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Web Design and Consumer Repurchase Intention: The Roles of E-Satisfaction

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Abstract.
Objective: Repurchase Intention (RI) becomes one of the frame aspects of customer retention. This study aims to investigate the impact of Web Design (WD) on customers Repurchase Intention (RI) and to evaluate whether E-Satisfaction (ES) serves as a mediator in this relationship.
Methods: The research employed a quantitative approach, utilizing purposive sampling to gather data sourced from 124 students from several colleges in Semarang. It conducted a Structural Equation Modeling (SEM) analysis using SmartPLS.
Result: The findings of this research show that Web Design (WD) has a significant and positive effect on Repurchase Intention (RI). Additionally, E-Satisfaction (ES) positively influences Repurchase Intention (RI) and serves as a mediator for the beneficial impact of Web Design (WD) on Repurchase Intention (RI).
Novelty: The findings of this study provide recommendations for Bukalapak to enhance its Web Design (WD) and ensure high levels of user E-Satisfaction (ES). These strategies can help boost user interest in making repeat purchases on the Bukalapak platform. The novelty in this study lies in the use of diverse range of objects and research methods that are different from previous studies.

Keywords: Web design, E-satisfaction, Repurchase intention, E-commerce
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INTRODUCTION

The increasing number of Indonesian internet users actively engage buying and selling products and services online activity, either using official websites, social media, or mobile applications [1]. This surge in an e-commerce perspective has intensified high internet accessibility, e-commerce growth has also increased significantly, resulting in high competition among e-commerce [2]. In conditions of this high competition, e-commerce must pay close attention to consumer behavior in order to keep competitive.

Repurchase Intention (RI) becomes one of the components of customer retention. This is one of the keys to successful marketing using mobile applications that are not only related to transactions, but also to the long-term relationship felt by customers with the brand/company or customer equity [3]. Repurchase Intention (RI) is crucial for businesses, as it signals ongoing viability, future revenue potential, and profitability [4].

According to the Planned Behavior theory, which explains an extension of the Theory of Reasoned Action, human behavior is performed by considering various available information [5]. Based on the Theory of Planned Behavior, the most important determinant of an individual's behavior is the intention to behave. A person may or may not engage in a behavior depending on the intention they have [6]. The benefit of this theory is used to understand the motivational influences on individual behavior.

Web Design (WD) is a key factor influencing Repurchase Intention (RI). In a competitive and diverse e-commerce environment, users can quickly move between platforms if they encounter difficulties during the electronic transaction process [7]. The quality of Website Design (WD) directly influences user experience, with well-designed sites positively impacting enjoyment, trust, engagement, and shopping intentions [7].

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Additionally, the critical role of Website Design (WD) for e-commerce businesses aims to retain customers. The quality of Website Design (WD) significantly influences user experience, and a well-crafted site positively affects consumer enjoyment, trust, engagement, and shopping intentions, including Repurchase Intentions (RI), which become key factors in consumer loyalty [7].

Another factor that affects Repurchase Intention (RI) is E-Satisfaction (ES), which refers to consumers' perceptions of convenience, transaction methods, site design, and the services offered [8]. Moreover, when consumers are satisfied with a product or service, they are likely to make repeat transactions, indicating greater loyalty [8]. Customers who are satisfied with the services offered by an e-commerce platform and believe those services are top-notch will find that satisfaction plays a key role in influencing their intention to make repeat purchases [9].

According to the various e-commerce platforms in Indonesia, Bukalapak is one of the most popular "authentically" Indonesian platforms. It has a user-friendly interface design that makes it easy to find the product information needed. The information provided on Bukalapak is also quite comprehensive and up-to-date. However, despite Bukalapak's efforts being similar to those of its competitors, its achievements have not showed significant growth.

Based on data from Databooks.katadata.co.id, the Shopee site cumulatively achieved around 2.3 billion visits from January to December 2023, far surpassing its competitors. In contrast, with 168.2 million visits, Bukalapak ranked at the bottom, a decrease of 56.5% from the previous year [10]. This decline in visitors also impacted Bukalapak's ability to achieve several of its planned targets. In 2022, Bukalapak set a revenue target of 2.7 trillion to 3 trillion rupiah. However, by the end of the first quarter, Bukalapak had only reached 778 billion rupiah, or approximately 29% of its target [11].

The operating revenue results indicate a discrepancy between the strategies implemented by Bukalapak and the actual sales achieved. Bukalapak's low ranking in visitor traffic, along with fluctuating sales and operating revenue that have not met targets can be concluded that there is a misalignment between Bukalapak’s strategies and the realized outcomes. This discrepancy serves as the focal issue of this study.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Repurchase intention

Intention is described as a state before someone takes an action, interest (intention) can be used as a basis for estimating a person's behavior or actions. Interest will influence consumers in making a decision, which is related to the final decision that will be taken by the consumer [12]. Repurchase Intention (RI) reflects a consumer's desire and willingness to buy a product again, driven by the satisfaction they experienced in relation to their expectations for that product [13].

Web design

Web Design (WD) plays a crucial role in website development as a high-quality site is characterized not only by its functional responsiveness, but also by its artistic and aesthetic elements, along with an effective user interface [14]. The quality of Website Design (WD) can be defined by how well the navigation system functions and the overall appearance of the site [15]. In the e-commerce industry, Website Design (WD) quality is crucial for a company's success. It not only contributes to customer satisfaction but also serves as a communication tool, acting as a "bridge" between sellers and buyers.

When an e-commerce site operates effectively and is user-friendly, it enhances customer trust in the platform. Therefore, a well-designed and high-quality website can signal that the e-commerce business with a strong reputation, encouraging customers to return for future purchases [16]. Several studies indicate a correlation between Web Design (WD) and Repurchase Intention (RI) in e-commerce [15]–[17]. Based on the body of existing literature, the following hypothesis can be seen as follows:

H1. Web design has a positive effect on repurchase intention.

E-satisfaction

Customer satisfaction refers to the sense of pleasure and well-being that customers experience. It indicates how well the consumption experience meets their needs, acting as a response to those needs being fulfilled [18]. When customers are satisfied with the service they receive, this satisfaction can build trust in the brand

or company over time. If customers believe that the service provided is top-notch, both satisfaction and trust become key factors influencing their intention to repurchase from the company [9].

Satisfaction reflects the feelings customers experience when the service they receive meets their expectations. When customers feel satisfied and believe the service is exceptional, this satisfaction becomes a significant factor influencing their intention to repurchase. Several studies have found that E-Satisfaction (ES) can significantly influence Repurchase Intention (RI) [4], [19], [20]. Building on previous research, the researchers introduce the following hypothesis:
H2. E-Satisfaction has a positive effect on repurchase intention.

Web Design (WD) is a key component of website development as a high-quality website is characterized not only by its functionality, but also by its artistic and aesthetic elements, including the user interface [14]. Web Design (WD) is one of the keys to achieving positive results in user online shopping behavior because it is related to user satisfaction. Many previous studies have also made similar observations [7], [21]. Informed by the existing literature, the following hypothesis is proposed:
H3. Web design has a positive effect on E-Satisfaction.

Website Design (WD) quality has a crucial role in shaping the image of an e-commerce platform. If this image generates a positive first impression for customers, it can lead to greater satisfaction. Additionally, Web Design (WD) influences customer responses and cognitive assessments, which are essential for companies aiming to foster customer satisfaction. This satisfaction, in turn, encourages customers to shop again [15]. Several other studies have similarly indicated that E-Satisfaction (ES) acts as a mediating factor in the correlation between Web Design (WD) and Repurchase Intention (RI) [15], [22]. Based on prior research, the following hypothesis can be seen as follows:
H4. Web design has a positive effect on repurchase intention through E-Satisfaction.

METHODS

The conceptual framework in this study was used to examine the correlation of the concepts being researched. The type of research used quantitative research to test the hypothesis. The questionnaire was designed with several items. The items for the factors in the causal model were adapted from earlier studies, specifically regarding the concept of Web Design (WD) adapted from Suurma [21], E-Satisfaction (ES) adapted from Miao [2], and Repurchase Intention (RI) adapted from Shen; Pham [23], [24].

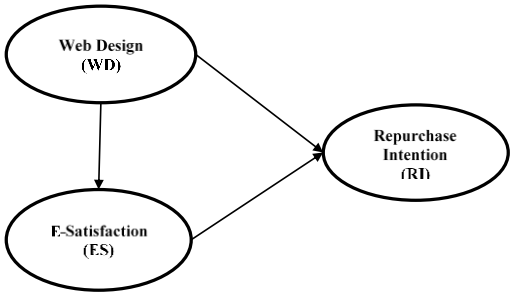

Figure 1. Conceptual framework

For item measurement, a five-point Likert scale was employed. Likert scale means a scale that is useful for measuring attitudes and opinions of respondents about social activities. This scale will facilitate respondent responses and provide an opportunity for the author to process [25]. The target population for the study comprised college students who have made purchases through the Bukalapak application. College students were selected because they represent a group with a high level of e-commerce usage and have a particular concern with web design. In order to address the uncertainty in sample size, the required number of samples can be calculated by multiplying the number of items by 5 [26].

n= number of indicators x 5 [26]
In this study, with 22 items, the minimum sample size needed is:
n= 22 x 5 = 110 samples.

In this study, Structural Equation Modeling (SEM) serves as the data analysis method, with Partial Least Squares (PLS) used as the analytical tool. The software SmartPLS has fewer requirements and assumptions, making it highly suitable for business and management research, especially in the field of marketing, where measuring perceptions and obtaining normally distributed data is often challenging. SmartPLS utilized a bootstrapping method, or random re-sampling, which did not rely on normality assumptions. Furthermore, Smart PLS can be used to test small-scale samples.

The analysis was conducted using the Partial Least Squares (PLS) algorithm with SmartPLS 3.0 software. The steps are as follows:

1. Convert the questionnaire data into CSV format.
2. Create new project.
3. Input the CSV questionnaire file.
4. Draw the research model.
5. Run PLS Algorithm to test the data quality.
6. Run Bootstrapping to test the hypothesis.

RESULTS AND DISCUSSIONS

Of the 128 online surveys distributed via Google Forms, 124 respondents (96.9%) met the inclusion criteria. This study examined three specific respondent attributes, including gender, age, and transaction history.

Table 1. Respondents' characteristics

Gender	Frequency	Percentage	Age	Frekuensi	Percentage	Transactions	Frekuensi	Percentage
Men	65	52.4 %	20	19	15.3 %	< 5	84	67.7 %
Women	59	47.6 %	21	15	12.1 %	5 - 10	36	29.1 %
			22	42	33.9 %	> 10	4	3.2 %
			23	48	38.7 %			

Outer model

An outer model examined the validity and reliability of the correlation between latent variables and their indicators within a structural equation model.

Convergent validity

The outer loading value for all research constructs should be above 0.7 [27]. Therefore, it can be concluded that all construct studies have met the convergent validity test if they have a value above 0.7. This stage requires a re-estimation process, namely removing items that have a validity value below 0.7.

Table 2. Outer loading test results

Variable	Indicator	Outer Loading (>0,7)
Web Design (WD)	WD 1	0.777
	WD 2	0.825
	WD 3	0.842
	WD 4	0.765
	WD 5	0.766
	WD 6	0.736
	WD 7	0.793
E-Satisfaction (ES)	eS 1	0.747
	eS 2	0.773
	eS 3	0.811
	eS 4	0.769
	eS 6	0.755
Repurchase Intention (RI)	RI 1	0.705
	RI 2	0.739
	RI 3	0.818
	RI 4	0.824
	RI 5	0.798
	RI 6	0.719
	RI 7	0.715
	RI 8	0.763

It is important to note that two statements of WD8 and eS5, are absent from the table. These indicators were excluded from data processing due to their invalidity (re-estimation process) as they had outer loading values of less than 0.7, and repeated testing was conducted.

Table 3. AVE value

Variable	AVE
Web Design	0.619
E-Satisfaction	0.595
Repurchase Intention	0.580

Additionally, information is deemed legitimate if it satisfies the Average Variance Extracted (AVE) standard, which is ≥ 0.5 [28]. The validity of each variable is confirmed by Table 3, which displays that its AVE value is greater than the 0.5 cutoff. The indicators in this study are considered valid and exhibit convergent validity in light of the outer loading values and AVE. A valid model with correlations that satisfy the requirements, where each variable's outer loading value is greater than 0.7, is shown below.

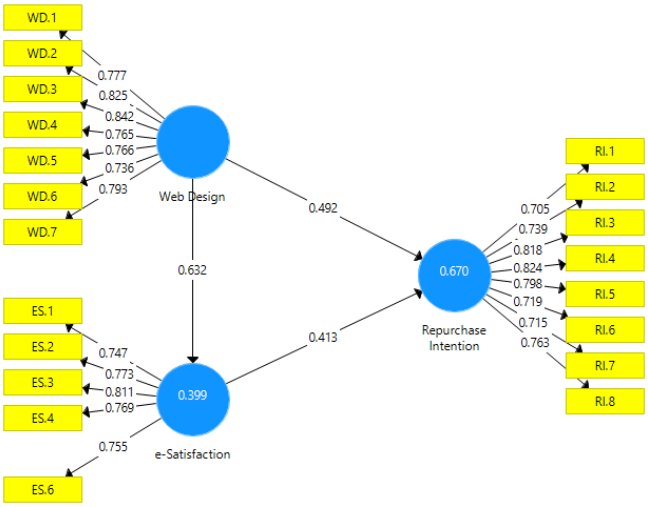

Figure 2. Structure model

Discriminant validity

Discriminant validity confirms that a construct is distinct from others, underscoring its unique role in representing unexplored phenomena within the model [27].

Table 4. Cross loading's

	Repurchase Intention	Web Design	E-Satisfaction
ES.1	0.453	0.464	0.747
ES.2	0.565	0.567	0.773
ES.3	0.602	0.488	0.811
ES.4	0.632	0.460	0.769
ES.6	0.521	0.450	0.755
RI.1	0.705	0.421	0.445
RI.2	0.739	0.507	0.441
RI.3	0.818	0.596	0.684
RI.4	0.824	0.657	0.630
RI.5	0.798	0.652	0.589
RI.6	0.719	0.569	0.519
RI.7	0.715	0.575	0.470
RI.8	0.763	0.565	0.574
WD.1	0.583	0.777	0.545
WD.2	0.623	0.825	0.490
WD.3	0.595	0.842	0.566
WD.4	0.568	0.765	0.502
WD.5	0.591	0.766	0.440
WD.6	0.608	0.736	0.428
WD.7	0.582	0.793	0.501

Each construct's correlation with its corresponding indicator is higher than its correlation with other constructs, as Table 4 demonstrates. Consequently, all of the indicators have strong discriminant validity.

Reliability test

Cronbach's alpha and composite reliability are the two methods used to measure reliability in PLS. If a questionnaire's internal consistency is between 0.6 and 0.7, it is considered reliable [28]. Table 5 confirms the validity and reliability of this research tool by demonstrating that both composite reliability and Cronbach's alpha surpass the 0.6 thresholds.

Table 5. Reliability test

	Cronbach's Alpha	rho_A	Composite Reliability
Web Design	0.897	0.898	0.919
E-Satisfaction	0.830	0.833	0.880
Repurchase Intention	0.896	0.903	0.917

Inner model

The inner model test evaluates data structures using statements that are both valid and dependable to get better model accuracy.

Collinearity assessment at the construct level

Two constructs with a tolerance < 0.2 or VIF > 5 indicate the constructs have a collinearity issue. To ensure that the two constructs do not have a collinearity problem, the tolerance should be > 0.2 or VIF < 5 [27].

Table 6. Inner VIF values

	Repurchase Intention	E-Satisfaction
Web Design	1.665	1.000
E-Satisfaction	1.665	

The result in the table above reveals that there is no collinearity issue between the two related constructs, as indicated by the VIF value < 5 and > 0.2.

Goodness of fit (GoF) index

The Goodness of Fit (GoF) Index has several criteria: 0.02, 0.15, and 0.35, which indicate small, medium, and large effects, respectively [27].

$$\begin{aligned}\text{Goodness of Fit} &= \sqrt{\overline{\text{AVE}} \times \overline{\text{R}^2}} \\ &= \sqrt{0.598 \text{ x } 0.534} \\ &= \sqrt{0.319} \\ &= 0.565\end{aligned}$$

The GoF index value for this study is 0.565, which is close to 1, indicating a good fit between the observed results and the expected values.

Effect size (f^2)

A latent variable is considered to have a sufficient effect size if the f^2 value is greater than 0. If the f^2 value is below zero, it indicates that the latent variable does not have a sufficient effect size. The categories for f^2 values are 0.02, 0.15, and 0.35, indicating small, medium, and large effects, respectively [27].

Table 7. Effect size

	Repurchase Intention	E-Satisfaction
Web Design	0,440	0,665
E-Satisfaction	0,310	

As shown by the effect size results in Table, the model has an average effect size of 0.471. This result indicates that the model has a large effect size.

Predictive relevance (Q^2)

The Q^2 value can be obtained through the blindfolding procedure, which yields the construct's cross-validated redundancy estimation. This involves comparing two values: the sum of squared prediction errors

(SSE) and the sum of squared observations (SSO). The Q^2 value can be calculated using the formula $Q^2 = 1 - (SSE / SSO)$ [27].

Table 8. Effect size

	SSO	SSE	Q^2 (=1-SSE/SSO)
Repurchase Intention	992,000	620,831	0,374
Web Design	868,000	868,000	
e-Satisfaction	620,000	478,382	0,228

According to the calculated Q^2 value presented in Table, it can be concluded that the endogenous constructs have predictive relevance (greater than 0) and can accurately predict data not used for model evaluation.

Coefficient of determination (R^2)

This study aims to understand how changes in exogenous variables affect endogenous variables [28]. Greater precision in the data test is indicated by the higher percentage [28].

Table 9. Analysis of R-squared test

	R-Squared	**Adjusted R-Squared**
E-Satisfaction	0.399	0.394
Repurchase Intention	0.670	0.664

With an R-Squared value of (0.399), the E-Satisfaction (ES) variable in Table 6 indicates that Web Design (WD) contributes 39.9% of the total, with other factors influencing the remaining portion. Additionally, Web Design (WD) and E-Satisfaction (ES) account for up to 67% of the total, with other factors influencing the remaining portion, according to the Repurchase Intention (RI) variable's R-Squared value of 0.670.

Hypothesis test

A significance test < 0.05 and a t-statistic value > 1.657 for the one-tailed hypothesis indicate that the hypothesis test employs the bootstrapping method [27]. Direct and indirect effects are two tests used.

Direct effect hypothesis

For hypothesis testing, bootstrapping was used, revealed path analysis or coefficients with direct effects.

Table 10. Direct effect

	Original Sample	**Sample Mean**	**Standard Deviation**	**T Statistics**	**P Values**
WD -> RI	0.492	0.490	0.080	6.149	**0.000**
eS -> RI	0.413	0.418	0.071	5.807	**0.000**
WD -> eS	0.632	0.632	0.061	10.303	**0.000**

According to the direct effect hypothesis test results, Bukalapak consumers' E-Satisfaction (ES) and Web Design (WD) have a positive correlation with their intention to repurchase (see table 10). These findings are in line with H1, H2, and H3, with t-statistic above the t-table value (1.657) and p-values below 0.05.

The results of the data analysis test show that Web Design (WD) significantly raises Repurchase Intention (RI). A subset of the theory of Reasoned Action and the theory of Planned Behavior is supported by this finding. The theory is based on the idea that people act in certain ways based on the information that is available to them. Ajzen also included one more element, which is the perception of behavioral control by the individual [5]. User perceptions based on their experience while using Bukalapak and the Web Design (WD) they feel have an influence on their repurchase behavior.

According to this study, Bukalapak's Web Design (WD) can display information in an attractive and light manner, navigate or use the application with ease and responsiveness, as well as provide users with comprehensive and educational content based on their needs. Furthermore, Bukalapak has the ability to design their services with a comprehensive transaction process that is simple for users to comprehend; the specifics of the steps that users must take during the transaction are also shown in an understandable manner. Because of this, customers are more likely to return to Bukalapak for their next purchase when the website is well-designed and of high quality, reflecting Bukalapak positive reputation.

These results support the first hypothesis, according to which Web Design (WD) positively affects Repurchase Intention (RI). The findings of earlier research by Wilson et al., which demonstrated that Web Design (WD) positively influences Repurchase Intention (RI) in e-commerce, are also supported by this study [15]. Similar results have been found by a number of other earlier studies, namely that Web Design (WD) positively influences Repurchase Intention (RI) [16], [17].

The results of the data analysis test indicate that E-Satisfaction (ES) significantly increases Repurchase Intention (RI). The Theory of Planned Behavior is validated by this outcome. Assael asserts that users are influenced by two factors when making decisions. First, brand choices are influenced by individual users' needs, perceptions of the brand, attributes, and attitudes toward alternatives. The environment also has an impact on user decision-making, which is the second influence [29]. When users are satisfied with Bukalapak, leading them to choose other options in order to keep using Bukalapak.

According to this study, users' E-Satisfaction (ES) with Bukalapak can encourage them to make additional purchases there. Users who are satisfied with Bukalapak are more likely to make repeat purchase. Factors contributing to satisfaction include comfort, security, and overall satisfaction with the platform.

These findings support the second hypothesis, which states that E-Satisfaction (ES) positively affects Repurchase Intention (RI). Additionally, this study confirms the findings of earlier research by Miao et al. that E-Satisfaction (ES) positively influences Repurchase Intention (RI) in e-commerce [19]. Similar findings have been made by a number of other earlier studies, particularly that E-Satisfaction (ES) positively influences Repurchase Intention (RI) [4], [20].

The results of the data analysis test also demonstrate that Web Design (WD) significantly improves E-Satisfaction (ES). Therefore, it can be said that Bukalapak users' E-Satisfaction (ES) may be impacted by Web Design (WD). According to the theory of planned behavior, human behavior is determined by considering a variety of available information. Because it is correlated to user satisfaction, Bukalapak's Web Design (WD) is one of the keys to getting favorable results on users' online shopping behavior.

This study discovered that Bukalapak's Web Design (WD) can present information in an appealing and light manner, that navigating or using the application is intuitive and responsive, and that Bukalapak can offer comprehensive and educational content based on user requirements. Furthermore, Bukalapak has the ability to design their services with a comprehensive transaction process that is simple for users to comprehend. This includes clearly displaying the stages that users go through during the transaction. These initiatives have been successful in giving users a sense of satisfaction that includes overall satisfaction, sense of security when transacting, and ease of use.

These findings support the third hypothesis, which holds that E-Satisfaction (ES) is positively influenced by Web Design (WD). This study supports the results of previous research by Guo et al., which showed that shopping websites with improved information, navigation, and visual design are considered as more advantageous and satisfying and retain more customers [7]. Similar findings have been made by a number of other earlier studies, namely that Web Design (WD) improves E-Satisfaction (ES) [21], [30].

Indirect effect hypothesis

Path analysis and coefficients with an indirect effect are revealed by the bootstrapping method of hypothesis testing. Table 8 presents the results of the indirect effect hypothesis test, which show that E-Satisfaction (ES) can mediate the effect of Web Design (WD) on Repurchase Intention (RI). With t-statistic values above the crucial t-table value (1.657) and p-values below 0.0, these results support H4.

Table 11. Indirect effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
WD -> eS -> RI	0,261	0,265	0,056	4,700	**0,000**

Tthe results of the data analysis test indicate that E-Satisfaction (ES) significantly mediates the positive influence of Web Design (WD) on Repurchase Intention (RI). This relationship is partially mediated by E-Satisfaction (ES), which implies that Web Design (WD) will have a greater impact on Repurchase Intention (RI) if E-Satisfaction (ES) is present. This implies that users' intention to repurchase will be more strongly influenced by Web Design (WD) if they are pleased with Bukalapak. User satisfaction with Bukalapak’s

design influences their behavior, acting as an internal motivator for them to make additional purchases. As a result, Bukalapak's design is bolstered by user satisfaction, which can have a greater impact on the user's propensity to make additional purchases.

These findings support the fourth hypothesis, which holds that E-Satisfaction (ES) from Web Design (WD) influences Repurchase Intention (RI) favorably. The findings of earlier research by Wilson et al., which demonstrated that E-Satisfaction (ES) acts as a mediating factor in the correlation between Web Design (WD) and Repurchase Intention (RI), are also supported by this study [15]. Similar findings were found by Hardiyanto and Firdaus study, who discovered that E-Satisfaction (ES) become a mediating role [22].

CONCLUSION

According to this result, t is advised that Bukalapak is able to sustain these conditions, because each variable correlation has a fairly high influence. Bukalapak can preserve Web Design (WD) conditions by focusing on a nice, appealing look while maintaining user-friendliness, light and easy navigation, comprehensive content that meets customer needs, and a simple and straightforward transaction process. Furthermore, Bukalapak must focus on user comfort security (particularly when conducting transactions), and general comfort in order to sustain E-Satisfaction (ES). Successfully putting these tactics into practice could influence customers to become more devoted to the brand. However, this study has several limitations. One of this limitation is that the research's subject is limited to Semarang students. Due to staffing and time constraints, the sample size was also limited to 124 respondents. Therefore, future research is expected to cover more ground participants than just the student population. Additional factors that affect loyalty behavior, such as age, education, income, or employment, could be added to this research framework as control variables to obtain a more complete understanding. Suggestion for further researchers is to conduct research on the same aspects but with different objects. This research can be the basis for conducting more in-depth research on other variables that can influence consumer behavior in making transactions through e-commerce, such as service quality, payment methods, etc.

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