship between affective commitment and the intention to repurchase a brand. Shin *et al.* (2013) found that commitment had a positive and significant influence on repurchase intention in the same website. Chen and Chen (2017) in their research on the role of consumer participation found a positive relationship between affective commitment and repurchase intention. Research results of Milan *et al.* (2017) shows that customer commitment to a brand has a positive effect on the intention to repurchase products with the same brand. The results of research by Xiao *et al.* (2017) shows that commitment has positive and significant effect on repurchase intention in the O2O platform.

CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, it can be concluded as follows.

1. Website quality has a positive and significant effect on repurchase intention. This means that the better the website quality of C2C e-marketplace, the higher there purchase intention in C2C e-marketplace website.

2. Website quality has a positive and significant effect on satisfaction. This means that the better the website quality of C2C e-marketplace, the higher the satisfaction in using C2C e-marketplace websites.

3. Satisfaction has a positive and significant effect on repurchase intention. This means that the higher the satisfaction with the C2C e-marketplace website, the higher the repurchase in C2C e-marketplace website.

4. Satisfaction has a positive and significant effect on commitment. This means that the higher the satisfaction with the C2C e-marketplace website, the higher the commitment to the C2C e-marketplace website.

5. Commitment has a positive and significant effect on repurchase intention. This means that the higher the commitment to the C2C e-marketplace website, the higher the repurchase intention in the C2C e-marketplace website.

SUGGESTIONS

The suggestions can be given based on the results of this study, taking into account the studies and results obtained in the previous chapter.

For providers of C2C e-marketplace are advised to make refinement and improvement of website quality on an ongoing basis so that it can give rise to an intention to repurchase and increase the satisfaction of the effect on increasing the commitment that helped influence on repurchase intention in C2C e-marketplace.

The variables used in this study as a whole have high scores. Based on the results of the study, the lowest indicator on the dimensions of shopping convenience is the ease of the payment process with an average value of 4.10. E-marketplace providers are advised to introduce features that can make it easier for customers to process payments. Like a feature to deposit a certain amount of money into an e-marketplace so that when customers shopping in the future, they don't need to make transfers every time they shop. This allows faster completion of the payment process and an increase in the number of sales in e-marketplace.

The lowest indicator on the dimensions of website design is the appearance of professionals with an average value of 4.10. E-marketplace providers are advised to create a user interface that displays neat or organized impressions. This makes the customer feel comfortable when surfing in e-marketplace.

The lowest indicator on the dimensions of information usefulness is information accuracy with an average value of 3.98. E-marketplace providers are advised to require sellers to provide actual product information. Accurate information will increase customer confidence when making subsequent purchases.

The lowest indicator on the dimensions of transaction security is the security of customers 'personal data with an average value of 4.15. E-marketplace providers are advised to review the website security system in order to maintain customers' safe feelings when shopping. The security of personal data is a supporting factor when conducting activities online, including shopping, if the website does not have a functioning security feature, customers will be reluctant to spend.

The lowest indicator in the payment system dimension is the varied payment method with an average value of 4.19. E-marketplace providers are advised to increase the availability of payment methods so that customers can choose the payment method that suits their preferences. Customers who are familiar with a payment system will be more confident about completing payments.

The lowest indicator in the dimensions of consumer communication is service to ask the seller with an average value of 4.17. E-marketplace providers are advised to make features that are able to encourage sellers to respond to customer questions immediately. Responsiveness in responding to the customers will bring up the customer's intention to immediately make a purchase.

The lowest indicator on the satisfaction variable is the satisfaction with the offers on websites with an average value of 4.10. E-marketplace providers are advised to create promotional programs that can spur sales on the website. Most customers will be interested in participating in promotions because of the opportunity to get the products they want at a more affordable price. E-marketplace providers also need to improve the security of the website to ensure customer satisfaction in shopping.

The lowest indicator on the commitment variable is a strong relationship with an average value of 3.53. E-marketplace providers are advised to establish a close relationship with customers such as offering certain benefits for customers with membership, a strong relationship with the website will trigger customers to help promote websites that they often use to those closest to them.

The lowest indicator on the repurchase intention variable is the intention to repurchase on an ongoing basis with an average value of 4.02. E-marketplace providers are advised to make daily events that are able to bring up the intention to shop. Customers who continuously visit the website will also increase the likelihood of customers finding needs that they did not realize before.

Based on the relationships between variables that have the greatest influence on repurchase intention is satisfaction. This indicates that customer satisfaction is an important factor in building repurchase intention, so e-marketplace providers should focus on strategies that can increase customer satisfaction, such as giving cash back when customers shop in a certain amount.

For academics, further research is expected to be able to group respondents based on specific clusters and / or strata to know more about the behavior patterns of respondents more specifically, so that they can be used as a reference in developing better strategies. Future studies are also expected to analyze the mediation relationship such as satisfaction as a mediator between website quality and repurchase intention, and commitment as a mediator between satisfaction and intention to repurchase to measure the influence between variables with or without using mediation, satisfaction variables can also be moderating influence variables website quality towards repurchase intention and / or commitment, then commitment variable can be a moderating variable the effect of satisfaction on repurchase intention.

RESEARCH LIMITATIONS

The limitations in this paper are as follows:

1) This research is carried out only at certain times, while the environmental conditions are dynamic and can change at any time, so similar research is needed in the future for better understanding.

2) This study does not classify respondents based on specific clusters and / or strata so that they cannot be used to know more about the behavior patterns of respondents more specifically.

3) This research is limited to knowing the direct effect between variables of website quality, satisfaction, commitment, and intention to repurchase, so that it cannot be used to find out the mediation relationship between variables.

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