



The Effect of Price Perception and E-Promotion on Repurchase Intention Mediated by E-Satisfaction on E-Commerce in Bandung City, Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Objective: The purpose of this study is to examine how price perception and e-promotion affect e-satisfaction-mediated repurchase intention in Bandung's Tokopedia e-commerce.

Study Design: This type of research is quantitative, which is intended to determine the relationship between price perception and e-promotion to repurchase intention mediated by e-satisfaction.

Place and Duration of Study: Tokopedia e-commerce, Bandung, between June and July.

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Methodology: The research method in the research is a quantitative approach and the research population is customers who have placed orders or purchases on Tokopedia e-commerce. The number of sample research populations in this study is based on the theory according to Sekaran & Bougie (2017) Roscoe, (1975) where the recommended research is a sample of at least ten times more than the research variable. Meanwhile, the researchers in this study calculated that the sample was 30 times more variables, with each sample consisting of price perception, e-promotion, repurchase intention, and e-satisfaction. The total population of this study is 123 respondents. The technique in determining the research sample used is convenience sampling which is classified as non-probability sampling. The sampling criteria are respondents aged 15-65 years, and have shopped for Tokopedia e-commerce more than 1 (one) purchase. The data processing in the study is a quantitative descriptive analysis through the likert scale in data collection. The multiple regression of the study uses the statistical program of social science (SPSS) version 25.

Results: Based on the results of the multiple regression test, there was a positive and significant influence between price perception and e-satisfaction.

Conclusion: Tokopedia e-commerce can increase price perception by paying attention to price affordability, adjusting prices to product quality, adjusting prices to product benefits and price variations with product availability so that consumers are more satisfied in shopping on Tokopedia e-commerce. Then, Tokopedia e-commerce can increase e-satisfaction by making shopping features more convenient so that consumers are happy to linger transacting on Tokopedia e-commerce.

Keywords: Price perception; e-promotion; e-satisfaction; repurchase intention.

1. INTRODUCTION

In the era of globalization, technological advances are happening rapidly, and everything is done online (Nurkhasanah & Mahmud, 2022). People can connect with each other using a variety of media, such as social media, which can be accessed online for free. Social media is not only easier to access on computers, but also more convenient to access on smartphones through apps, allowing users to access social media wherever and whenever they want (Harita & Siregar, 2022).

People's consumption patterns have changed as a result of the progress and ease of doing business through online media. According to Nurbayti, (2019) simplicity of use, ease of understanding, ease of making online purchase choices for potential customers, and happiness with transactions are the metrics used to evaluate how easy it is for potential customers to make transactions. Indonesians are becoming increasingly interested in using online shopping to meet their needs and desires (Permana, 2020). One of the platforms for online shopping and marketing it is e-commerce. Here is the analysis data of 10 countries with the largest projected e-commerce growth in the world.

The first place is Indonesia in terms of global e-commerce user growth of 30.5%, followed by Mexico ranked 2nd at 26.8% and Thailand at 22.9%. Therefore, the e-commerce market in

Indonesia is very broad. One of the most popular e-commerce in Indonesia is Tokopedia, which provides a wide range of goods and services in one application. Based on Top Brand Index, (2024), is a comparative data of the 5 e-commerce brand indices that are most in demand by the Indonesian people.

From this data, Tokopedia's e-commerce experienced a decrease in the top brand index from 2022 to 2024 by 6.1%. This is in line with the data taken from the following is data on Tokopedia visitor interest from April 30, 2023 – May 11, 2024: Google Trends, (2024).

Based on the last 12 months of data taken from there was a decline in Tokopedia visitor interest from 82 points in the range of April 30, 2023 - May 6, 2023 to 78 points in the range of May 5, 2024 - May 11, 2024. Google Trends, (2024) Looking at the assessment of the top brand index, 3 parameters were found, where the problem was included in the Share Commitment which shows the brand's ability to persuade consumers to make further purchases in the future. Similarly, in calculating the three indicators from Google Trend, the research problem is one of the things classified as future intention which shows the buyer's desire to buy or reuse the product in the future. This pattern shows that the reduction of repurchase intention in Tokopedia e-commerce is an issue in the study.

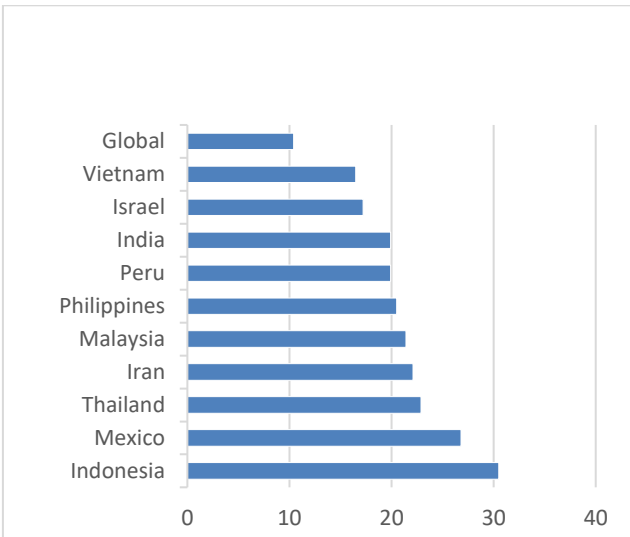


Fig. 1. Data analysis of top 10 countries with highest projected E-commerce Growth Rates Worldwide In 2024 Databoks (2024)

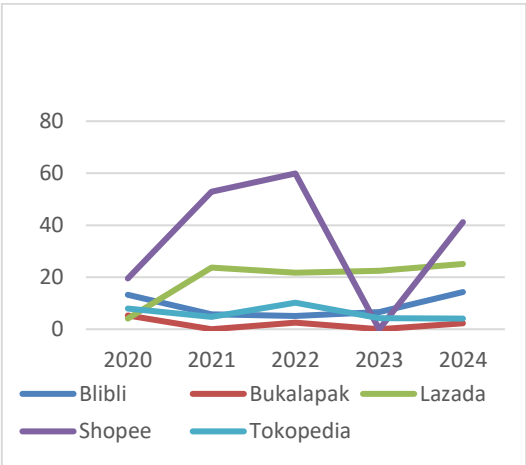


Fig. 2. Comparative data of the 5 Most In-Demand E-commerce Brand Indexes Top Brand Index (2024)

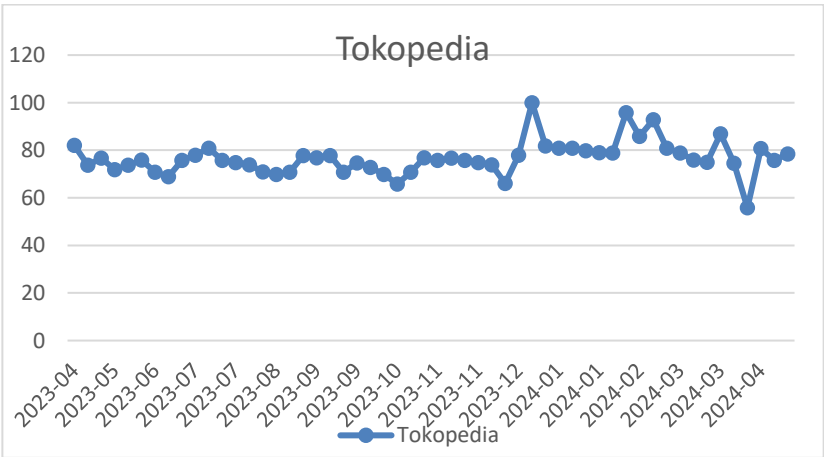


Fig. 3. Google trends Tokopedia search analysis data 30 April 2023 – 11 May 2024

Customer satisfaction is positively and significantly influenced by repurchase intension in Shopee e-commerce (Listyowati et al., 2024). These two conclusions can be used to explain why the greater the customer satisfaction, the higher the repurchase intent. Furthermore, customer satisfaction is influenced by price perception in Easy Shopping. It also proves that the customer satisfaction variable has a positive effect on price perception (Muthi et al., 2023). Therefore the change in price perception causes a unidirectional change in customer satisfaction. The results of other studies show that repurchase intension is directly influenced by price perception (Kartini et al., 2021). Therefore, it can be said that the higher the price perception results in the higher the repurchase intention will be accepted (Anggraeni et al., 2021). Then customer satisfaction is influenced by promotions on Easy Shopping (Muthi et al., 2023). Therefore, the change in promotion causes a unidirectional change in customer satisfaction. Furthermore, the results of other studies show that repurchase intension is directly influenced by promotions on Geprek Bensu Manado products (Manumpil et al., 2021). Referring to this result, it can be explained that the higher the promotion, the higher the repurchase intent. Temporarily. According to (Lucky et al., 2023) customer satisfaction it plays a role in mediating price perception towards repurchase tension at Transmart Mx Mall Malang. Furthermore, according to Munte et al., (2022) customer satisfaction it contributes to mediating promotions against repurchase intension in Online Shopping in Medan City.

The explanation mentioned above makes the previous findings very relevant because it still uses the variables of price perception, and repurchase intention. Therefore, the researcher updated the research object to Tokopedia e-commerce, the promotion variable was changed to e-promotion, for the consumer satisfaction variable to e-satisfaction and the novelty of the research locus in the city of Bandung. Then the limitation of the research is that the locus is used only in the city of Bandung. Thus, the study intends to prove the influence of price perception and e-promotion on e-satisfaction-mediated repurchase intention by involving Tokopedia e-commerce consumers, especially in the city of Bandung.

2. LITERATURE REVIEW

2.1 Price Perception

According to Bagaskara & Kana, (2021) price perception is the collection of a certain amount of money from the existence of a product and the existence of a certain amount of value that will be exchanged for consumers that are needed, so it can have several benefits when owned or used. Consumers' perception of store prices is one of the important considerations in determining their information search, store selection, and purchase decisions (Lii et al., 2024). The price perception indicator can be divided into 4, namely product price affordability, price suitability with product quality, price suitability with product benefits and product availability at varying prices (Bagaskara & Kana, 2021).

2.2 E-Promotion

E-promotion is a promotion carried out through the internet to inform and communicate directly to consumers without having to be face-to-face to make buying and selling transactions (Marshely et al., 2022). According Marshely et al., (2022) e-promotion indicators can be divided into 5, namely communicating, informing, product marketing, social media, and product knowledge.

2.3 E-Satisfaction

According to Sativa et al., (2016) e-satisfaction, it is defined as the accumulation of satisfaction that consumers get on every purchase and experience of consuming goods or services from time to time on an online site. The e-satisfaction indicator is divided into 3, namely the fulfillment of the expectations given by the product, satisfaction with the transaction experience on the site, feeling happy to have chosen the site over other sites. (Sativa et al., 2016)

2.4 Repurchase Intention

Repurchase intention is the behavior of an individual who is motivated to exchange his or her money back to enjoy the goods that have been purchased by the individual (Mudfarikah et al., 2021). Ferdinand, (2002) The indicators of repurchase intention according to are transactional interest, exploratory interest, preferential interest, and referral interest.

3. METHODS

Based on the theory according to Sekaran & Bougie (2017) Roscoe, (1975) where the recommended research is a sample of at least ten times more than the research variable. Meanwhile, the researchers in this study calculated that the sample was 30 times more variables, with each sample consisting of price perception, e-promotion, repurchase intention, and e-satisfaction. The total population of this study is 123 respondents. The technique in determining the research sample used is convenience sampling which is classified as non-probability sampling. The sampling criteria are respondents aged 15-65 years, and have shopped for Tokopedia e-commerce more than 1 purchase. The data processing in the study is a quantitative descriptive analysis through the likert scale in data collection. The multiple regression of the study uses the statistical program of social science (SPSS) version 25.

Table 1. Respondent profile

Information	Sum	(%)
Age / Age		
15-25	66	53,7%
26-35	53	43%
36-45	4	3,3%
46-55	0	0
56-65	0	0
Gender		
Man	82	66,7%
Woman	41	33,3%
Domicile of Bandung City		
Yes	123	100%
Not	0	0%
Work		
Student	0	0%
Student	47	38,2%
Entrepreneurial	15	12,2%
Private	61	49,6%
Employees		
Use of the Tokopedia Application		
1	58	47,2%
2	43	35%
3	21	17,1%
>3	1	0,7%

4. RESULTS AND DISCUSSION

The results of the validity test explained that if the number of each statement in the questionnaire exceeded the table value of 0.2638, all questionnaire question items would be considered valid. The data collection

instrument of this research is able to measure what needs to be measured. In addition, based on the idea proposed by Sekaran & Bougie (2017), the validity test findings show that Cronbach's alpha value is recognized as reliable for reasons higher than 0.6, allowing for more consistent measurements even when worked on at different times.

The results of the classical assumption test in Table 3 are used to determine that the data is normally distributed in the normality test, as shown by the significance value (sig) = > 0.05. Furthermore, the findings of the multicollinearity test explain that the tolerance value on each independent variable is greater than 0.10 and the variance in function (VIF) is less than 10, indicating the absence of multicollinearity in the model or correlation between independent variables. Furthermore, each variable has a significance value (sig) of > 0.05 according to the results of the heteroscedasticity test, which shows that neither heteroskedicity nor independent factors change the residual absolute value in the regression model.

Based on Table 4, the multiple regression equation can be generated as follows:

$$Y = 9.733 + 0.137 X_1 - 0.016 X_2$$

Based on the findings of multiple regression analysis 1, it was determined that each count on the price perception variable was 2.412 and e-promotion -0.433. However, the value of the coefficient β price perception was 0.215 and e-promotion was -0.039. This means that the e-satisfaction variable is positively and significantly influenced by price perception and e-promotion does not have a positive and significant effect on e-satisfaction. This is evident when the t-count of 1.65734 is higher than the t-table.

Based on Table 5, the multiple regression equation is produced as follows:

$$Z = 15,777 - 0.083 X_1 + 0.031 X_2 + 0,097 Y$$

By sourcing from the analysis of multiple regression results 2, the results of each calculation of the variable price perception were -1.063, the e-promotion variable was 0.623, and the e-satisfaction variable was 0.792. However, the value of the coefficient β electronic price perception was -0.099, e-promotion was 0.057 and e-satisfaction was 0.074. This means that

the variables of price perception, e-promotion and e-satisfaction do not have a positive and significant effect on repurchase intention because the table value of 1.97944 is higher than the tcal.

Based on Table 6, the results show that e-satisfaction mediates the influence of price perception and e-promotion on repurchase intention. The results of the sobel test were

obtained from the calculation of e-satisfaction in mediating the influence of price perception of 0.74931426 and e-promotion of 0.37916931 on repurchase intention where the results of the study were smaller than the table of 1.97976 as a result of the results of the study can describe the effect of e-satisfaction mediating the influence of price perception and e-promotion on repurchase intention.

Table 2. Validation and reliability tests

NO	Statement	Test results validity	Test results reliability
		R count (Person correlation)	Cronbach's alpha
Price Perception (x1)			
1.	The price of products sold on Tokopedia e-commerce is affordable.	0,832	0,818
2	The price of the products offered on Tokopedia is in line with the promised quality.	0,830	
3	Product prices on Tokopedia e-commerce are in accordance with the benefits obtained.	0,796	
4	Product prices on Tokopedia e-commerce have various variations.	0,759	
E-Promotion (x2)			
1	Tokopedia e-commerce provides a means of communication between buyers and sellers regarding the products offered.	0,618	0,752
2	Tokopedia e-commerce is able to clearly inform its consumers about products.	0,745	
3	Tokopedia e-commerce is able to market products attractively to its consumers.	0,831	
4	The Tokopedia application provides product promotions that are connected to social media.	0,644	
5	The Tokopedia application provides detailed information about the products sold.	0,700	
E-Satisfaction (Y)			
1	The products sold on Tokopedia e-commerce are able to meet the expectations of its users.	0,787	0,771
2	I feel satisfied with the experience of transacting on Tokopedia e-commerce.	0,843	
3	I feel happy to choose Tokopedia as a trusted e-commerce compared to other e-commerce.	0,859	
Repurchase Intention (Z)			
1	I want to make a transaction on the Tokopedia Application.	0,738	0,659
2	I want to search for more products on the Tokopedia application.	0,739	
3	I want to make the Tokopedia application the main e-commerce application compared to other applications.	0,729	
4	I want to refer the Tokopedia application to others.	0,615	

Table 3. Classical assumption test

No	Classic assumption test type	Criteria for receiving test results	Test results	Interpretation
1	Normality test (kolmogorov-smirnov)	(Sig) ≥ 0.05	(sig) = 0.07 (sig) = 0.399	Normally distributed
2	Multicollinearity test	Tolerance value > 0.1 , and VIF < 10	Tolerance value = 0.997 and VIF = 1.003 (First Equation) Tolerance value = 0.997 and VIF = 1.003 (First Equation) Tolerance value = 0.951 and VIF = 1.051 (Second Equation) Tolerance value = 0.996 and VIF = 1.004 (Second Equation) Tolerance value = 0.953 and VIF = 1.049 (Second Equation)	Free multicollinearity
3	Heteroscedasticity test	(Sig) ≥ 0.05	(sig) = 0.022 (First Equation) (sig) = 0.373 (First Equation) Whitc2 test count = 7.503 (First Equation)	Free from Heteroscedasticity
		c2calculate $<$ c2table (148.779262)	(sig) = 0.541 (Second Equation) (sig) = 0.133 (Second Equation) (sig) = 0.427 (Second Equation)	

Table 4. Multiple Regression Test 1

Coefficients ^a						
Model		Unstandardized Coefficient		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	9.733	1.174		8.288	.000
	X1.Price Perception	.137	.057	.215	2.412	.017
	X2.E.Promotion	-.016	.037	-.039	-.433	.666
a. Dependent Variable: Y.E.Satisfaction						

Table 5. Multiple regression test 2

Coefficients^a		Unstandardized Coefficient		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	15.777	1.982		7.958	.000
	X1.Price Perception	-.083	.079	-.099	-1.063	.290
	X2.E.Promotion	.031	.050	.057	.623	.535
	Y.E.Satisfaction	.097	.123	.074	.792	.430

a. Dependent Variable: Z.Repurchase.Intention

Table 6. Sobel test

Relationships between hypothesized variables	A	B	SA	SB	Sobel test results (T count)	Criteria for receiving Sobel test results	Interpretation
E-satisfaction -> price perception -> repurchase intention	0,137	0,097	0,057	0,123	0,74931426	tcal > t table = 1.97976	E-satisfaction does not mediate the impact of price perception on repurchase intention
E-satisfaction -> e-promotion -> repurchase intention	0,016	0,097	0,037	0,123	0,37916931		E-satisfaction does not mediate the impact of e-promotion on repurchase intention

Table 7. Hypothesis test

Hypothesis	Relationship Between Variables	T count	Significant	Interpretation of Hypothesis Test Results	
H1	Price perception -> e-satisfaction	2,412	0,017	H0 successfully rejected	Work hypothesis supported by empirical data
H2	E-promotion -> e-satisfaction	-0,433	0,666	H0 failed to be rejected	Hypothesis not supported by empirical data
H3	Price perception -> repurchase intention	-1,063	0,290	H0 failed to be rejected	Hypothesis not supported by empirical data
H4	E-promotion -> repurchase intention	0,623	0,535	H0 failed to be rejected	Hypothesis not supported by empirical data
H5	E-satisfaction -> repurchase intention	0,792	0,430	H0 failed to be rejected	Hypothesis not supported by empirical data
H6	E-satisfaction -> price perception -> repurchase intention	0,7493	-	H0 failed to be rejected	Hypothesis not supported by empirical data
H7	E-satisfaction -> e-promotion -> repurchase intention	0,3792	-	H0 failed to be rejected	Hypothesis not supported by empirical data

The results of the first hypothesis test explained that H0 was successfully rejected. Explaining that e-satisfaction is positively and significantly affected by price perception. These results are supported by research by Wijayanto et al., (2023) shows that price perception has an effect on e-satisfaction. Then additional research findings reveal that price perception is positively and significantly influenced by e-satisfaction on Tokopedia e-commerce (Wijaya et al., 2021). Subsequently, the second hypothesis failed to reject H0, based on the results explaining that e-promotion has no effect on e-satisfaction (Woen et al., 2021). Furthermore, the third hypothesis fails to reject H0, which explains that price perception has no effect on repurchase intention. In previous research, it was explained that price perception did not have a significant effect on repurchase intention (Kevin et al., 2021). Furthermore, the fourth hypothesis fails to reject H0, which explains that e-promotion has no effect on repurchase intention. The study is corroborated by previous research explaining that e-promotion has no effect on repurchase intention (Pura et al., 2020). Furthermore, the fifth hypothesis fails to reject H0, which explains that e-satisfaction has no effect on repurchase intention. Furthermore, the sixth and seventh hypotheses fail to reject H0, therefore it is true if it can be interpreted that e-satisfaction plays a role in mediating the influence of price perception and e-satisfaction on repurchase intention. Thus, the findings of this research corroborate previous studies on related situations, based on the explanations that have been given.

5. CONCLUSION

Based on the findings from the results of the research, price perception has a positive and significant effect on e-satisfaction. The next six hypotheses were rejected. It is recommended for future researchers, it is possible to change the research locus of other cities or to expand the scope of the research locus. Researchers are further advised to add more other variables or dimensions that were not studied to the study and examine those related to repurchase intention. The advice addressed to Tokopedia e-commerce is that it is necessary to consider increasing price perception which indirectly increases e-satisfaction. The better the price perception, the better the e-satisfaction. Thus, to increase e-satisfaction e-commerce, Tokopedia can strive to increase price awareness. Tokopedia e-commerce can increase price perception by paying attention to price

affordability, adjusting prices to product quality, adjusting prices to product benefits and varying prices with product availability so that consumers are more satisfied in shopping on Tokopedia e-commerce. Then, Tokopedia e-commerce can increase e-satisfaction by making shopping features more convenient so that consumers are happy to linger transacting on Tokopedia e-commerce.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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