

## Enhancing Online Shopping: Factors Influencing Repurchase Intentions Among University Students

Leonard Adrie Manafe, Fanny Dwi Puspitasari, Mochamad Fatchurrohman  
Sekolah Tinggi Ilmu Ekonomi Mahardhika  
Email: [leonard.adrie@stiemahardhika.ac.id](mailto:leonard.adrie@stiemahardhika.ac.id)

### ABSTRACT

This study examines the relationships among perceived ease of use, perceived usefulness, user satisfaction, and repurchase intention among Management students at Mahardhika College of Economics. Employing a quantitative approach supported by structural equation modeling, the analysis reveals that both perceived ease of use and perceived usefulness significantly and positively influence user satisfaction. Furthermore, satisfaction mediates the relationship between usability perceptions and repurchase intention, highlighting its central role in shaping behavioral outcomes. These findings suggest that platform designers should simultaneously enhance interface simplicity and communicate functional value to foster genuine user loyalty. The results provide practical implications for website developers, product managers, and brand strategists aiming to strengthen user engagement in an increasingly competitive digital marketplace. Future research is encouraged to incorporate psychological factors, demographic characteristics, and situational variables to enrich the theoretical understanding of digital consumer behavior and provide a more comprehensive model of online loyalty formation.

**Keywords:** *Perceived Ease of Use; Perceived Usefulness; Consumer Satisfaction; Repurchase Intention; E-Commerce; Digital Loyalty*

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### INTRODUCTION

In the contemporary digital landscape, electronic commerce (e-commerce) has become an indispensable facet of daily life, particularly among university students (Jiang et al., 2024). The Indonesian Internet Service Providers Association (APJII) in a 2022 survey, reported, approximately 70% of Indonesian university students actively engage with e-commerce platforms for their shopping needs. Research by Maat & Konings (2018) indicates that students favor online shopping due to its accessibility and the extensive product variety offered.

Shopee, a leading e-commerce platform in Indonesia, has successfully garnered consumer attention through its provision of various conveniences and benefits (Prayitno, 2023). A SimilarWeb report revealed that Shopee dominated the Indonesian e-commerce market with 235.9 million visitors in February 2024, despite a marginal decline from the preceding month. Aliyanti (2025) demonstrated that effective marketing strategies, including promotions and discounts, significantly contributed to the augmentation of Shopee's user base.

Shopee strategically competes with other platforms by offering compelling promotions, an intuitive user interface, and diverse payment options. Major promotional campaigns, such as 'Shopee 9.9' and 'Shopee 12.12', have proven highly effective in driving sales. Kurniawan (2025) established that a well-designed user interface positively influences consumer satisfaction. Furthermore, strategic collaborations with delivery services facilitate rapid and reliable order fulfillment.

The proliferation of internet access and smartphone usage has precipitated a shift towards online shopping among students, who now prioritize it over traditional retail methods (Yang et al., 2021). E-commerce offers convenience, flexibility, and a broad selection of products. However, several factors influence consumers' decisions to engage in repeat purchases, including perceived ease of use and perceived usefulness. Moslehpour et al., (2018) affirmed that perceived ease of use exerts a significant impact on repurchase decisions.

Perceived ease of use describes the extent to which shoppers feel an online-retail site responds quickly to their commands and anticipates their questions. A clean checkout menu, well-placed help links, and consistent navigation cues all bolster that impression of friendliness (Wicaksono & Maharani, 2020). Users who experience comfort during their shopping sessions tend to exhibit greater loyalty. Conversely, perceived usefulness reflects the perceived benefits derived from utilizing the platform. Consumers who perceive Shopee as offering competitive pricing and a diverse product range are more inclined to engage in repeat purchases. Lin et al., (2022) demonstrated that perceived usefulness positively affects repurchase intentions.

Consumer satisfaction serves as a crucial intermediary between perceived ease and usefulness and repurchase intentions (Lin et al., 2022). A shopper who leaves the register in a good mood usually returns within weeks or even days. Customer contentment, it seems, builds an invisible magnet for follow-up buys. In the context of Management students at Mahardhika College of Economics, comprehending these factors is particularly salient, given their time and budgetary constraints. Alhawamdeh et al., (2024) highlighted the pivotal role of customer satisfaction in fostering loyalty.

While extant research has addressed perceived ease and usefulness in e-commerce, a gap persists, particularly concerning university students. Demographic and psychological factors, such as educational background and technological self-efficacy, warrant further exploration.



Mulyadi & Efawati, (2024) emphasized the significance of psychological factors in shaping consumer behavior on e-commerce platforms.

The present inquiry aims to quantify how Management students at Mahardhika College gauge the familiarity and practicality of Shopee, and how those judgments steer their likelihood of shopping again. Consumer satisfaction is slated as the mediating hinge in that chain of influence. Four specific questions frame the work. First, does the impression that the interface is user-friendly lift student satisfaction with the platform? Second, do shoppers candidly acknowledge that their online satisfaction ebbs and flows, almost on a whim? Third, query looks beyond feelings; it tracks whether students perceive Shopees usefulness, whether that perception shapes their attitude toward it, and whether attitude-in turn powers the intention to buy once more. Fourt, What is the predictive level of consumer satisfaction to E-repurchase intention on Shopee? It is expected that the study will inform e-commerce platform developers of students intent levels when using their site, and platforms have not controlled for cognition in their modeling platforms.

Although numerous studies have applied the Technology Acceptance Model (TAM) to analyze online shopping behavior, the majority have concentrated on general consumer populations or specific occupational groups, leaving limited attention to university students in Indonesia (Ofori & Appiah-Nimo, 2019). Previous empirical works have predominantly examined the direct effects of perceived ease of use and perceived usefulness on purchase intentions without adequately considering the mediating role of consumer satisfaction as an emotional and experiential determinant of loyalty (Wilson et al., 2021). Furthermore, only a few investigations have contextualized TAM within the competitive landscape of leading e-commerce platforms such as Shopee, which currently dominates Indonesia's digital marketplace (Purnomo et al., 2024). This study seeks to address these gaps by incorporating consumer satisfaction as a mediating variable linking perceived ease of use and perceived usefulness to repurchase intention. The novelty of this research lies in adapting and extending the classical TAM framework to reflect the behavioral dynamics of Indonesian university students digital-native consumers whose purchasing patterns differ from those of general e-commerce users. Accordingly, this study contributes to the enrichment of the TAM literature through its contextual and methodological refinement while offering practical implications for understanding student consumer loyalty within the contemporary online shopping ecosystem.

## LITERATURE REVIEW

This study considers the use of the Technology Acceptance Model (TAM) which was developed by Davis (1989) as a guiding model for exploring the acceptance of technology. The TAM asserts that user acceptance of new technology systems is determined, in large part, by two key components: perceived ease of use and perceived usefulness.

In this research, some of the key variables examined are perceived ease of use (PEOU) as to how users interact with e-commerce platforms without any technical hindrances, perceived usefulness (PU) as to the benefits the platform offers concerning users' needs, consumer satisfaction (CS) as how well shopping experiences meets consumers' expectations, E-satisfaction which is focused on the satisfaction derived from online transactions through digital platforms, repurchase intention (RPI) which depicts consumers' plans for repeat purchases in the



forthcoming time period, consumer attitude which is the regard consumers hold towards the platform as either positive or negative, e-repurchase intention which is the intention to repurchase products or services via e-commerce platforms subsequent to the initial purchase. All these factors above are interconnected and affect the user experience and the decision to make repeat purchases in an e-commerce platform like Shopee.

### **Perceived Ease of Use**

Perceived Ease of Use (PEOU) refers to an individual's belief that interacting with a given technology requires minimal effort and is free from complexity (Cho & Sagynov, 2015). This construct encompasses several indicators, including 1) the perceived simplicity of acquiring the necessary skills to operate the platform, 2) ease of learning how to effectively use the system, 3) flexibility allowing customization to meet individual user needs, and 4) the clarity and comprehensibility of the information and instructions provided. The provision of clear guidance significantly reduces cognitive load and enhances user efficiency, thereby facilitating a seamless interaction experience (Almaiah et al., 2020). Empirical studies consistently demonstrate that a high degree of perceived ease of use substantially increases users' intentions and actual behaviors related to repeated engagement with the platform (Alalwan et al., 2015). Furthermore, ease of use serves as a critical antecedent in contemporary technology adoption models across various domains, including e-learning, digital services, and mobile applications, where intuitive and responsive interfaces are paramount (Rihidima et al., 2022). Therefore, ensuring that platforms feature user-friendly, clear, and adaptable interfaces is essential to fostering sustained user engagement and loyalty over time.

### **Perceived Usefulness**

Perceived Usefulness (PU) refers to an individual's belief regarding the extent to which a specific technology enhances their performance and outcomes in a given context (Abdullah et al., 2016). This construct is operationalized through various indicators, such as 1) the perceived ability of the platform to increase efficiency by accelerating processes, 2) enhance effectiveness by better meeting user needs, and 3) simplify activities compared to traditional methods. 4) Perceived usefulness refers to the degree that a given platform saves users both time and mental bandwidth, acting as a pivotal force behind observable productivity increases. When individuals sense that a technology delivers concrete, day-to-day advantages, their intention to adopt it-and their eventual, real-world behavior, follows suit. A growing body of empirical literature, especially within e-commerce and subscription-service contexts, repeatedly shows that robust feelings of usefulness are among the strongest predictors of ongoing engagement and user loyalty. (Priyatma, 2022) (Alalwan et al., 2015) (Venkatesh et al., 2016). Moreover, perceived usefulness remains a core determinant in technology acceptance models, underscoring its critical role in user adoption and sustained engagement with emerging digital platforms (Dwivedi et al., 2020). Thus, platforms that effectively communicate and deliver clear performance benefits are more likely to foster enduring user commitment and satisfaction.

### **Mediating Role of Consumer Satisfaction**

An intermediary role is played by Consumer Satisfaction (CS), which is generated through the combined influence of perceived ease of use and perceived usefulness (Asmarina et al., 2022). Customers exhibiting satisfaction with their shopping experience demonstrate a higher



propensity for repurchase behavior. Operationalized indicators include: 1) Satisfaction with Prior Experience: The level of contentment derived from previous platform interactions. 2) Pleasant Experience: The degree to which the shopping experience is perceived as enjoyable. 3) Overall Satisfaction: The overall level of contentment with the platform.

Austin & Pervaiz, (2017) underscore the critical role of customer satisfaction in cultivating loyalty, particularly among student populations.

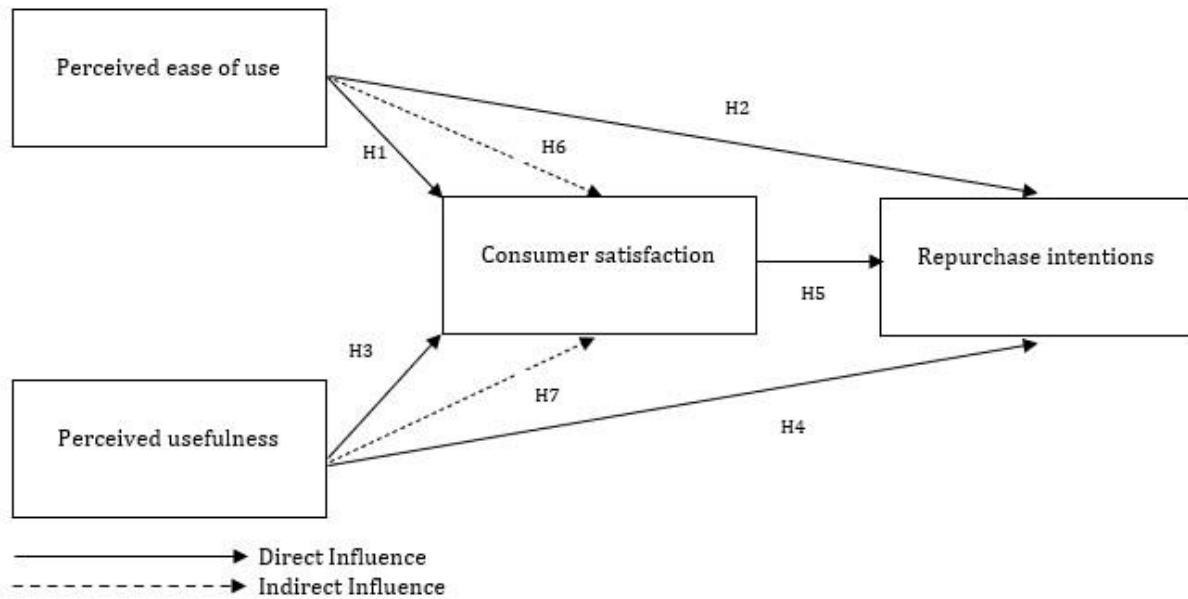
### **Repurchase Intention**

Repurchase Intention (RI) denotes a consumer's propensity to utilize a platform again following a positive experience (Zhang & Nuangjamnong, 2022). Operationalized indicators include: 1) Continued Purchase Intention: The desire to engage in future shopping on the platform. 2) Information Acquisition: The propensity to seek product information on the platform prior to purchase. 3) Recommendation Propensity: The likelihood of recommending the platform to others. 4) Platform Prioritization: The tendency to prioritize Shopee as a preferred shopping destination. 5) Continued Usage Commitment: The dedication to sustained platform usage.

Consumer satisfaction within e-commerce describes the evaluative impression shoppers form after navigating a site or app; it hinges on how simple the interface feels and how helpful users judge its features. Researchers commonly track this sentiment through ratings of earlier encounters, the presence of enjoyable moments, and a broad measure of overall contentment with the platform. Repurchase intention captures a customer's inclination to return for another order following a rewarding interaction; scholars often gauge it by asking whether someone will shop again, seek out product details, recommend the service, prioritize it over rivals, and commit to it over the longer haul. In theoretical models, consumer satisfaction frequently acts as a conductor transmitting the effects of perceived ease and usefulness to repurchase intention- higher satisfaction amplifies the desire to buy again, suggesting that a frictionless and meaningful experience cultivates lasting loyalty.

### **Research Framework**

This research framework offers significant relevance in elucidating the factors that influence college students' online shopping behavior on the Shopee platform. By focusing on two primary constructs: perceived ease of use and perceived usefulness and examining the mediating role of consumer satisfaction, this framework provides a robust analytical approach to investigate the interplay between user experience and repurchase intention. Developers and marketers are expected to gain valuable insights from this study's findings, which will aid in the design of more impactful strategies focused on elevating consumer satisfaction and building loyalty.



**Figure 1**  
**Research Framework**

## Hypotheses

Derived from the specified theoretical framework, the following research hypotheses are presented :

- H1 : PEOU positively influences CS.
- H2 : PEOU positively influences RI.
- H3 : PU positively influences CS.
- H4 : PU positively influences RI.
- H5 : CS positively influences RI.
- H6 : PEOU positively influences RI, mediated by CS.
- H7 : PU positively influences RI, mediated by CS.

## METHODS

A quantitative research design was implemented in this study to facilitate the acquisition of quantifiable data and the application of rigorous statistical analysis. This methodological approach enables the testing of predefined hypotheses, the generalization of findings from the sampled population to the broader population, and the derivation of robust and valid conclusions (Hidayansyah et al., 2023).

The target population for this research comprised 4,831 undergraduate management students at Mahardhika College of Economics. A sample size of 100 students, considered statistically appropriate for the analyses in question, was chosen using a simple random sampling method. Data gathering was conducted via Google Forms, utilizing a structured questionnaire.

Although the total population consisted of 4,831 undergraduate Management students, this study utilized a sample of 100 respondents, which is considered adequate for the analytical technique employed. The use of Partial Least Squares Structural Equation Modeling (PLS-SEM)





allows for robust estimation even with moderate sample sizes, as the method prioritizes prediction-oriented accuracy rather than strict assumptions of normal data distribution (Chinnaraju, 2025). PLS-SEM remains appropriate when the sample size exceeds ten times the maximum number of structural paths directed at a given construct, a criterion that this study fulfills (Kock, 2018). Furthermore, PLS-SEM is suitable for exploratory models with complexity levels similar to this research and sample sizes ranging from 30 to 100, provided that measurement indicators demonstrate acceptable validity and reliability (J. Hair et al., 2018). To ensure representativeness, data were collected using a simple random sampling approach through Google Forms, allowing all students within the population an equal opportunity to participate. Potential response bias was mitigated by distributing the questionnaire across multiple academic cohorts (2019–2024), ensuring demographic variation and voluntary participation. Respondents were also assured of anonymity to encourage honest responses, thereby enhancing the quality, reliability, and ethical integrity of the collected data.

Data analysis was performed utilizing Partial Least Squares Modeling (PLS-SEM). This analytical technique is particularly well-suited for complex models and the examination of mediation relationships, allowing for the simultaneous evaluation of interrelationships among variables such as perceived ease of use, perceived usefulness, consumer satisfaction, and repurchase intentions. By employing PLS-SEM, the study was able to assess both direct and indirect effects, which provides a full understanding of the relationships between the hypothesis.

## RESULTS

### Demographic Respondent

The demographic profile of the respondents reveals a notable gender disparity, with females comprising 52% (n=52) of the total sample. While this indicates a gender imbalance, it is justifiable given the utilization of a random sampling methodology, which ensures equitable selection probability for all population members. Furthermore, the respondent pool, consisting of 100 undergraduate management students from the 2019-2024 cohorts, is predominantly represented by the 2023 cohort (n=51, 51%). Age distribution analysis demonstrates that a significant majority of respondents (n=77, 77%) fall within the 21-25 year age bracket, a period characterized by high productivity. This demographic composition is highly pertinent, as it reflects a population actively engaged and possessing substantial potential for utilizing marketplace services.

Consequently, these demographic characteristics not only provide foundational information regarding the respondents but also underscore their relevance as users with specific interests and needs within the context of this study. The resultant data, therefore, offers in-depth insights into the marketplace usage behaviors and preferences of university students.

### Validity and Reliability Test

Researchers typically assess a structural equation model by inspecting the outer measurement model for psychometric soundness. Both convergent and discriminant validity, along with composite reliability and Cronbachs alpha, inform whether observed items coherently and consistently represent the underlying constructs (J. F. Hair et al., 2020). Convergent validity was examined by analyzing indicator loadings, whereby indicators with loadings exceeding 0.70



were deemed valid, while loadings between 0.50 and 0.60 were considered marginally acceptable. Indicators with loadings below 0.50 were excluded from the model.

Discriminant validity was gauged by juxtaposing the pairwise correlations between constructs against the square root of the Average Variance Extracted ( $\sqrt{\text{AVE}}$ ). A threshold is met when the latter figure exceeds all inter-construct correlations. The Average Variance Extracted itself, conventionally set at 0.50, summarizes the proportion of variance captured by measured indicators. Instrument dependability was checked using Composite Reliability alongside Cronbachs Alpha, with the benchmark of 0.70 conventionally denoting acceptable consistency across the survey items.

**Table 1 Validity and Reliability Test**

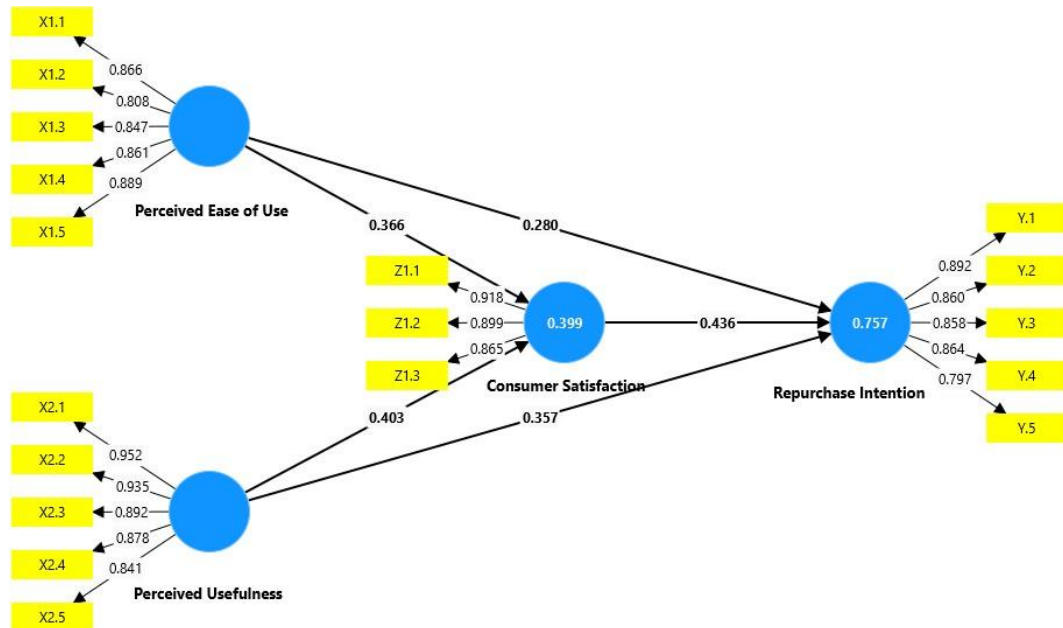
Variable/Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
Perceived Ease of Use (X1)		0,730	0,909	0,926
Ease of Skill Acquisition (X1.1)	<b>0,866</b>			
Ease of Learning (X1.2)	<b>0,808</b>			
Flexibility (X1.3)	<b>0,847</b>			
Clarity and Comprehensibility (X1.4)	<b>0,861</b>			
Overall Ease of Use (X1.5)	<b>0,889</b>			
Perceived Usefulness (X2)		0,811	0,941	0,952
Efficiency Enhancement (X2.1)	<b>0,952</b>			
Effectiveness Enhancement (X2.2)	<b>0,935</b>			
Simplification (X2.3)	<b>0,892</b>			
Productivity Enhancement (X2.4)	<b>0,878</b>			
Overall Usefulness (X2.5)	<b>0,841</b>			
Repurchase Intention (Y)		0,731	0,908	0,911
Continued Purchase Intention (Y.1)	<b>0,892</b>			
Information Acquisition (Y.2)	<b>0,860</b>			
Recommendation Propensity (Y.3)	<b>0,858</b>			
Platform Prioritization (Y.4)	<b>0,864</b>			
Continued Usage Commitment (Y.5)	<b>0,797</b>			
Consumer Satisfaction (Z)		0,800	0,874	0,875
Satisfaction with Prior Experience (Z.1)	<b>0,918</b>			
Pleasant Experience (Z.2)	<b>0,899</b>			
Overall Satisfaction (Z.3)	<b>0,865</b>			

Source : Data Analyzed, 2025

As evidenced by the Table 1, all indicators for the research variables demonstrated validity, with Outer Loadings exceeding 0.70 for each indicator. Consequently, the questionnaire items were deemed suitable for subsequent analyses. Moreover, the observation that the principal-square-root value of each latent dimension's average variance extracted surpassed every pair-wise correlation among the different dimensions constituted strong evidence of discriminant validity.

Additionally, the AVE values, all exceeding 0.50, affirmed that the indicators fulfilled the established criteria and possessed adequate reliability for further examination. Satisfactory outcomes were obtained from the Composite Reliability and Cronbach's Alpha assessments, as all latent variables showed values at or above 0.70. Therefore, it is concluded that the questionnaire used in this investigation displayed robust reliability and consistency.



**Figure 2. Measurement Model**

Source : Data Analyzed, 2025

**R Square Test**

Goodness-of-fit was evaluated using the familiar R-squared statistic, a measure that quantifies how much of the outcome's variance is accounted for by the predictors. Values approaching one signal that the model mirrors the data closely, while those near zero indicate little systematic capture of the dependent variable's fluctuations. Interpretation remained field-discipline-specific, since what constitutes an acceptable R-squared can differ widely between, say, social science surveys and laboratory-based physics experiments. Researchers were careful, therefore, to weigh the number of predictors included, mindful that larger models naturally inflate the statistic even if they add little substantive explanation.

**Table 2. R Square (R<sup>2</sup>)**

Variable	R-square	R-square adjusted
Consumer Satisfaction	0,399	0,387
Repurchase Intention	0,757	0,749

Source : Data Analyzed, 2025

The analysis revealed an R-squared value of 0.399 for Consumer Satisfaction, with an adjusted R-squared of 0.387. This indicates that the model accounts for approximately 39.9% of the variance in consumer satisfaction, while the remaining 60.1% is attributable to other, unmodeled factors. Although this value is not exceptionally high, it nonetheless signifies a statistically significant influence of the predictor variables.

Conversely, the R-squared value for Repurchase Intention was determined to be 0.757, with an adjusted R-squared of 0.749. The model effectively explains approximately 75.7% of the variance in repurchase intention, leaving 24.3% to be explained by other factors. This elevated value underscores the robust predictive capability of the model, reflecting the salient factors that govern consumers' repurchase decisions.

### Q Square Test

The predictive relevance value ( $Q^2$ ) was utilized to evaluate the structural model's goodness-of-fit, specifically pertaining to the inner model. When the  $Q^2$  value is measured to be higher than zero, it shows that the model has predictive relevance, thus signifying the model's ability to correctly predict endogenous latent variables.

**Table 3. Q Square ( $Q^2$ )**

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
CS	300,000	206,472	0,312
RI	500,000	227,346	0,545

Source : Data Analyzed, 2025

The  $Q^2$  test for Consumer Satisfaction yielded a Sum of Squares Observed (SSO) of 300,000 and a Sum of Squares Error (SSE) of 206,472. Employing the formula:

$$Q^2 = 1 - SSE/SSO$$

a  $Q^2$  value of 0.312 was calculated. This value, exceeding zero, indicates that the model demonstrates adequate predictive relevance, accounting for approximately 31.2% of the variance in consumer satisfaction based on the included variables. Similarly, the  $Q^2$  test for Repurchase Intention produced an SSO of 500,000 and an SSE of 227,346. Applying the same formula, a  $Q^2$  value of 0.545 was derived. This value, also greater than zero, signifies a strong predictive relevance for repurchase intention, explaining approximately 54.5% of its variance based on the factors examined in this study.

### Hypotheses Test

To gauge the reliability of the path coefficients in the structural equation model, researchers relied on a bootstrapping procedure. By repeatedly resampling the dataset, the method generates a distribution of the coefficients and directly tests the hypothesized links across multiple iterations. Each bootstrapped run produces its own t statistic; those values are then inspected alongside their original parameter estimates. Final significance, measured against the conventional 1.96 cut point for a 0.05 alpha, either affirms or undercuts the theoretical claims.

**Table 4. Hypotheses Test**

Influence between variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
PEOU -> CS	0,366	0,367	0,088	4,136	0,000	H1 accepted
PEOU -> RI	0,280	0,285	0,066	4,241	0,000	H2 accepted
PU -> CS	0,403	0,404	0,091	4,406	0,000	H3 accepted
PU -> RI	0,357	0,347	0,104	3,441	0,001	H4 accepted
CS -> RI	0,436	0,441	0,107	4,093	0,000	H5 accepted
PEOU -> CS -> RI	0,160	0,160	0,050	3,188	0,001	H6 accepted
PU -> CS -> RI	0,176	0,182	0,071	2,492	0,013	H7 accepted



Source : Data Analyzed, 2025

The statistical inquiry revealed a substantial, affirmative linkage between perceived ease of use and consumer satisfaction. The path coefficient registered at 0.366 while the corresponding t-value was 4.136 (p 0.001), implying that individuals who find a system straightforward generally express higher levels of contentment. A similar, yet distinct observation emerged regarding repurchase intention; again, perceived ease of use climbed to a path coefficient of 0.280 with a t-value of 4.241 (p 0.001). Put plainly, users who navigate a platform with minimal friction are more likely to return for another purchase. Perceived usefulness, in its own right, demonstrated even stronger associations. The path to consumer satisfaction came in at 0.403 and the t-statistic reached 4.406 (p 0.001). Such numbers suggest that an application or service deemed genuinely helpful almost guarantees greater user contentment. When researchers examined repurchase intention through the lens of usefulness, the path coefficient fell at 0.357 and the t-value at 3.441 (p 0.001). Customers convinced of a product's utility are considerably more inclined to buy again. Last, the bond between consumer satisfaction and repurchase intention manifested with a path coefficient of 0.436, t 4.093, and p 0.001. Satisfied customers, it seems, do not hesitate to return.

Perceived Ease of Use appears to steer consumers back to the market mainly by smoothing their immediate experience and lifting overall satisfaction. The pathway from that perception through satisfaction to intention- quantified here with a coefficient of 0.160-gained statistical footing at  $t = 3.188$  and  $p = 0.001$ . In plain terms, when a device or service behaves intuitively, people feel happier and, quite simply, they shop with the same brand again. A similar story unfolds around Perceived Usefulness. Its channel to repurchase intention, once satisfaction is factored in, scored 0.176 while clearing the  $t = 2.492$ ,  $p = 0.013$  threshold. Utility, then, resonates with patrons by answering a need, which in turn boosts their contentment and raises the odds of another purchase.

## DISCUSSION

This research examined the connections between perceived ease of use, perceived usefulness, consumer satisfaction, and repurchase intention among Management students at Mahardhika College of Economics. Each hypothesis was tested quantitatively, and the findings provided significant contributions to the academic understanding of consumer behavior in the e-commerce domain. The implications will provide insight into students at various levels engaging in online purchasing, along with relevancy on developing e-commerce strategies.

### Perceived Ease of Use Influences Consumer Satisfaction.

The acceptance of H1, demonstrates a robust relationship between perceived ease of use and consumer satisfaction. The indicators employed to measure perceived ease of use encompassed ease of skill acquisition, learning ease, flexibility, clarity and comprehensibility, and overall usability. Respondents indicated that Shopee's functionalities were readily mastered, thereby contributing to heightened platform satisfaction. A streamlined learning curve not only fosters user confidence in platform navigation but also facilitates an enhanced shopping experience. Moreover, the capacity for personalized shopping experiences emerged as a salient factor in augmenting satisfaction. The research highlights the significance of user-friendly



interfaces in enhancing customer experiences (Kurniawan, 2025), who notes that perceived ease of use is crucial for online shopping satisfaction. However, demographic factors, particularly technological self-efficacy, significantly influence users' perceptions of ease of use, indicating variability in experiences across different demographic groups. This is supported by findings from (Hsiao et al., 2018), which reveal that demographics such as age and education level affect participation in the sharing economy, with self-efficacy playing a pivotal role in shaping user engagement. Additionally, further illustrate that user demographics and comfort with technology can moderate perceptions of interface usability, suggesting that tailored approaches may be necessary to accommodate diverse user needs in digital environments (Hammond et al., 2015).

### **Perceived Ease of Use Influences Repurchase Intentions.**

The acceptance of H2, demonstrating that students who perceive Shopee as easy to use exhibit a higher propensity for repurchase intentions. The indicators associated with this hypothesis encompassed overall usability and clarity and comprehensibility. A comprehensive perspective on user experience suggests that platform user-friendliness fosters repeat purchasing behavior. Transparent information and clear instructions facilitate streamlined transactions, thereby enhancing users' willingness to return. The correlation between perceived ease of use and repurchase intention is well-supported in the literature, with multiple studies indicating its significant impact. For instance, research by Saraswati & Rahyuda (2021) confirms that perceived ease of use positively influences repurchase intentions among Shopee users. Similarly, studies by (Paradita & Ekawati, 2024) and (Aryanti & Alim, 2024) reinforce this finding, highlighting that ease of use, alongside trust, significantly affects repurchase behavior in online marketplaces. However, (Rahmawati & Tjahjaningsih, 2024) emphasize that perceived platform trustworthiness also plays a crucial role, suggesting that factors such as brand reputation and security are equally important in shaping consumer decisions. This multifaceted approach indicates that while usability is critical, trust and perceived risk are essential components influencing repurchase intentions in e-commerce settings (Rama & Muthohar, 2023).

### **Perceived Usefulness Influences Consumer Satisfaction.**

The acceptance of H3, elucidates the robust relationship between perceived usefulness and consumer satisfaction. The indicators employed for perceived usefulness encompassed efficiency enhancement, effectiveness enhancement, and overall utility. Shopee's capacity to streamline the shopping process significantly contributes to elevated satisfaction levels, as students prioritize time-saving functionalities. When users perceive that their needs are effectively addressed, their satisfaction correspondingly increases. Moreover, the perception of substantial benefits derived from Shopee's utilization augments overall satisfaction. The findings from various studies highlight the critical role of perceived usefulness in enhancing user satisfaction, aligning with the conclusions of (Faizal, 2019) demonstrates that perceived usefulness significantly influences user satisfaction, alongside perceived ease of use and service quality. Similarly, (Kurniawati & Asana, 2024) affirm that perceived usefulness, along with information quality, positively affects user satisfaction in accounting information systems. However, a more nuanced perspective, suggesting that while perceived usefulness is essential, factors such as product quality and customer service also play significant roles in overall



satisfaction, advocating for a multidimensional approach to understanding consumer behavior (Rahayuningtyas, 2022). This comprehensive view underscores the complexity of user satisfaction, necessitating consideration of multiple interrelated factors.

### **Perceived Usefulness Influences Repurchase Intentions.**

The acceptance of H4, demonstrating that perceived usefulness exerts a direct influence on repurchase intentions. Relevant indicators encompassed productivity enhancement and simplification. When students perceive that Shopee facilitates time and effort savings, their propensity for future purchases increases. The streamlined product discovery and acquisition process, compared to traditional shopping methods, enhances their likelihood of repurchasing. The significant impact of perceived usefulness on consumer behavior, as highlighted by various studies that explore its role in repurchase intentions across different contexts. For instance, Daffa & Praswati (2023) demonstrates that perceived usefulness positively influences repurchase intentions among millennials using food delivery apps, mediated by trust. Similarly, Pradana & Aksari (2022) find that perceived usefulness significantly affects attitudes and repurchase intentions for fashion products on Instagram. However, the importance of contextual factors, such as competitive pricing and promotional offers, which can also influence repurchase intentions, suggesting that perceived usefulness should be considered within the broader market dynamics (Zahro & Hadi, 2023). This multifaceted approach underscores the necessity of integrating both intrinsic and extrinsic factors to fully understand consumer behavior in e-commerce settings (Keni, 2020).

A critical interpretation of the findings reveals that Management students at Mahardhika College place greater emphasis on perceived usefulness than on perceived ease of use when engaging with e-commerce platforms such as Shopee. This tendency likely arises from their high digital literacy and familiarity with technology, which diminish the relevance of usability as a distinguishing factor. For these digital-native consumers, ease of use is already an assumed baseline, while usefulness reflected through functional benefits such as transaction efficiency, product variety, and price competitiveness becomes the primary determinant of satisfaction and repurchase intention. This pattern is consistent with (Ibrahim et al., 2023), who noted that individuals with greater technological self-efficacy prioritize practical value over simplicity of use. Similar evidence has been reported in other countries; (Tseng et al., 2022) found that Taiwanese consumers' repurchase intentions were more strongly influenced by perceived usefulness, while Jadil et al., (2022) observed comparable results among Chinese online shoppers. These findings collectively suggest that as users' technological competence increases, their evaluation of digital platforms shifts from usability concerns toward perceived functional value. Within the Indonesian higher-education context, where students frequently rely on online platforms to optimize time and resources, perceived usefulness becomes a central factor shaping satisfaction and loyalty, underscoring its strategic importance in sustaining user engagement and repurchase behavior on e-commerce platforms like Shopee.

### **Consumer Satisfaction Influences Repurchase Intentions.**

The acceptance of H5, affirms that consumer satisfaction significantly influences repurchase intentions. The indicators employed to measure consumer satisfaction encompassed satisfaction with prior experience, experiential pleasantness, and overall satisfaction. Favorable



prior experiences contribute to an increased propensity for repurchase, underscoring the importance of customer service and engagement. When students perceive their shopping experience as pleasurable, their likelihood of platform return is enhanced. Research indicates a significant relationship between consumer satisfaction and loyalty in e-commerce, as highlighted by Pambudi et al. (2024) that emphasize the role of e-customer satisfaction, e-service quality, and electronic word-of-mouth (e-WOM) in enhancing repurchase intentions. However, satisfaction alone does not fully explain repeat purchase behavior; social influences and peer recommendations are also critical, as noted by Juliawan (2023), who found that product quality and service significantly impact consumer loyalty. Additionally, (Sun, 2021) underscores the importance of improving consumer satisfaction to boost repeat purchases in the competitive fresh e-commerce market. Almursyid et al., (2024) further illustrate that brand loyalty, perceived value, and environmental influences contribute to repeat purchases, suggesting that e-commerce platforms must consider these social dynamics to effectively foster customer loyalty.

#### **Perceived Ease of Use Influences Repurchase Intentions, Mediated by Consumer Satisfaction.**

The acceptance of H6, demonstrating that perceived ease of use influences repurchase intentions through the mediating effect of consumer satisfaction. This mediation underscores the significance of user experience. Indicators relevant to this hypothesis encompassed overall usability and clarity and comprehensibility. When users perceive the platform as navigable, their satisfaction is augmented, subsequently enhancing their repurchase intentions. Improvements in usability are crucial for enhancing consumer satisfaction, which in turn can elevate repurchase rates on e-commerce platforms. Usability, as a non-functional requirement, significantly influences user satisfaction and loyalty, thereby impacting repurchase intentions (Sales et al., 2017). E-commerce platforms should prioritize investments in user interface (UI) and user experience (UX) design to create an intuitive shopping experience that fosters satisfaction and loyalty (Tobing et al., 2023). Research indicates that perceived usefulness and enjoyment are key factors influencing repurchase intentions, with hedonic factors like enjoyment having a stronger impact than utilitarian factors (Li, 2016). Additionally, customer satisfaction, e-service quality, and electronic trust are critical mediators that enhance repurchase intentions, emphasizing the importance of maintaining high levels of customer satisfaction and trust (Pambudi et al., 2024). The integration of appealing UI/UX design and effective sales promotions can significantly impact repurchase intentions, as demonstrated in studies focusing on platforms like Shopee (Tobing et al., 2023). Therefore, while usability is indispensable, affective factors such as enjoyment and engagement during the shopping process also play a critical role in influencing repurchase intentions, suggesting that e-commerce platforms should balance functional and emotional aspects to optimize customer retention strategies (Li, 2016), (Pambudi et al., 2024).

#### **Perceived Usefulness Influences Repurchase Intentions, Mediated by Consumer Satisfaction.**

The acceptance of H7, indicates that perceived usefulness also influences repurchase intentions through the mediating effect of consumer satisfaction. Relevant indicators encompassed efficiency enhancement and overall utility. When students perceive that Shopee enhances their shopping efficiency, their satisfaction is augmented, subsequently increasing their





repurchase intentions. The perceived benefits of the platform translate into satisfaction, which in turn drives repurchase behavior. The mediation effect of perceived usefulness on satisfaction and loyalty through repurchase intentions is well-documented in the literature, highlighting its critical role in e-commerce strategies. Research indicates that perceived usefulness, alongside perceived ease of use, significantly influences satisfaction and repurchase intentions, with satisfaction acting as a mediator in these relationships (Basyar & Sanaji, 2018) (Pradana & Aksari, 2022). Furthermore, trust emerges as a vital mediating factor, enhancing the impact of perceived usefulness and ease of use on repurchase intentions (Sawitri et al., 2023) (Syaharani & Yasa, 2022). Mulyadi & Efawati (2024) emphasize that psychological constructs, such as self-efficacy and prior technological experience, further modulate how users interpret perceived usefulness, suggesting that a nuanced understanding of user backgrounds is essential for tailoring effective e-commerce strategies (Halim & Keni, 2023). This multifaceted approach underscores the importance of integrating user-specific factors to optimize customer loyalty and satisfaction in online shopping environments.

## CONCLUSION

The investigation uncovered important correlations between Management students at Mahardhika College of Economics and three psychological constructs: perceived ease of use, perceived usefulness, and overall consumer satisfaction. Statistical evaluations revealed that participants who described an application as easy to navigate typically reported higher levels of personal satisfaction. Qualitative follow-up interviews pointed to two overlapping dimensions—effortless skill acquisition and transparent presentation of information—as principal enhancers of that favorable impression. Secondly, perceived usefulness also demonstrated a significant positive influence on consumer satisfaction. Students exhibited higher satisfaction levels when they perceived tangible benefits from using Shopee, such as efficiency and convenience in fulfilling their shopping needs. Furthermore, high satisfaction was also derived from positive prior experiences, which directly impacted their repurchase intentions. Thirdly, consumer satisfaction was identified as a significant mediator between perceived ease of use and perceived usefulness on repurchase intentions. This finding suggests that enhancing user satisfaction not only improves loyalty but also encourages users to return to the platform for subsequent purchases. Fourthly, this research also revealed that despite the strong influence of perceived ease of use and usefulness, external factors such as promotions and platform trust can also affect repurchase decisions. This implies the necessity for e-commerce platforms to consider various aspects in the formulation of their marketing strategies.

The findings of this study yield significant practical implications for e-commerce platform developers and marketers, particularly in the enhancement of user experience and loyalty. E-commerce platforms should prioritize the implementation of intuitive user interface designs, the transparent articulation of service benefits, and the provision of prompt and effective customer support. Furthermore, the strategic development of loyalty programs and targeted promotional campaigns specifically tailored for university students, alongside the creation of educational content elucidating platform functionality, can substantially augment user self-efficacy and satisfaction. Continuous monitoring of user feedback and subsequent platform customization are essential for optimizing the shopping experience and fostering repeat purchase behavior.

From a theoretical standpoint, this study extends the classical Technology Acceptance Model (TAM) by incorporating consumer satisfaction as a mediating variable linking perceived ease of use and perceived usefulness to repurchase intention within the e-commerce context. This modification provides empirical support for the integration of affective and cognitive dimensions in explaining post-adoption behavior, demonstrating that satisfaction serves as a pivotal mechanism transforming perceived value into behavioral loyalty. The findings confirm that the predictive power of TAM can be strengthened when emotional factors, such as satisfaction, are considered alongside utilitarian perceptions. Furthermore, by situating the model in the Indonesian higher-education setting, this study contributes to the contextualization of TAM across demographic and cultural boundaries, addressing the scarcity of empirical evidence from developing economies. Thus, the research not only reinforces the theoretical relevance of TAM in digital consumer behavior but also proposes an enriched framework that accounts for affective mediators and cultural nuances influencing repurchase intention in online marketplaces.

Future research could consider several suggestions to expand the understanding of consumer behavior in e-commerce. Firstly, studies could explore the influence of psychological factors, such as motivation and self-efficacy, on user experience and purchasing decisions. Secondly, conducting studies focused on different demographic segments, such as age, gender, or educational background, could provide deeper insights into the variations in consumer behavior when utilizing e-commerce platforms. Thirdly, comparative analyses between various e-commerce platforms could assist in identifying key elements that affect user satisfaction and loyalty. Additionally, longitudinal studies to observe changes in consumer behavior over time could yield valuable information regarding trends and user adaptation to innovations in e-commerce. Finally, research could explore the impact of external factors, such as economic or social situations, on purchasing decisions and consumer loyalty.

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