



JOURNAL

**FACTORS AFFECTING REPURCHASE INTENTION AND E-SATISFACTION IN
CONSUMERS ALFAGIFT IN PURCHASING GROCERY PRODUCTS IN
JABODETABEK**

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Abstract:

This study was made to examine and examine the significant effect of 1) brand image on repurchase intention 2) e-service quality on repurchase intention 3) brand image on e-satisfaction 4) e-service quality on e-satisfaction 5) e-satisfaction on repurchase intention 6) brand image on repurchase intention through e-satisfaction 7) e-service quality on repurchase intention through e-satisfaction. The research was conducted using an online survey instrument method via google form and analyzed using SPSS version 26 and SEM (Structural Equation Model) from AMOS software version 26. The target respondents of this study were Alfacgift consumers who had purchased Alfacgift products at least 3 times in the last 1 month who residing in Jabodetabek. Of the 246 respondents who were collected, the results stated that all hypotheses were accepted and significant.

Keywords: Alfacgift, Repurchase Intention, E-Satisfaction, Brand Image, E-Service Quality



Background

The development of digital technology has continued to grow rapidly in recent years, affecting various aspects of human life throughout the world. Advances in digital technology have had a significant impact on changes in people's behavior and consumption patterns (Bhattacharya et al., 2019).

The development of digital technology has opened up new opportunities for businesses around the world, including in the electronic commerce or e-commerce sector (Kim & Kim, 2019). E-commerce has grown rapidly in recent years and has become an integral part of the daily lives of many people around the world. According to data from Statista (2023), the value of e-commerce transactions in Indonesia in 2019 reached around 238.3 trillion rupiah and is expected to continue to grow to more than 436.2 trillion rupiah in 2022. The increased use of mobile technology and ease of internet access has made it easier for consumers to make purchases online, even from abroad. In addition, the use of technologies such as big data and artificial intelligence has also increased operational efficiency and user experience on e-commerce platforms.

Food application-based e-commerce in Indonesia is a newly developing business, its penetration is still around big cities such as Jakarta, Bogor, Depok, Tangerang, Bekasi (Nuraini and Muslim, 2021). However, the business is considered to have great potential to continue to grow. According to research from the Institute of Grocery Distribution (IGD) Asia (2019), the value of the online grocery market will grow by 198% from USD 99 billion in 2019 to USD 295 billion in 2023. Southeast Asia is projected to experience the fastest growth and the market in Indonesia will become increasingly important for business people because it is considered to have a large scale. Bisnis e-commerce mengalami pertumbuhan yang pesat di Indonesia. Tahapan awal, e-commerce di negara berkembang termasuk Indonesia didominasi oleh penjualan kategori fashion dan elektronik. Namun, investasi yang signifikan dalam penyimpanan rantai dingin dan logistik oleh perusahaan e-commerce dalam beberapa tahun terakhir telah memicu pertumbuhan penjualan untuk kategori produk segar (Kusuma, 2021). Kehadiran layanan online grocery memungkinkan konsumen untuk memesan bahan pangan, seperti sayuran, buah-buahan, daging, seafood dan bahan pangan lainnya melalui aplikasi.

With the increasing popularity of e-commerce groceries, consumers from various segments are starting to use this platform to buy food products and household needs (Erdmann & Ponzoa, 2021). In a survey conducted by Kadadata.co.id (2022), it was explained that out of 2,000 respondents throughout Indonesia, only 13.65% usually shop for monthly household needs online or use e-commerce services. From this group, the majority usually shop online using the Alfagift application (21.98%). This survey also noted that most of the other respondents still prefer offline monthly shopping, be it at supermarkets, traditional markets, grocery stalls, or supermarkets. From the survey Alfagift can maintain customer



loyalty on a constant basis every month. Through the Alfagift application, people can order food ingredients such as fruits, vegetables, meat, spices and food thanks to online grocery services.

Alfagift is a digital software program introduced by PT. Sumber Alfaria Trijaya Tbk, in 2015. It allows users to buy daily needs online using a virtual membership card, and offers a variety of products at low costs (Maulida & Utami, 2022). Alfagift makes it easy for customers to make payments by providing a number of payment options via BCA, e-money, and Go-Pay. According to data from the Google Play Store as of January 2023, up to 10 million people have downloaded the Alfagift application. This shows the extraordinary enthusiasm of Alfamart customers in utilizing the Alfagift application to purchase equipment for their daily lives online. To win the competition, Alfagift must continue to develop and improve its business so that it can provide a better shopping experience for consumers (Rahayu & Kurniawan, 2019).

Simultaneously with e-commerce businesses continuing to improve their services so that the uniqueness of repurchase intention can be felt, researchers want to examine the independent and dependent variables that influence consumers to repurchase products from an e-commerce platform. These goals are set with the hope of helping e-commerce platforms in building strategies and focusing on significant variables.

THEORETICAL FRAMEWORK

Repurchase Intention

According to Nazir et al. (2023), explained that repurchase intention is the intention or desire that arises in consumers after experiencing a positive experience when purchasing a product. The buying process is divided into two stages, namely the pre-purchase where consumer expectations are formed before buying the product and the post-purchase stage where the consumer's initial perception is formed when receiving the product. In the post-purchase stage, the consumer compares the initial expectations and perceptions of using the product. This determines again whether consumers are satisfied and allows the desire to repurchase (repurchase intention) arise.

E-Satisfaction

According to Griva (2022), e-satisfaction is consumer satisfaction related to the experience provided by companies when making online purchases. Providing the best service to consumers provides distinct benefits for the company. Consumers who are satisfied with the service facilities provided, they will not hesitate to recommend to people around them. This makes the company more confident because of the positive impression from consumers. E-satisfaction is also defined as a person's



feelings of pleasure or disappointment resulting from comparing perceived product performance or what comes in relation to expectations (Rita et al., 2019).

Brand Image

Jung et al. (2019), stated that brand image is the perception and belief held by consumers, as reflected in the associations that exist in consumers' memories. Brand image is not just a logo that identifies a brand, but also a combination of associations that consumers make based on their interactions. That makes brand image very important in a business, because brand image makes an impression on a brand and making a first impression is a very important thing and only happens once in a lifetime. Consumers make an impression of a brand based on several factors such as how workers or employees dress, company website, business cards, store cleanliness, and so on. Little things and details like that help and influence the way consumers see the brand and give an impression of the brand. Han et al. (2019), stated the important image of a brand that has satisfied consumers.

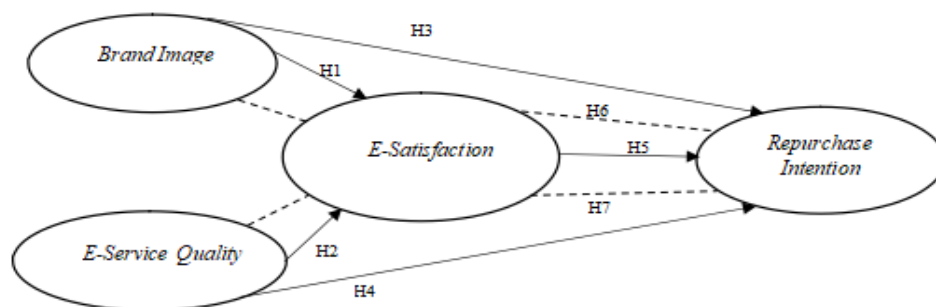
E-Service Quality

Ginting et al. (2019), e-service quality is the customer's perception of the extent to which the service received meets or exceeds their expectations. It also refers to how well a product can deliver and meet consumer needs, how a product can fulfill its purpose and meet industry standards. When evaluating the quality of a product, an e-commerce company considers several key factors. Like the product solves a problem, works efficiently, or meets consumer goals.

Method

Based on all the variables described above, the model framework used in this study is as follows:

Picture 1. Research Model



Source: Data collected by researcher (2023)



The development of the hypotheses contained in this study is based on competent previous research journals, so that a framework model with seven hypotheses can be described as shown below.

1. H1: Brand Image has a positive and significant effect on E-Satisfaction
2. H2: E-Service Quality has a positive and significant effect on E-Satisfaction
3. H3: Brand Image has a positive and significant effect on Repurchase Intention
4. H4: Brand Image has a positive and significant effect on Repurchase Intention
5. H5: E-Satisfaction has a positive and significant effect on Repurchase Intention
6. H6: E-Satisfaction has a positive and significant effect on mediating Brand Image and Repurchase Intention
7. H7: E-Satisfaction has a positive and significant effect in mediating E-Service Quality and Repurchase Intention

METHOD

This study uses a quantitative method with the object of research of people who live in Jabodetabek who have at Alfagift 3 times in the last 3 months with a minimum age of 17 years. The sampling technique used a purposive sample by distributing research questionnaires online. The research data analysis used IBM SPSS 25 which functions to process statistical analysis, validity tests, and reliability tests. Furthermore, AMOS 24 was used to test hypotheses and research models using Structural Equation Modeling (SEM) analysis techniques.

RESULT

Respondent Profile

Based on the results of the research questionnaire that has been distributed, 246 research respondents were obtained. The following data is the result of the respondent's profile in the form of gender, age, domicile, employment status, and average monthly income. Description of the results of data processing of respondent profiles can be described in the following table.

Table 1. Respondent Profile Descriptive Statistics

	Criteria	Frequency	Percentage
Gender	Laki-Laki	164	66.7%
	Perempuan	82	33.3%
	Total	246	100%
Domicile	Bekasi	34	14.5%
	Bogor	36	13.2%
	Depok	18	8.1%



	Jakarta	102	39.3%	
	Tangerang	56	23.9%	
	Total	246	100%	
Age	17 – 20 tahun	23	9.3%	
	21 – 23 tahun	92	37.4%	
	24 – 27 tahun	95	38.6%	
	28 – 30 tahun	22	8.9%	
	31 – 60 tahun	11	4.5%	
	>60 tahun	3	1.2%	
		Total	246	100%
Employment status	Pegawai Swata	100	40.7%	
	Pegawai Negeri	20	8.1%	
	Wirausaha	16	6.5%	
	Pelajar/Mahasiswa	98	39.8%	
	Tidak Bekerja	12	4.9%	
	Total	246	100%	
Monthly income	< Rp. 1,000,000	99	40.2%	
	Rp. 1,000,001 - Rp. 3,000,000	12	4.9%	
	Rp. 3,000,001 - Rp. 5,000.000	7	2.8%	
	Rp. 5,000,001 - Rp. 8.000.000	34	13.8%	
	Rp. 8,000,001 - Rp. 10,000,000	56	22.8%	
	Rp. 10,000,000>	38	15.4%	
		Total	232	100%

Source: Data processed by researchers (2023)

Table 2. Validity and Reliability Test Results

Variables	Validity Test	Reliability Test
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	Indicator	Factor Loadings	Description	Cronbach's Alpha	Description
Brand Image	BI5	0.949	Valid	0.848	Reliable
	BI4	0.946	Valid		
	BI3	0.938	Valid		
	BI6	0.935	Valid		
	BI1	0.764	Valid		
	BI2	0.666	Valid		
	BI7	0.639	Valid		
E-Service Quality	ESQ8	0.924	Valid	0.912	Reliable
	ESQ3	0.901	Valid		
	ESQ1	0.900	Valid		
	ESQ9	0.900	Valid		
	ESQ4	0.892	Valid		
	ESQ7	0.886	Valid		
	ESQ6	0.718	Valid		
	ESQ5	0.700	Valid		
	ESQ2	0.630	Valid		
	ESQ10	0.630	Valid		
Repurchase Intention	RI1	0.690	Valid	0.644	Reliable
	RI2	0.929	Valid		
	RI3	0.690	Valid		
	RI4	0.698	Valid		
	RI5	0.624	Valid		
E-Satisfaction	ES2	0.928	Valid	0.782	Reliable
	ES4	0.906	Valid		
	ES1	0.898	Valid		
	ES3	0.815	Valid		
	ES5	0.792	Valid		

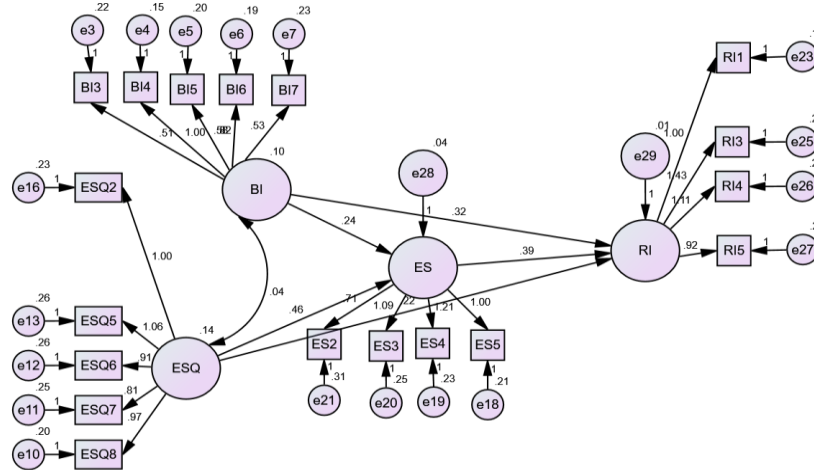
Source: Data processed by researchers (2023)

Table 4.2 shows the results of the validity and reliability tests of each variable. Referring to the



validity test results table, it shows that all indicators for each variable are valid because they have a loading factor value of > 0.50 . Furthermore, the reliability test is said to be reliable if it has a Cronbach's alpha value > 0.60 . The results of the reliability test showed that the five variables had values above 0.60 so that they were declared reliable.

Figure 2. Model Fit Test



Source: Data processed by researchers (2023)

Tabel 3. Model Fit Test Results

Goodnes-of-fit	Cut-off Value	Result	Evaluasi Model
Probability	>0.05	0.141	Sesuai
RSMEA	<0.08	0.023	Sesuai
GFI	>0.90	0.938	Sesuai
AGFI	>0.90	0.918	Sesuai
CMIN/DF	<3.00	1.135	Sesuai
TLI	≥ 0.95	0.968	Sesuai
CFI	≥ 0.90	0.973	Sesuai

Source: Data processed by researchers (2023)

Hypothesis testing

The results of hypothesis testing were carried out by looking at the critical ratio (CR) value ≥ 1.96 , so it was declared accepted. Then the probability value (P value) ≤ 0.05 , the hypothesis is said to have a significant effect. Furthermore, hypothesis testing with mediating variables is carried out Sobel Test. Sobel test results ≥ 1.96 with a significant level ≤ 0.05 , then the variable is said to mediate the relationship.

Tabel 4. Hypothesis Testing Results



Hypothesis	Independent Variabel	Dependent Variable	C.R.	P	Result
H1	BI	→ ES	2.339	0.019	Accepted
H2	ESQ	→ ES	4.771	***	Accepted
H3	BI	→ RI	2.926	0.003	Accepted
H4	ESQ	→ RI	2.129	0.033	Accepted
H5	ES	→ RI	2.271	0.023	Accepted

Source: Data processed by researchers (2023)

Tabel 5. Hypothesis Testing Results

Hypothesis	Independent Variabel	Dependent Variable	C.R.	P	Hasil
H6	BI	→ ES → RI	1.966	0.049	Accepted
H7	ESQ	→ ES → RI	2.011	0.044	Accepted

Source: Data processed by researchers (2023)

Referring to table 4. The results of hypothesis testing show that H1 to H7 have a CR value ≥ 1.96 and a probability value ≤ 0.05 value, so with this the seven hypotheses are declared accepted and have a significant effect.

DISCUSSION

- 1) Based on the brand image variable on e-satisfaction, this model has a C.R (critical ratio) of 2.339, smaller than 1.96, and has no negative sign which means there is a positive influence in the relationship between brand image variables on e-satisfaction. This means that the first hypothesis which states that brand image has a positive effect on e-satisfaction at Alfagift is accepted. This is by previous research by Hendrawan and Agustini (2021), Wilis and Nurwulandari (2020) and Aferi et al., (2022).
- 2) Based on the e-service quality variable on e-satisfaction, this model has a CR (critical ratio) of 4.771, greater than 1.96, and has no negative sign which means there is a positive influence in the relationship between the e-service quality variable on e-satisfaction. This means that the second hypothesis which states that e-service quality has a positive effect on Alfagift's e-satisfaction is accepted. This is to previous research by Khan et al. (2019), Jameel et al. (2022), and Aferi et al., (2022).
- 3) Based on the brand image variable on repurchase intention, this model has a CR (critical ratio) of 2.926, greater than 1.96, and has no negative sign which means there is a positive influence in the relationship between brand image variables on repurchase intention. This means that the third hypothesis which states that brand image has a positive effect on Alfagift's repurchase



intention is accepted. This is by Mandili et al. (2022), Huang et al. (2019), and Azmi et al., (2022).

- 4) Based on the e-service quality variable on repurchase intention, this model has a CR (critical ratio) of 2.129, greater than 1.96, and has no negative sign which means there is a positive influence in the relationship between the e-service quality variable on repurchase intention. This means that the fourth hypothesis which states that e-service quality on Alfagift's repurchase intention is accepted. This is to the previous research by Ginting et al. (2023), Fared et al. (2021), and Anggraini et al., (2020).
- 5) Based on the e-satisfaction variable on repurchase intention, this model has a CR (critical ratio) of 2.71, greater than 1.96, and has no negative sign which means there is a positive effect in the relationship between the e-satisfaction variable on repurchase intention. This means that the fifth hypothesis which states that e-satisfaction with Alfagift's repurchase intention is accepted. This is to previous research by Pandiangan et al. (2021), Trivedi & Yadav (2020), and Lestari & Ellyawati (2019).
- 6) Based on the brand image variable on repurchase intention through e-satisfaction, this model has a CR (critical ratio) of 1.966, greater than 1.96, and has no negative sign which means there is a positive influence in the relationship between brand image variables on repurchase intention through e-satisfaction. This hypothesis also has the same results as Budiyanto et al., (2019), a previous study conducted by Riyadi et al. (2023), Manopo & Widayanto (2019), and Wilis & Nurwulandari (2020).
- 7) Based on the e-service quality variable on repurchase intention through e-satisfaction, this model has a CR (critical ratio) of 2.051, greater than 1.96, and has no negative sign which means there is a positive influence in the relationship between the e-service quality variable on repurchase intention through e-satisfaction. This hypothesis also has the same results as previous research conducted by Riyadi et al. (2023), Purnmasari (2023), Zaraswati & Setyawati (2023).

RESEARCH IMPLICATION

- 1) In the brand image variable, the average respondent responds positively to the statement given. The indicator that has the highest positive response is the BI1 indicator which has a positive response of 80.0% of respondents. In the end, it can be said that it is important for Alfagift to build and maintain a positive brand image in the minds of consumers and the general public so that both brands and users get a positive image.
- 2) On the e-service quality variable, the average respondent responds positively to the statement given. The indicator that has the highest positive response is the ESQ1 indicator which has a



statement with a positive response of 71.5% of respondents. In the end, it can be said that it is important for Alfagift to pay more attention to the ability to serve a consumer so that this can also improve the quality of Alfagift's products.

- 3) On the e-satisfaction variable, the average respondent responds positively to the statement given. The indicator that has the highest positive response is the ES1 indicator which has a statement with a positive response of 72.8% of respondents. In the end, it can be said that it is important for Alfagift to pay attention to customer satisfaction so that consumers trust more and don't have to think twice about purchasing Alfagift.
- 4) On the repurchase intention variable, the average respondent responds positively to the statement given. The indicator that has the highest positive response is the RI1 indicator which has a positive response of 64.4% of respondents. In the end it can be said that it is important for Alfagift to maintain a positive brand image and pay attention to product quality so that consumers will feel satisfied and make repeat purchases.

CONCLUSION

Because the number of respondents is not the same in each region, it can make the results of Alfagift's consumer analysis more inclined to describe certain regions. The variables used in this study are not optimal because they do not include all variables that can affect repurchase intention. Therefore, there are several variables outside of this study that should be tested to get the maximum and most significant results in what are the variables in Alfagift that affect repurchase intention.

Furthermore, in this study, there are no comparisons to other grocery applications that are useful in providing a more significant picture of Alfagift consumers. The first research limitation is that it is hoped that further research will be able to collect more comprehensive data by using a quota sampling technique that can balance the range of areas used by researchers as was done in Sari research (2023). The third limitation of the research is that it is hoped that future research can use this research variable, but with different objects such as grocery applications other than Alfagift, such as Segari which was studied by Utami et al., (2023).

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