



## The role of perceived value and website quality as determinants of online repeat purchase intentions moderated by habit: The case of buying Muslim clothing in a shopee market place

Az-Zahrawani Kobat <sup>1</sup>, A Rahman Lubis <sup>2</sup>, Syafruddin Chan <sup>3\*</sup>

<sup>1</sup> Master of Management Universitas Syiah Kuala, Banda Aceh, Indonesia

<sup>2,3</sup> Faculty of Economics and Business Universitas Syiah Kuala, Banda Aceh, Indonesia

\* Corresponding Author: Syafruddin Chan

---

### Article Info

**ISSN (online):** 2582-7138

**Volume:** 03

**Issue:** 01

January-February 2022

**Received:** 15-12-2021;

**Accepted:** 30-12-2021

**Page No:** 143-148

### Abstract

The objective of this study is to find out the determinant factors of revisit intention, especially in the context of shopping for Muslim clothing online in Indonesia in general and in Aceh in particular. The population used in this study were all online customers who bought fashion products in Banda Aceh City. The sample is part of the population. Ferdinand (2014) said that the sample size for the SEM (Structural Equation Modeling) analysis method is from 100 to 200. Therefore, the researcher chose to use the maximum sample calculation, where the maximum sample for the SEM (Structural Equation Modeling) analysis method was 200 samples. Primary data is collected by distributing questionnaires directly to all respondents. The analytical tools used are SPSS applications (for research instrument tests, data quality tests, and descriptive hypothesis tests) and SEM with AMOS software. Based on the test, it is proven that perceived value has a positive effect on repurchase intention. But website quality does not have a positive effect on repurchase intention. Habit has a positive effect on repurchase intention. Perceived value has no positive effect on repurchase intention through the mediation of the habit, and website quality also does not have a positive effect on repurchase intention through the mediation of the habit. In the case of buying Muslim clothing through online store, the results of this study indicate that habit does not play a role in mediating the effect of website quality on repurchase intention.

**Keywords:** perceived value, website quality, repeat purchase intentions and habit

---

### 1. Introduction

The development of e-commerce business or online buying and selling in Indonesia has increased drastically since the last few years. This is because Indonesia is one of the countries with the largest internet users in the world. Data from Social Research & Monitoring Soclab shows, in 2015 internet users in Indonesia reached 93.4 million with 77 percent of them looking for product information and shopping online. In 2016, the number of online shoppers reached 8.7 million people with a value of around US\$ 4.89 billion (Nanda and Maharani, 2018). The trend of e-commerce users in Indonesia has also grown quite rapidly in recent years. The prediction is that growth will continue to occur in the next few years. Statistics record that the number of e-commerce users in Indonesia in 2017 reached 139 million users, then rose 10.8% to 154, (Databoks, 2019, Katadata Databoks, <https://databoks.katadata.co.id>. Accessed February 10, 2020) <sup>[23]</sup>.

Based on reports from Tempo (Bisnis Tempo, 2019, <https://bisnis.tempo.co>. Accessed on February 10, 2020), in the e-commerce business, fashion products rank at the top of the various products sold online.

The most in-demand fashion products include men's and women's clothing, shoes, bags, beauty and health products. Nowadays, it is undeniable that fashion has become a necessity that cannot be separated from the people of Indonesia. This can be seen from the number of requests for fashion in Indonesia that continues to grow every year, even in Banda Aceh itself, especially before Eid, the demand for fashion, especially Muslim clothing, is very high. This is certainly a golden opportunity for e-commerce business people who will definitely be competing to sell fashion products online. So this will lead to more competition among sellers. Currently, Indonesia has several big players in the e-commerce business including Shoppe, Tokopedia, Bukalapak, Lazada and Blibli.

From the data on the Number of Website Visitors of E-Commerce Players in Indonesia in 2019-2020, it can be seen that in the 1-3 quarters of 2019, Tokopedia had the highest number of website visitors compared to other e-commerce business players such as Shopee, Bukalapak, Lazada and Blibli. However, in the 4th quarter of 2019 and the 1-3 quarter of 2020, Shopee took over from Tokopedia and became the e-commerce business player with the highest number of website visitors (iprice.co.id). This data shows that the big players in the e-commerce business are competing fiercely with each other to attract customers. Increasingly fierce competition, causing sellers to place orientation on customer fulfillment and satisfaction as the main goal. This is because the more competing sellers offer similar products to consumers, the more alternatives consumers have. Therefore, repurchase intention from customers is the most important goal for the company's success to survive in the midst of intense competition with manufacturers of similar products. Repurchase Intention can be interpreted as a form of behavioral loyalty or in the form of behavior that shows the interest of regular customers to re-transact with product or service providers in the future. (Yi & La, 2004) [20]. Several factors that can affect online repurchase intention according to: Lee, Eze, & Ndubisi et al. (2011) [16] and Chou & Hsu (2016) [5] including perceived value, website quality, and habit.

Exploration about what is the role of perceived value, website quality, and habit as determinants of online repeat purchase intentions have been done by many previous researchers. However, there is no research that combines perceived value, website quality, habit and repurchase intention variables in one study. Not only that, the case raised in this study is also different from previous research, where this study raised the case of buying Muslim clothing with Habit as the mediating variable.

### Statement of problem

The problem of this research is that there is a relatively low intention to revisit the Tokopedia, Bukalapak, Lazada and Blibli which have existed first, compared to Shopee which is the last player to enter this e-market place industry.

### Objectives of the Study

The main objective of this study is to find out the determinant factors of revisit intention, especially in the context of shopping for Muslim clothing online in Indonesia in general and in Aceh in particular.

## 2. Literature Review

### Perceived Value (PV)

According to Kotler (2003) [15], PV is a set of benefits that are expected to be obtained by customers from the product, service value, employee value and image value. The value of the product, for example, the enjoyment of the menu offered. The value of service, for example, accuracy in serving, friendliness. Employee values, for example, experience, how to dress, how to talk, while the value of the image is the same as the image. According to Yu, Wu, Chiao & Tai et al. (2005) [12] PV is part of the consumer satisfaction index model and one of the factors of overall consumer satisfaction.

Research conducted by Huang (2015) [11] shows that PV has a significant positive effect on repurchase intention. Cronin et al (2000) [6] also found that customer repurchase intention can be increased by offering added value and service quality.

**H1: PV positive effect on Habit**

**H3: PV has a positive effect on Repurchase Intention**

### Website Quality (WQ)

WQ is defined as the extent to which website features meet customer needs and reflect the overall advantages of the website (Chang & Chen, 2008) [3]. Zhou, Lu & Wang et al. (2009) [21] defines WQ as the overall quality possessed by a website, where this quality includes two main aspects, namely the quality of the appearance and navigational functions. These two aspects must be met so that a website or page can be said to have good quality.

According to Zhou, Lu & Wang et al., (2009) [21], consumers have a tendency to return to shopping (repurchase intention) on websites that have good quality. Research conducted by Wilson and Keni (2018) [19] and research by Bottomley and Doyle (2006) [1] show that WQ has a positive effect on trust.

**H2: WQ has a positive effect on Habit**

**H4: WQ has a positive effect on Repurchase Intention**

### Habit

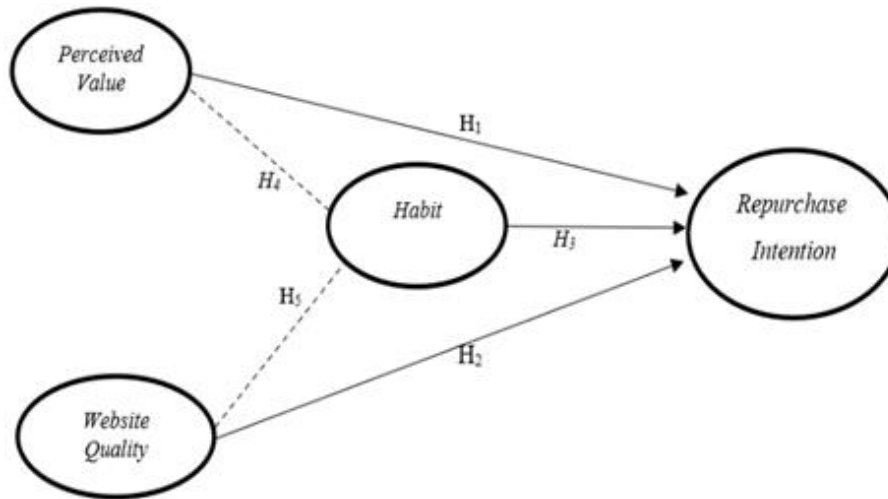
Habit is also one of the factors that encourage repurchase intention. Habit is defined as a learned sequence of actions that has become an automatic response to a particular situation, which may be functional in obtaining a particular goal or end state (Verplanken, Aarts & Van et al., 1997) [18]. Habit is a sequence of behavior situations that a person performs automatically, even if someone does it without thinking (Khare and Inman, 2005) [14]. A consumer who has a high level of habit will get used to getting an online shopping experience and will automatically get used to having PV where he is used to comparing the benefits to be received with the sacrifices incurred to obtain a product/service online, therefore he will also will easily do repurchase intention. Limayem et al. (2007) [17] argues that a strong habit will increase the effect of PV on repurchase intention.

**H5: Habit has a positive effect on Repurchase Intention**

### Repurchase Intention (RI)

RI is very important for the success and profitability of a store or company, including online stores (Chiu and Chang, 2009) [4]. This is because RI reflects the positive perception of consumers towards the seller so that it can affect consumer loyalty and word-of-mouth (Brynjolfsson & Smith, 2000) [2].

**Research Concept Framework**



**Fig 1:** Research Model

**3. Research Methods**

The population used in this study were all online customers who bought fashion products in Banda Aceh City. The sample is part of the population. Ferdinand (2014) [7] said that the sample size for the SEM (Structural Equation Modeling) analysis method is from 100 to 200. Therefore, the researcher chose to use the maximum sample calculation, where the maximum sample for the SEM (Structural Equation Modeling) analysis method was 200 samples. Primary data is collected by distributing questionnaires directly to all respondents. The analytical tools used are SPSS applications (for research instrument tests, data quality tests, and descriptive hypothesis tests) and SEM with AMOS software. The measurement of the RI variable uses the indicators used by Yi & La, (2004) [20]. Meanwhile, PV uses the indicators suggested by Ha & Widows, (2008). For WQ using indicators from Chang & Chen, (2008) [3], and the habit of using indicators from Khare and Inman, (2005) [14].

**4. Results and Discussion**

**Characteristics of Respondents**

Characteristics of respondents based on gender are 36 respondents or 20% of male respondents and 146 female respondents or 80% of respondents. Characteristics of respondents based on age, namely for the age range of 17 - 20 years there are 36 people or 20%, for the age range 21-25 years there are 56 people or 31%, for the age range 26-30 years there are 43 people or 24%, age range 31 - 40 years there are 30 people or 16%, and for the age range >40 years there are 17 people or 9%. Characteristics of respondents based on occupation, namely for students there are 68 people or 37%, civil servants there are 30 people or 17%, professionals (such as lawyers, doctors, etc.) are 4 people or 2%, private employees are 23 people or 13%, there are 4 entrepreneurs or 2%, housewives are 16%.

**Research Instrument Tests**

**Validity test**

Validity test aims to measure the feasibility of an object (instrument) in research. An instrument is said to be valid if the instrument can measure and disclose data from the variables studied on a regular basis. The method used in this study to measure validity is to look at loading factor value

and Variance Extracted (AVE) with the following formula:

$$AVE = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum_i var(\epsilon_i)}$$

Where AVE is Average Variance Extracted, is the loading component to the indicator and  $= 1 - \lambda_i var(\epsilon_i) \lambda_i^2$ .

The results of the validity test in this study are shown in Table 4.7 as follows:

**Table 1:** Average Variance Extracted (AVE)

Variable	Indicator	Loading Factor	AVE	Information
Repurchase Intention	Y.1	0.642	0.798	Valid
	Y.2	0.802		Valid
	Y.3	0.695		Valid
	Y.4	0.622		Valid
Habit	Z.4	0.656	0.799	Valid
	Z.3	0.805		Valid
	Z.2	0.783		Valid
	Z.1	0.815		Valid
Perceived Value	X1.3	0.482	0.714	Valid
	X1.2	0.677		Valid
	X1.1	0.862		Valid
Website Quality	X2.14	0.712	0.933	Valid
	X2.13	0.724		Valid
	X2.12	0.716		Valid
	X2.11	0.631		Valid
	X2.10	0.741		Valid
	X2.9	0.823		Valid
	X2.8	0.822		Valid
	X2.7	0.707		Valid
	X2.6	0.674		Valid
	X2.5	0.635		Valid
	X2.4	0.638		Valid
	X2.3	0.683		Valid
	X2.2	0.714		Valid
X2.1	0.664	Valid		

The validity test shows that overall all the instrument variables proved valid. This is indicated by the value of the loading factor and Average Variance Extracted (AVE) of each variable indicator presented in Table 4.4, provided that all variables constructed by the indicators have a loading factor value and Variance Extracted (AVE) > 0, 5, in other

words the indicators in this study are valid in measuring the variable scores.

**Measurement Model**

Based on the results of confirmatory factor analysis (CFA), it

is known that the measurement of the construct model has met the criteria for the Goodness of Fit Test. The construct measurement model of this study has values as shown in table 1. All indicators in the model are valid because they have a loading factor greater than 0.50.

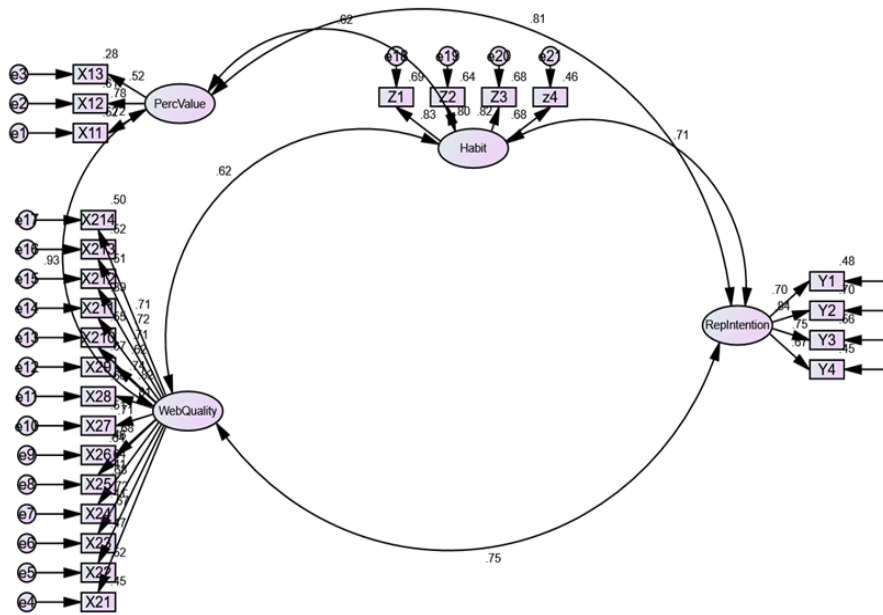


Fig 2: Measurement Model

Table 2: Goodness of Fit

Goodness of Fit Indices	Model Results	Information
RMSEA	0.079	Fit
CMIN/DF	1,785	Fit
GFI	0.767	Marginal Fit
AGFI	0.920	Fit
TLI	0.901	Fit
CFI	0.921	Fit

The model also obtained Goodness of Fit values, namely: GFI, AGFI, TLI, CFI and RMSEA, also CMIN/DF. This shows that the model meets the requirements of suitability and data adequacy. Therefore, it can be used for further analysis. In conclusion, based on the test, it can be seen that the measurement items of this study have good validity and good fit to the model.

**Hypothesis Testing**

Hypothesis testing as an answer to research questions as well as answering the objectives of this study.

Table 3: Direct Effect Hypothesis Testing Results

		CR	P	Beta
Habit	<-- Perceived Value	8023	***	.356
Habit	<-- Web Quality	3.736	***	.285
Repurchase Intention	<-- Habit	7,847	***	.351
Repurchase Intention	<-- Web Quality	-.309	.758	-.108
Repurchase Intention	<-- Perceived Value	8.844	***	.692

**Effect of Perceived Value on Repurchase Intention**

The results of testing hypothesis 1 show that the relationship between the variable PV(X1) and (Y) shows a coefficient value of 0.692 (positive) and a p-value < 0.05 so it can be concluded that PV(X1) has a positive effect on the RI (Y) variable. Based on the test results from empirical data, it

proves that the first hypothesis in this study, namely PV has a positive effect on RI in the case of buying Muslim clothing online in Banda Aceh, has been proven through the test above, which means H01 is rejected and Ha1 is accepted. From the results of this study it was found that the PV or value felt by consumers towards Shopee's services and products was good, so that consumers had the desire to buy more Muslim fashion products at Shopee.

**Effect of Website Quality on RI**

The results of testing hypothesis 2 show that the relationship between WQ (X2) and RI(Y) variables shows a coefficient value of -0.108 and a p-value of 0.758 which is greater than 0.05 so it can be concluded that WQ (X2) has no effect on RI(Y). Based on the test results from empirical data, it proves that the second hypothesis in this study, namely WQ has no effect on RI in the case of buying Muslim clothing online in Banda Aceh, has been proven through the above test, which means H02 is rejected and Ha2 is accepted. From the results of this study it was found that the WQ provided by Shopee was good.

**Effect Habit on R Repurchase Intention**

The results of testing hypothesis 3 show that the relationship between the variables Habit (Z) against RI(Y) shows a coefficient value of 0.351 (positive) and a p-value < 0.05 so it can be concluded that the effect of Habits (Z) positive effect on RI (Y). Based on the test results from empirical data, it proves that the third hypothesis in this study is Habit positive effect on RI in the case of buying Muslim clothing online in Banda Aceh, has been proven through the above test, which means H03 is rejected and Ha3 is accepted. From the results of this study it was found that the habits possessed by consumers make consumers have the desire to buy more Muslim clothing products at Shopee.

**Effect of Web Quality on Habit**

The results of testing hypothesis 4 show that the influence of Web Quality on Habit shows a coefficient value of 0.285 (positive) and p-value < 0.05 so it can be concluded that the influence of Web Quality on Habit is significant at 28.5%.

**Effect of Perceived Value on Habit**

The results of testing hypothesis 5 show that the influence of Web Quality on Habit (Z) shows a coefficient value of 0.356 (positive) and p-value < 0.05 so it can be concluded that the influence of Web PV on Habit (Z) is significant at 35.6%. Testing the mediation or indirect hypothesis uses Bootstrapping. The results can be seen in Tables 4.12 and 4.13 below:

**Table 4:** P-Value Bootstrapping Indirect

	WebQuality	PercValue	Habit	RepIntention
Habit	-	-	-	-
RepIntention	.525	.217	-	-

**Table 5:** Indirect Effect Coefficient with Bootstrapping

	WebQuality	PercValue	Habit	RepIntention
Habit	.000	.000	.000	.000
RepIntention	.100	.125	.000	.000

**Effect of Perceived Value on Repurchase Intention through habit**

The result of testing the effect of PV on RI through habit has a BOOTSTRAPPING p-value score of 0.217. The value obtained does not meet the requirements for the acceptance of Ha, namely the probability value less than 0.05. Thus, it can be stated that the effect of PV on RI through habit is not significant. If you look at the coefficient number, it is also too small, which is only 12.5%.

**Effect of Website Quality on Repurchase Intention through habit**

Test result the influence of WQ on RI through habit has a BOOTSTRAPPING p-value score of 0.525. The value obtained does not meet the requirements for the acceptance of Ha, namely the probability value less than 0.05. Thus, it can be stated that the influence of WQ on RI through habit is not significant. If you look at the coefficient, it is also too small, which is only 10.0%.

**5. Conclusion**

Of the five language hypotheses tested, one hypothesis was rejected, namely the influence of website quality on repurchase intentions. The other four hypotheses were accepted. The results of this study indicate that perceived values, habits owned by consumers make consumers have a desire to buy more Muslim fashion products at Shopee. While the quality of the website because its influence is not significant, it is not a determining factor in increasing the desire to shop again at Shopee.

In testing the two indirect effect hypotheses, both of them showed insignificant results. This means that habit cannot play a role as a mediator variable both on the effect of Perceived Value on repurchase intention and also on the influence of website quality on purchase intention.

**6. References**

1. Bottomley PA, Doyle JR. The interactive effects of

colors and products on perceptions of brand logo appropriateness. *Marketing Theory*. 2006; 6(1):63-83.

2. Brynjolfsson E, Smith Michael D. Frictionless commerce? A comparison of internet and conventional retailers. *Management Science*. 2000; 46(4):563-585.

3. Chang HH, Chen SW. The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*. 2008; 32(6):818841.

4. Chiu Chao-Min, Chen-Chi Chang. Determinants of customer repurchase intention to repurchase intention in online shopping. *Online Information Review*. 2009; 3(4):761-784.

5. Chou Shih-Wei, Hsu Shia-Shiang. Understanding online repurchase intention: social exchange theory and shopping habit. *Information Systems and e-Business Management*. 2016; 14(1):19-45.

6. Cronin JJ Jr., Brady MK, Hult GTM. Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*. 2000; 76(2):193-218.

7. Ferdinand A. *Structural Equation Modeling (5th ed.)*. Semarang: UNDIP, 2014.

8. Fishbein M, Ajzen I. *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley, 1975.

9. Ha Hong-Youl, Widow Swinder. An empirical test of a proposed customer satisfaction model in e-services. *Journal of Service Marketing*. 2008; 22(5):399-408.

10. Hair JF, Anderson RE, Tatham RL, Black W. *Multivariate Data Analysis, 6th Ed*. New Jersey: Pearson Education, Inc., 2006.

11. Huang CL. The Influence of Perceived Value on Repurchase Intention: A Leading 3C Retailer in Taiwan As An Example. *International Journal of Information and Business Management*, 2015, 43(1).

12. Yu Joseph CM, Wu LY, Chiao YC, Tai HS. Perceived Quality, Customer Satisfaction, and Customer Loyalty: The Case of Lexus in Taiwan. *Total Quality Management*. 2005; 16(6):707-719.

13. Khalifa Mohamed, Vanessa Liu. Online consumer retention: contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*. 2007; 16:780-792.

14. Khare A, Inman J. Habit regimes in consumption. *Advances in Consumer Research*. 2005; 32:35-36.

15. Kotler Philip. *The art of building customer value*. Jakarta: LPMB, 2003.

16. Lee, Chai Har, Eze Uchenna, Ndubisi Nelson. Analyzing key determinants of online repurchase intention. *Asia Pacific Journal of Marketing and Logistics*. 2011; 23(2):200-221.

17. Limayem M, Hirt SG, Cheung CM. How habit limits the predictive power of intention: the case of information systems continuance. *MIS Quarterly*. 2007; 31(4):705-737.

18. Verplanken B, Aarts H, van Knippenberg A. Habit, information acquisition, and the process of making travel mode choices. *European Journal of Social Psychology*. 1997; 27(5):539-560.

19. Wilson Nicholas, Keni. The Effect of Website Design Quality and Service Quality on Repurchase Intention: Trust Variable as a Mediation Variable. *Journal of Service Management and Marketing*. 2018; 11(2):291-

- 310.
20. Yi Y, La S. What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology and Marketing*. 2004; 21(5):351-373.
  21. Zhou T, Lu Yaobin, Wang Bin. The relative importance of website design quality and service quality in determining consumers' online repurchase behavior. *Information Systems Management*. 2009; 26(4):327-337.
  22. Tempo Business, <https://bisnis.tempo.co/read/537069/product-fashion-jadi-barang-e-commerce-terlaris/full&view=ok>. Retrieved February 10, 2020.
  23. Katadata Databox, <https://databoks.katadata.co.id/datapublish/2019/10/10/ten-user-e-commerce-2017-2023/>. Retrieved February 10, 2020.